



جامعة عفت
EFFAT UNIVERSITY



UNDERGRADUATE
CATALOGUE

24/25

Contents

Introduction

Board of Trustees	6
Effat University Vision and Mission	8
President's welcome	10
Important definitions	12
Why study at Effat?	15
Partner institutions and organizations	16
Credit hours	24

Deanship for Admissions and Registration

Deanship Vision and Mission	26
Applying to Effat	27
Academic Bylaws	33
Grades	34
Tuition and fees for the academic year 2024/2025	38

Deanship of Student Affairs

Deanship Vision and Mission	42
Enhancement programs and centers	43
Student Life	62
Career Development Office (CDO)	65
Alumnae Relations Office (ARO)	66
Health, welfare and counseling	67
Effat University Code of Ethical Conduct	69

Effat English Academy

Program description	75
Educational objectives	76
Learning outcomes	77
Program structure	78
Course descriptions	81

General Education Department

Program description	85
Educational objectives	86
Learning outcomes	86
Program requirements	87
Course descriptions	92

HRH Princess AlBandari Bint Abdulrahman AlFaisal Center for Civic Engagement 102

Effat College of Humanities

College Vision and Mission 105

English and Translation

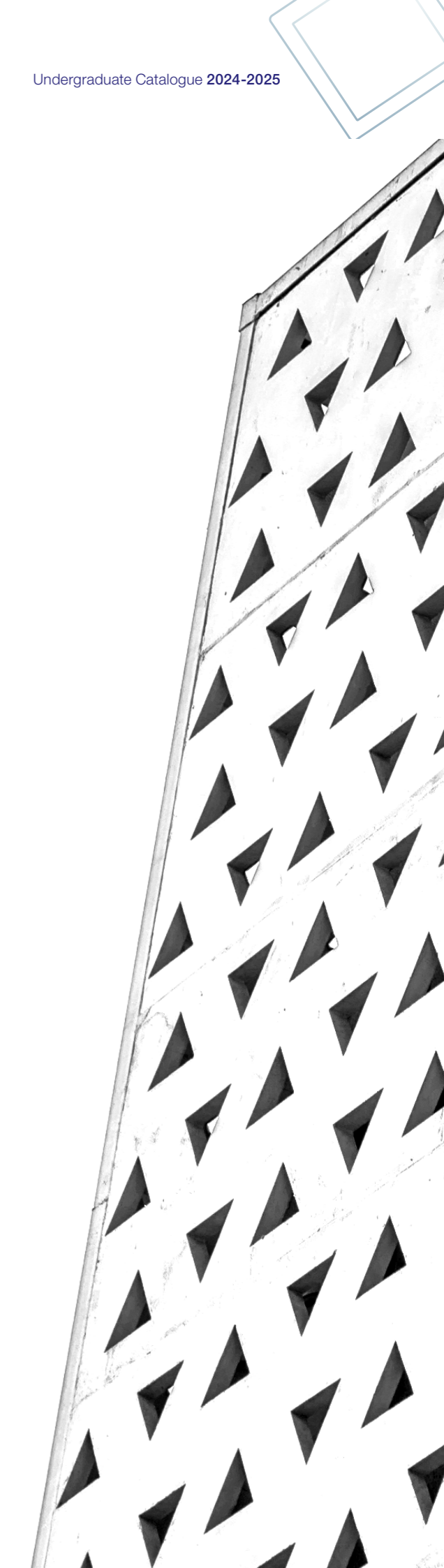
Program description	106
Educational objectives	106
Learning outcomes	106
Career opportunities	107
Graduation requirements	107
Study plan	111
Summary of courses	114
Course descriptions	115
Advising flowcharts	119

Psychology

Program description	122
Educational objectives	122
Career opportunities	123
Learning outcomes	123
Graduation requirements	124
Study plan	127
Summary of courses	129
Course descriptions	130

Digital Media and Communication

Program description	136
Educational objectives	136
Career opportunities	137



Learning outcomes	137	Career opportunities	174
Graduation requirements	138	Graduation requirements	176
Summary of courses	141	Study plan	181
Study plan	142	Summary of courses	192
Course descriptions	144	Course descriptions	194
		Advising flowcharts	202

Effat College of Engineering

College Vision and Mission	151	Effat College of Business	
Computer Science		College Vision and Mission	205
Program description	152	Accounting and Finance	
Educational objectives	152	Program description	206
Learning outcomes	152	Educational objectives	206
Career opportunities	153	Learning outcomes	207
Graduation requirements	154	Career opportunities	207
Study plan	157	Graduation requirements	208
Summary of courses	160	Study plan	212
Course descriptions	162	Summary of courses	214
Advising flowcharts	168	Course descriptions	215
		Advising flowcharts	223
Electrical and Computer Engineering		Marketing	
Program description	173	Program description	224
Educational objectives	173	Educational objectives	224
Learning outcomes	174	Learning outcomes	225
		Career opportunities	225
		Graduation requirements	226
		Study plan	230
		Summary of courses	231
		Course descriptions	233
		Advising flowcharts	241

Operations and Supply Chain Management

Program description	242
Educational objectives	242
Learning outcomes	243
Career opportunities	243
Graduation requirements	244
Study plan	247
Course descriptions	251
Advising flowcharts	260

Entrepreneurship

Program description	262
Educational objectives	262
Learning outcomes	263
Career opportunities	263
Graduation requirements	264
Study plan	268
Summary of courses	269
Course descriptions	270
Advising flowcharts	279

Effat College of Architecture and Design

College Vision and Mission	281
Architecture	
Program description	282
Educational objectives	282
Learning outcomes	283
Career opportunities	283
Graduation requirements	284
Study plan	287
Summary of courses	288
Course descriptions	289
Advising flowcharts	297
Cinematic Arts	
Program description	298
Educational objectives	298
Career opportunities	299
Graduation requirements	299
Study plan	303
Summary of courses	305
Course descriptions	308
Advising flowcharts	314
Design	
Program description	316
Educational objectives	316
Learning outcomes	316
Career opportunities	317
Study plan	322
Summary of courses	324
Course descriptions	325
Advising flowcharts	334

Board of Trustees

HRH Princess Sara Al Faisal 1999 – Present

- Chair of Effat University Board of Trustees.

HRH Princess Latifa Al Faisal 1999 – Present

- Member of Effat University Board of Trustees.

HRH Prince Khaled Al Faisal 1999 – Present

- Advisor to the Custodian of the Two Holy Mosques and Governor of Makkah Region.
- Chief Executive Officer (CEO), King Faisal Foundation.
- Member of Effat University Board of Trustees.

HRH Prince Turki Al Faisal 1999 – Present

- Member of Effat University Board of Founders & Board of Trustees.
- Chairman, Board of Directors, King Faisal Center for Research and Islamic Studies,

HRH Princess Loulwah Al Faisal 1999 – Present

- Vice Chair of Effat University Board of Founders & Board of Trustees.
- The General Supervisor of Effat University.
- Chair of Effat University Honorary Advisory Board.

HRH Princess Haifa Al Faisal 1999 – Present

- Member of Effat University Board of Founders & Board of Trustees.

HRH Prince Amr Mohammad Al Faisal 1999 – Present

- Member of Effat University Board of Founders and Board of Trustees.
- Non-Executive Chairman of Ithmaar Bank Board of Founders & Board of Trustees.

HH Prince Bandar Bin Saud Bin Khaled Bin Mohammed Al Saud 2008 – Present

- Member of Effat University Board of Founders & Board of Trustees.
- Secretary General, King Faisal Foundation.
- Member of AlFaisal University Board of Trustees, and Chairman of the Executive Committee.

HRH Princess Haifa Bint Saud Al Faisal 2015 – Present

- Member of Effat University Board of Founders & Board of Trustees.

HRH Prince Saud Bin Abdulrahman Al Faisal 2014 – Present

- Member of Effat University Board of Founders & Board of Trustees.

HRH Princess Noura Bint Turki Al Faisal 1999 – Present

- Assistant to the Vice Chair of the Board of Trustees.
- Vice Chair of Effat University Honorary Advisory Board.
- Member of Effat University Board of Founders & Board of Trustees.

HRH Princess Sara Bint Saad Al Faisal 2018 – Present

- Member of Effat University Board of Founders & Board of Trustees

HRH Prince Sultan Bin Bandar Al Faisal 2015 – Present

- Member of Effat University Board of Founders.

HRH Prince Saud Bin Turki Al Faisal 2023 – Present

- Member of Effat University Board of Founders.

HH Prince Faisal BinTurki Bin Abdulaziz Al Thunayyan 2022 – Present

- Member of Effat University Board of Founders and Board of Trustees.

Dr. Kamal Hussein Shoukry 1999 – Present

- Member of Effat University Board of Founders and Board of Trustees
- Member of Effat University Honorary Advisory Board.
- Effat University Legal Consultant (Hussein Shoukry Law Firm)

Dr. Haifa Reda Jamal Allail 1999 – Present

- Member of Effat University Board of Founders.
- Secretary General, Effat University Board of Founders and Board of Trustees.
- President of Effat University.

Dr. Mohammed Ibrahim Al Odib 2022 – Present

- Deputy Minister for Private Education.

Dr. Haifa Abdullah Al-Nafie 2022 – Present

- Faculty Member, Taif University.

Dr Sarah Abdulrahem Sofi Kashkari 2022 – Present

- Faculty Member, King Abdul Aziz University.

Dr Iyad Adnan Katib 2022 – Present

- Dean of the Faculty of Computing and Information Technology, King Abdul Aziz University.
- Faculty Member, King Abdul Aziz University.

Dr Raed Ibrahim Alhamad 2022 – Present

- Dean of Scientific Research Saudi Electronic University, Riyadh
- Vice Dean, College of Computing & Informatics, Saudi Electronic University, Riyadh
- Faculty Member, Saudi Electronic University, Riyadh.

Dr Turki Ali Homoud Al Motlaq 2022 – Present

- Dean of the College of Education, Hail University
- Faculty Member, Hail University



VISION

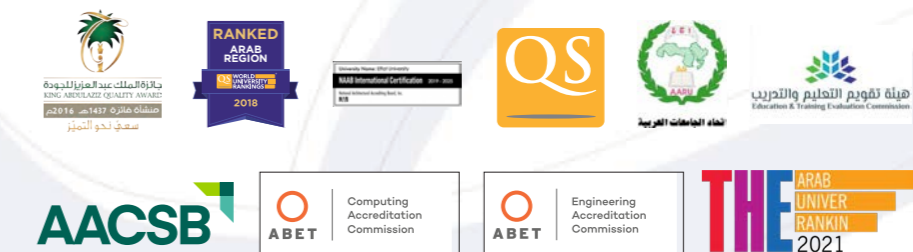
Effat University strives to be recognized among the world's higher educational institutions contributing to scientific discovery and innovation presenting solutions to societal challenges and serving as an agent of change that advances inspired leaders and scholars in fulfilling Queen Effat Al-Thunayan Al-Saud's vision.

MISSION

Effat University prepares aspirational and effective leaders of international quality who contribute to national and global progress by interweaving Effat University Core Values into an innovative education which creates a culture of broad inquiry, intellectual engagement, and valuable societal impact.

ACCREDITATION

Effat University is a degree-granting institution, fully licensed by the Ministry of Higher Education of Higher Education of Saudi Arabia. Effat University's Final License Number is 327/A. Date 8/2/1430. The University is fully accredited by the Saudi Arabian Education and Training Evaluation Commission – National Center for Academic Accreditation and Evaluation (ETEC-NCAAA). Effat University has achieved full institutional re-accreditation from 2017 to 2024. 10 of its degrees that have graduated students under its four colleges have received national accreditation and reaccreditation up to the years 2024, 2027 and 2028. The College of Engineering and all its bachelor programs have received full international accreditation from ABET from 2015 up to 2023. Also, the Architecture Program at Effat University has received international certification from The National Architectural Accrediting Board (NAAB). All the programs of Effat College of Business have also received international business accreditation from AACSB. In addition to winning the prestigious King Abdulaziz Quality Award, Effat University was also awarded five stars in the categories of Employability and Facilities, and four stars in the category of Teaching by Quacquarelli Symonds (QS) in 2015. It has also been ranked among the Top Arab Universities in the QS Arab Universities Rankings Since 2018 and in Times Higher Education (THE) Arab Universities Ranking since 2021. Effat University is Also a member of the Association of Arab Universities.



PRESIDENT'S WELCOME

A very warm welcome to Effat University

We were founded as Effat College in 1999 by HRH Princess Effat Al Thunayan Al Saud (God rest her soul) and achieved our university status in 2009 – becoming the first private non-profit female university in the Kingdom of Saudi Arabia.

اقراء IQRA

- ابحث Undertake lifelong research
- قيم Have strong ethical, social and educational values
- ريادة Show responsible and creative leadership
- التواصل Communicate effectively and reach out to others



Effat University is the living legacy of its founder, Her Royal Highness Queen Effat Al-Thunayan Al-Saud (may God rest her soul), the pioneer of female education in the kingdom of Saudi Arabia. Established in 1999, the university has modelled itself on a broad liberal arts American style of higher education, emphasizing a holistic, inclusive, diversified educational experience for students and preparing them to be effective future ambassadors of Queen Effat's legacy.

Crafting a Post-Pandemic strategy for a college or university requires attention to two external forces that have shaped the future outlook for higher education around the world, the cost of higher education and the digital educational technologies. Living through Covid-19 crisis has actually inspired creativity, critical reflection, transformation, and desire for renewal among faculty, staff, administrators, parents, alumni, and society as a whole.

I truly believe that a university is an amalgamation of its people and values. The Students, Board of Founders, Board of Trustees, Faculty and Staff, and Alumni have played a role of paramount importance in their unwavering support and counsel. Before we dive into the details of the Strategic Plan 2022-2027, I would like to express my heartfelt gratitude to all the people involved in making Effat University what it is today. With the same commitment and dedication displayed by everyone in the past, I am certain that we will together take Effat University to new heights.

Effat University's Strategic Plan 2022-2027 (the fifth of its kind) emphasizes on innovation, by inspiring everyone at Effat University to be a part of a digital transformation journey. This is a strong reflection of a nation-wide movement towards achieving Vision 2030 and the announcement of national aspirations and priorities of Saudi Arabia's Crown Prince Mohammed bin Salman for the research, development, and innovation section. This will be achieved by empowering and engaging the stakeholders, optimizing the operations, encouraging innovative research and development, as well as providing top notch services centered around the success of students.

We are calling this strategy, Innovation and Digital Transformation

The focus of this Strategic Plan 2022-2027 is to: i) enhance the mission and vision of the university in line with the Saudi Vision 2030 ii) strongly infuse the culture of innovation into the heart of university's core values iii) provide a top-class learning environment and state-of-the-art facilities to enhance student experience iv) develop sustainable financial planning and management v) strongly support both professional and personal

development of the faculty and staff vi) create long lasting impact with a focus on research-oriented philosophy vii) create and upscale partnerships with various entities and ramp up community presence viii) feature in the top five universities of Saudi Arabia and top 800 universities in the world.

In this strategic plan, Effat university will experience the transformation to become a co-educational institution. The decision for Effat University to co-educate was made for a demand/supply reason, as well as to maintain a competitive edge over other similar higher educational institutions in the kingdom and ensure its standing as a successful and competitive liberal arts university. In promoting the advancement of a co-educational institution, and in my capacity as a president of Effat university I formed an ad hoc committee to specifically discuss this issue in 2018. The committee produced a report stating the reasons why it would benefit Effat university to become co-educational. The committee suggested that it would be better to have male in the classroom to improve the quality, diversity, and inclusiveness of student body as well as improve campus life. Furthermore, the university would more likely become stronger because it would draw more students who were interested in studying at Effat University. The Board of Trustees read the recommendation and believed that the inclusion of male into the university would increase its reputation nationally and internationally and support the financial sustainability of the institution. Since the university had the space to accommodate male students, the Board hopes that the ratio of male to female will grow gradually to 1:1 by 2027 and the undergraduate student body would consist of 2418 student by 2027. Therefore, in January 2022 based on positive consensus from the student body, faculty and staff, University Council, and based on the Board of Trustees recommendation, the Ministry of Education agreed to make Effat University co-educational starting in the Spring of 2022.

Effat University has successfully navigated and overcome the adversities posed by the pandemic over the course of the last few years. Despite the challenges, I take pride in the way Effat University has continued to deliver high quality education and nurture supreme talent true to the ethos of the founders. The refreshed and rejuvenated Strategic Plan 2022-2027 will continue to unlock more opportunities for Effat University while serving as a guide to triumph over any challenges. The future is very exciting and full of opportunities. I am both excited and honored to be a part of this exhilarating journey with you.

Dr Haifa Reda Jamal Al Lail
President, Effat University

Important definitions

University life brings with it a new vocabulary, which can be confusing. Below you will find some of the more common academic terms and what they mean.

Academic year

The academic year at Effat University is divided into two semesters. Each semester consists of 15 weeks, excluding the registration and examination periods.

Minimum and maximum period of study

The minimum period for obtaining the bachelor's degree is six semesters. The maximum period is your original program period plus an additional half period. Summer semesters are not counted in this period.

Academic status

A student's academic status will be determined at the end of each semester and will appear on the transcript that shows achievements throughout graduate study. However, the summer session has no effect on academic status.

Good standing

A student's academic status is maintained when the student's cumulative Grade Point Average (GPA) and semester GPA are at least 2. Students are expected to maintain this standing until their graduation.

Academic warning

A student will be placed under 'Academic warning' status after final grades have been processed at the end of each semester (except the summer semester) if any of the following occur:

- Her cumulative GPA is less than 2 but more than 1 out of 4

AND/OR

- Her semester GPA is less than 2.

Academic discontinuation

The student shall face discontinuation for at least one semester if any of the following occur:

- Her semester GPA is less than 1.00
- She was previously on 'Academic warning' or probation in a regular semester and in the next term achieved a semester GPA of less than 1.75
- The student receives three consecutive academic warnings.

Academic probation

A student is placed under 'Academic probation' status after the final grades have been processed at the end of each semester (except the summer semester), and her cumulative GPA is less than a 'B'.

Academic dismissal

A student is dismissed if she receives three consecutive 'Academic probations'. Upon the recommendation of the Department Council, the University Council may allow some students a fourth opportunity to improve their cumulative GPA. A student is also dismissed if she fails to complete her graduation requirements within an additional period equal to one half of the original program's duration. In exceptional cases, the University Council may allow the student to complete the graduation requirements within an additional period of a maximum duration equal to that of the original program. You can find full details of grades and what they mean on page 32.

Useful information

Effat Bylaws

Semester of graduation

Certain exceptions are permitted to students in their final semester. The minimum course load in the semester of graduation is one credit hour. The maximum is 24 credit hours during the regular semester and nine in the summer session, provided the cumulative GPA of all work undertaken during the preceding terms in the last 28 credit hours is not less than two out of four.

Repeating courses

A student who obtains a failing grade in a required course must repeat this course. Additionally, a student can repeat a course for which she previously obtained a grade D or D+. The last grade will reflect the student's performance in such a course. Should a student repeat a required course in which she has earned a D or D+ and fail, she must repeat the course and obtain a pass grade. All grades will be included in the GPA calculation in her transcript.

Change of major

Students can transfer from one major to another if they have fulfilled the prerequisite requirements for entry to the new major, and completed an 'Application for Change of Major' form with the required signatures.

A change of major should be requested before the student completes her fourth semester, although the department may consider exceptional cases where students have already completed the fourth semester. Transfers will be recorded in the academic record at the beginning of the following term.

Students are allowed a maximum of two transfers from one major to another within the university. The University Council may also consider exceptional cases.

The academic record of a student transferring from one major to another will include all the courses they have taken, including the grades, semesters and cumulative GPAs obtained throughout the period of study at Effat.

Voluntary suspension of enrollment

Students with acceptable reasons may apply in writing to the Department Chair for a 'leave of absence' (LOA) from study, provided that the postponement period shall not exceed two consecutive semesters, or three non-consecutive semesters throughout their enrollment at the university. The 'Application for Leave of Absence' form should be submitted to the Office of Admissions and Registration after completion.

Readmission after voluntary suspension of enrollment

A student in 'good standing' whose studies are interrupted for no more than two semesters must submit a formal request for re-enrollment to the Office of Admissions and Registration. This must be done at least one month before the beginning of the semester for which they wish to be re-enrolled. Please note, if you interrupt your study for the duration of one semester without applying for a suspension of enrollment, your enrollment status at the university will be canceled and your file will be closed.

Re-enrollment after suspension of enrollment*

Re-enrollment after leave of absence (LOA) (before registration)

A student may submit an application for a leave of absence for reasons acceptable to the College Council, provided the leave of absence period does not exceed two consecutive semesters, or a maximum of three non-consecutive semesters, during her entire course of study at the university.

The student may apply for re-enrollment* with the same university ID number and academic record she had before her suspension by submitting a 'Re-enrollment After Leave of Absence' form.

*All re-enrollment forms must be completed and submitted at least one month before the beginning of the semester for which the student wishes to be re-enrolled.

Re-enrollment after 'term withdrawal' (TW) (after registration)

A student may be allowed to withdraw for a semester and not be considered as having failed the course if she supplies an acceptable reason to the authorized body – as determined by the University Council – starting the third week and before the end of the 10th week of the academic semester. The student will be given a 'W' grade for the courses and may apply for re-enrollment with the same university ID number and academic record she had before her suspension by submitting a 'Re-enrollment After Term Withdrawal' form.

Re-enrollment after 'permanent withdrawal' (PW)

A student whose enrollment status has been canceled may apply for re-enrollment within four semesters, with the same university ID number and academic record she had before her suspension, by completing a 'Re-enrollment After Permanent Withdrawal' form. This will be presented to the Admissions and Academic Standing Committee (AASC) who will study the case and decide accordingly.

Re-enrollment after 'no-show'

Students who have not informed the university of their leave and did not fill one of the forms listed above (LOA, TW or PW) will be deemed a 'no show' and a suspension of enrollment will apply. She may apply for re-enrollment within four semesters, and with the same university ID number and academic record she had before her suspension, by completing a 'Re-enrollment After No-show' form and a written request which will be presented to the Admissions and Academic Standing Committee (AASC). They will study the case and decide accordingly.

Withdrawal from courses

A student may withdraw from individual courses or from the semester according to the detailed regulations set forth in the 'University Withdrawal and Refund Policy'. Withdrawal from courses is permitted no later than 10 weeks after the start of the semester. Students withdrawing from a course will receive a grade of 'W' for said course. This 'W' grade is not included in computing the semester or cumulative GPA. Academic advisors must approve all withdrawals and ensure that the minimum course load of 12 credits is maintained.

Student attendance

Attendance and participation in all classes and laboratory sessions are essential to students' education at Effat. The instructor will provide the attendance policy for each course. Absence from any session (whether excused or unexcused) does not excuse a student from not making up missed work and completing assignments. An undergraduate student will not be allowed to continue in a course and take the final examination, and will be given a 'DN' grade (denied from attending final exam), if unexcused absences make up more than 20% of the lecture and laboratory sessions scheduled for the course.

Absence from final exams

A student who is absent from the final examination without an acceptable, documented excuse shall be given a 0 mark for the examination. Course grades are in this case calculated on the basis of the marks obtained from semester activities. If a student fails to attend the final examination of any of her scheduled courses due to circumstances beyond her control, the College Council, in exceptional cases, may arrange a make-up examination within a period not exceeding the end of the next semester. In such cases the course grade will be given to the student after the make-up examination.

Why Study at Effat?

Academically renowned and internationally connected, Effat University is the first private institution of higher education for women in Saudi Arabia.

Everything we do stems from Queen Effat's lifelong work and vision. She believed education should be holistic and go hand-in-hand with traditional Islamic values and respect for all human beings. She embraced liberal arts education, encouraged offering new programs that give women unique educational opportunities as part of developing a well-rounded education. All whilst understanding the importance of keeping abreast of modern technological advances and of what could be learned from, and shared through, international partnerships.

That's why we make sure our academic programs are innovative and stimulating, our worldwide partnerships – with universities, businesses and organizations – bring you new perspectives, and our Graduate Ambassadors Program opens up new horizons for you.

As well as internationally recognized qualifications, your time at Effat will give you an unforgettably rich experience, from learning new skills to making great friends and discovering more about yourself as a person.

We'll give you all the personal and academic support you'll need, plus lots of opportunities to gain practical knowledge and make a difference out in the wider community.

And there'll still be plenty of time for relaxing and having fun. We have a half-Olympic-sized swimming pool, a restaurant and cafe, and a recently renovated Student Residence; all here to make your free time more enjoyable. We also pride ourselves on our modern facilities, designed to help you study, including our brand-new, state-of-the-art library with Media Center, electronic classrooms, presentation rooms and large auditorium. With our many clubs and societies, you're bound to meet other students who share your interests – whether they lie in sport, film, charity work or simply in laying the foundations of your great future career.

If you'd like to know more about anything we cover in this catalogue, just visit www.effatuniversity.edu.sa



Partner institutions and organizations

Here at Effat, we offer our students a wealth of experience and opportunity. In keeping with our mission to (prepare aspirational and effective leaders of international quality), and our vision to (serve as an agent of change that advances inspired leaders and scholars in fulfilling Queen Effat Al Thunayan Al Saud's vision), we engage in partnerships with leading institutions and associations, both in the Kingdom and around the world.

These partnerships – academic, internship and research industrial – enhance not only our academic programs, but our student experiences too. Strengthening language abilities, promoting a culture of diversity and opportunity, empowering Effatees with the skills they need, and inspiring them to become leaders of the future, on a local and global scale.

International students

Every year, students from countries as diverse as China, Nigeria, the UK and Canada come to study with us. If you're an international student, we'd welcome your application for a full degree or selected course modules as a visiting student, and will give you all the support you need (including helping you to obtain your visa).

For more information, contact the Office of Admissions and Registration by emailing admissions@effatuniversity.edu.sa or by calling +966 92 000 3331.



Global Liberal Arts Alliance

The Global Liberal Arts Alliance is an international partnership of colleges and universities advancing liberal arts education within the contexts of its member institutions. The Alliance fosters a community of institutional leaders, faculty, staff and students to address the pressing intellectual, social, political, educational and cultural issues of the highly globalized twenty-first century.

www.liberalartsalliance.org

Academic Partnerships



University of the People

The mission of University of the People is to offer affordable, quality, fully online, degree-granting educational programs to any qualified student. UoPeople believes that education plays a fundamental role in strengthening respect for human rights and fundamental freedoms, and in promoting understanding and tolerance.

Our partnership offers students from both institutions the chance to pursue a variety of fields at the undergraduate level, as well as at the graduate level.

Students will be able to transfer between the two universities in compatible programs.

www.uopeople.edu

MOUNT HOLYOKE

Mount Holyoke

Mount Holyoke is a selective women's college that has a robust reputation for empowering women and developing leadership skills to produce the leaders of the future. Their mission mirrors that of Effat, which is "to qualify tomorrow's competitive leaders". In 2010 the sister institutions started collaboration to develop new initiatives to strengthen and add value to the co-curricular program at Effat.

www.mtholyoke.edu



North Eastern University

Effat University collaborates with The Social Impact Lab at North Eastern University to provide a course in experiential philanthropy education (EPE), supported by the Juffali Foundation, which is a teaching methodology that incorporates grant making into an academic course to enhance and complement core learning objectives.

www.cssh.northeastern.edu



Virginia Tech

Virginia Tech takes a hands-on, engaging approach to education, preparing scholars to be leaders in their fields and communities. As the Commonwealth's most comprehensive university and its leading research institution, Virginia Tech offers 275 undergraduate and graduate degree programs to more than 33,000 students, and manages a research portfolio of more than \$502 million. Effat English Academy collaborates with the Virginia Tech Language and Culture Institute, whose mission is to promote intercultural competence and understanding by connecting people across borders and disciplines. They aim to inspire globally minded students, scholars, and professionals through transformative learning, innovative collaborations, and cross-cultural engagement.

www.vt.edu

Syracuse University

Syracuse University

Syracuse University has partnered with the department of Computer Science since 2013. Collaboration started with the i-School, but now the new focus is on Artificial Intelligence and Cyber Security and the partnership is being continued with the College of Engineering & Computer Science. The strong collaboration has supported ABET Accreditation.

www.syr.edu

Georgetown University

In 2005, Effat first collaborated with the McDonough School of Business at Georgetown University, Washington DC to establish a department of Business Administration. From this solid foundation, the College of Business was formed in 2009, and now the College offers the first PhD program at a private university. The ongoing partnership with MSB continues to strengthen all the departments, ensures that they stay up-to-date with the constantly changing business landscape, and increases the research capacity of both students and faculty.

www.georgetown.edu

Bocconi University, Italy

SDA Bocconi is one of the few Business Schools that hold the so-called "triple crown", three of the most prestigious international accreditations: AACSB, EQUIS and AMBA. It is also the only Italian Business School to feature in all the major international rankings, including Financial Times, Forbes, Bloomberg Businessweek and The Economist.

www.sdabocconi.it

Tokai University

The Computer Science department's international partner is Tokai University, in the land of technical innovation, Japan. Tokai collaborates with Effat in ensuring that the curriculum remains up-to-date in this rapidly changing field. Professors from Tokai visit on an annual basis, giving not only lectures and courses relevant to the field, but also insights into the fascinating Japanese culture. Students have also taken research internship courses in Tokai.

www.u-tokai.ac.jp/international

Duke University

The Pratt School of Engineering and Effat University have been partners since 2004, when they collaborated to develop the Electrical and Computer Engineering (ECE) curriculum and establish the program, the first of its kind for women in Saudia Arabia. Every year, faculty from Duke visit the department to monitor its development and interact with students and faculty. ECE graduates each receive a personal letter of congratulations from the Dean of the Pratt School.

www.duke.edu

Kent State University

KENT State University, USA collaborates with Effat University in Students Summer School, studying abroad, joint conferences.

www.kent.edu

University of Miami

The School of Architecture at Miami University has partnered Effat University since 2009. Miami collaborated with Effat to create the new 5-year curriculum in line with NAAB standards. Every summer, Effat students have the opportunity to take courses in Italy at the University of Miami's facilities in Rome. Miami faculty visit Effat annually to monitor students' projects, give guest lectures and monitor the departments progress.

www.miami.edu

University of Southern California, School of Cinematic Arts

The USC School of Cinematic Arts is the leading school of its kind in the world, and boasts an array of Hollywood stars as its alumni. It was involved at the inception of Effat's first department of cinematic arts in 2006 (known then as the Visual and Digital Production Department), and remains an active partner until now. Every year, at least two faculty members come to Effat to offer master classes, evaluate student projects, and ensure that the department is at the forefront of the newest Hollywood trends.

www.tisch.nyu.edu

Arts University, Bournemouth UK

AUB is a leading University offering high quality specialist education in art, design, media and performance across the creative industries. It was ranked as the UK's top specialist art and design university in The Sunday Times Good University Guide. It has worked with Effat on a range of projects, including a documentary film for international release, post-graduate art projects, pop-up film workshops, and many others.

www.aub.ac.uk

Employer and Internship Partnerships



Waad Academy

The agreement between Effat University and Waad Academy, held on March 22nd 2018, aims to collaborate and provide internships and job opportunities for Effat students and graduates to work on various projects. Waad Academy Schools offers a holistic blended learning experience to nurture the students' heart, mind & body. The academy is located in Jeddah.

www.waadacademy.edu.sa



Maersk Line

The agreement between Effat University and Maersk Line, held on February 18th 2019, aims to collaborate and provide internships and employment opportunities for Effat students and graduates. Maersk is an integrated container logistics company working to connect and simplify its customers' supply chains. As the global leader in shipping services, the company operates in 130 countries and employs roughly 70,000 people.

www.maersk.com



Mövenpick Hotels & Resorts Group

The agreement between Effat University and Mövenpick Hotels & Resorts, held on September 27th 2018, aims to collaborate and provide students and graduates with opportunities to have internships and employment at the hotels corporate offices. Mövenpick is a firm with Swiss roots and a restaurant and hospitality heritage that dates back to the 1940s. It embraces innovation to meet ever-changing guest needs and continue to celebrate their rich culinary legacy, setting trends but never compromising on quality and authenticity. Mövenpick take a sustainable and responsible approach, caring for local communities and protecting the environment in the destinations where they operate.

www.movenpick.com



Baker Hughes a GE company

The agreement between Effat University and Baker Hughes a GE company, held on November 6th 2018, aims to collaborate and provide students with opportunities in internships, employment and research under their programs, which gives great opportunities to both students and graduates to learn and develop their abilities. Baker Hughes, a GE company is an international industrial service company and one of the world's largest oil field services companies. It operates in more than 120 countries, providing the oil and gas industry with products and services for oil drilling, formation evaluation, completion, production and reservoir consulting.

www.bakerhughes.com



Crowne Plaza Jeddah Hotel

On Sunday, 28th April 2019, Effat University represented by Dr. Haifa Reda Jamal Al-Lail, President of Effat University have signed an MOU with Crowne Plaza Jeddah Hotel represented by Rafique Izhiman, IHG Area General Manager – Jeddah/Yanbu Hotels & General Manager of Crowne Plaza Jeddah. As part of the University early "Career Programs", the aim of the agreement is to support and enhance the efforts of both parties with their goals to make an impact on the lives of young female community in Saudi Arabia. The agreement include providing opportunities for internships and employments.

www.ihg.com



Tamer Group

This partnership – officially established in 2016 – aims to serve Effat students and graduates in providing unique opportunities and experiences to enhance their skills and abilities, ready for the job market. The agreement includes internship opportunities, job offers, and scheduled visits to the company's factory and warehouse. Tamer Group is a leading healthcare, beauty, luxury products and fast-moving consumer goods company, responding to the growing needs of the Saudi and Middle East communities.

www.tamergroup.com



Saudi National Bank

This agreement allows Effat students access to Cooperative Training Programs (COOPs) – internship opportunities that helps them to grow academically and professionally. The experience attained enables them to choose from a wide range of positions on the job market.

The National Commercial Bank was the first Saudi bank to be licensed in the Kingdom. It's considered the largest of its kind in Saudi Arabia, and is a leading financial institution in the region.

www.alahli.com



Building Hope (A Division of CPC)

The long-established relationship between the two parties was further strengthened through an official agreement in April 2015; one that includes – among many things – internship opportunities and scholarships. CPC Holding itself is a Saudi construction product holding company, with a head office in Jeddah and branches in Riyadh, Bahra, Dammam, Qatar (UAE), Egypt, India and Syria. They deliver complete building solutions, for multiple construction needs and sectors.

www.cpcholding.com



Intercontinental Hotels Group

The 2018-initiated agreement between Effat and Intercontinental Hotels Group provides internships and employment opportunities for Effat students and graduates. Intercontinental Hotels Group is a pioneer in the hospitality industry in Saudi Arabia. Effat students and graduates will be introduced to and familiarized with the hospitality industry and given unique opportunities to enhance their skills and abilities to perform brilliantly in the job market.

www.ihg.com/intercontinental



King Abdulaziz City for Science and Technology (KACST)

The agreement between Effat and KACST, which began in Dec 2017, provides students with internship and research opportunities under their program entitled, 'The European Organization for Nuclear Research' (CERN). Effat students will be provided with great opportunities to learn and develop their abilities with this impressive scientific government institution that supports and enhances scientific applied research.

www.kacst.edu.sa



Chalhoub Group

The agreement between Effat University and Chalhoub Group, held on February 12th 2020, aims to collaborate and provide students and graduates with opportunities to have internships and employment at Chalhoub Group.

The Chalhoub Group is the largest retail operator in the Middle East. It played a crucial role in developing the luxury sector in the region. The company has more than 12,000 employees, in 14 countries.

www.chalhoubgroup.com

Badir Program for Technology Incubators

Aiming to maximize the mutual benefits between the two parties in terms of consultancy and training, this partnership – which began in 2017 – delivers workshops and joint events to support entrepreneurs in both the region and the Kingdom. BADIR Program for Technology Incubators was launched by King Abdulaziz City for Science and Technology in 2007. 'Badir' means 'to initiate' and is a national initiative aimed at accelerating the growth of emerging tech-based businesses in Saudi Arabia.

badir.com.sa/en/

The Jeddah Chamber of Commerce and Industry (JCCI)

A collaboration since 2016 that includes training programs, the organizing of conferences, and the conducting of research and study with a mutual interest. All of which contribute greatly to the Effat student and graduate educational experience. JCCI is one of the oldest business and services organizations in the Kingdom. It has long served the national economy and business community, contributing to its development and progress via several channels and offered services.

www.jcci.org.sa

Kinan International Real Estate Development

The agreement and ongoing collaboration between Effat and Kinan provides internships and job opportunities for Effat students and graduates on various projects. Founded in 2005 and based in Jeddah, Saudi Arabia, Kinan acquires and develops real estate properties and also operates hypermarket malls.

www.kinan.com.sa

Education E-Solutions

Since 2016, this collaboration has provided our students with the best possible training opportunities and workshops, relating to current market employment needs. It also includes consultancy in research, capstone projects, and external review for an educational program. Education E-Solutions is part of the Saudi Bugshan Group and is one of the largest conglomerates in the Middle East and North Africa region. The company is focused on open innovation and education technologies such as augmented reality (AR), virtual reality (VR), 3D, artificial intelligence (AI), predictive or adaptive learning, Raspberry Pi and IoT.

www.edu-esolutions.com

INJAZ Saudi Arabia

Consolidated in 2016, this collaboration includes training programs, volunteering opportunities, and invitations to attend valuable conferences and events. The programs offered are based on three principles: entrepreneurship, work ethos and financial literacy. They aim to smooth the transition from education to professional occupation. INJAZ Saudi Arabia was founded in 2009, in partnership with the Ministry of Education, the National Commercial Bank, and Savola Group. It represents the local presence of the Junior Achievement (JA) Worldwide Program; one which has expanded into 14 MENA countries, and across the GCC, Middle East and North Africa.

www.injaz.org.jo

Research Collaborations Partnerships



نيوم، NEOM



الهيئة العامة للإعلام المرئي والمسموع
GENERAL COMMISSION FOR AUDIOVISUAL MEDIA

Credit hours

Undergraduate curriculum

We have four colleges for your undergraduate degree: Effat College of Humanities, Effat College of Engineering, Effat College of Business and Effat College of Architecture and Design.

Within all our colleges, you'll have the chance to explore an American-style education that offers a range of liberal education subjects, before concentrating on the area that interests you most.

You'll take these 'general education courses' to help broaden your knowledge and develop the core skills you'll need for success – both during your time with us and long after you graduate.

We'll always encourage you to take part in our student personal, social and professional development program (Effat Ambassador Program). It's a great way to build your personal and interpersonal skills, as well as your social and global awareness. We tell you more about it in our comprehensive course guide section.

As part of your degree, you'll need to complete between 126 and 163 credit hours, depending on the course you've chosen. For our major and free-elective courses, the hours will be split between your General Education Program (GEP) and your specific degree.

And because of our liberal arts philosophy here at Effat – it's the best way to prepare you for a successful and meaningful career – all our undergraduate programs include specialized, practical training.

How you'll graduate

To successfully graduate from Effat University, you'll need to:

- Follow a full degree plan
- Complete your degree credits in 8 to 10 semesters for the following programs:

Effat College of Humanities
– English and Translation
– Psychology
– Digital Media and Communication

Effat College of Engineering
– Computer Science

Effat College of Business
– Finance
– Marketing
– Human Resources Management
– Operations and Supply Chain Management
– Entrepreneurship

Effat College of Architecture and Design
– Cinematic Arts
– Design

- Complete your degree credits in 10 to 12 semesters for the following programs:

Effat College of Engineering
– Electrical and Computer Engineering

Effat College of Architecture and Design
– Architecture

- Earn a minimum GPA of 2.00

Credit hours

Your department dictates the credit hours you will be expected to complete. Department requirements range from 126 to 163 credit hours, depending on the major. Major requirements consist of compulsory courses and technical electives or specialization requirements. 42 credit hours are dedicated to the GEP out of the total credits required by the program for degree completion. Your chosen program may allow for free electives. You can simply select courses that you are interested in outside your major.

College	Program	Concentration/track	Overall credit hours
Humanities	English and Translation	<ul style="list-style-type: none"> • Linguistics • Literature • Translation 	129
	Psychology	<ul style="list-style-type: none"> • Clinical Psychology • Social Psychology 	126
	Digital Media and Communication		129
Engineering	Computer Science	<ul style="list-style-type: none"> • Artificial Intelligence • Cyber Security • No Concentration 	133
	Electrical and Computer Engineering	<ul style="list-style-type: none"> • Computer Engineering • Communications and Signal Processing • Microelectronics • Power and Control Systems 	154
Business	Marketing		132
	Accounting and Finance		132
	Human Resources Management		132
	Operations and Supply Chain Management		132
	Entrepreneurship		132
Architecture and Design	Architecture		163
	Cinematic Arts	<ul style="list-style-type: none"> • Animation • Film Production and Direction 	132
	Design	<ul style="list-style-type: none"> • Interior Design • Product Design 	133

MISSION

The Deanship of Admission and Registration is dedicated to achieving the University's vision in recruiting and retaining Effat ambassadors by following fair, equitable and transparent procedures through state-of-the-art methods and high-end systems.

Applying to Effat

Effat University admission criteria

At Effat, we welcome applications from all qualified high school graduates, as well as transfer students from universities recognized by the Saudi Ministry of Education, international students, visiting students and auditing students – and are especially keen on meeting those of you who can demonstrate strong academic achievement and qualifications. This usually means we'll look at your academic record before you go through our placement testing and interview with the University Admissions Committee.

We believe that coursework and placements are vital in helping you gain practical skills. They offer a more rounded education, and reflect your achievements more fairly. This is the reason we don't run correspondence courses or examination-only degrees.

It's well worth coming to see us for one of our campus tours, or experiencing an overnight stay in Student Residence. Our friendly staff can also visit your school. Just ask our Office of Admissions and Registration for information. If you have any questions, please email: admissions@effatuniversity.edu.sa



What do you need to apply?

In line with articles eleven and twelve of our 'Bylaws for Undergraduate Study and Examination'* if you'd like to study at Effat, you'll need to:

1. Have a general secondary certificate, or equivalent, from inside or outside the Kingdom of Saudi Arabia.

2. Successfully pass any examinations or personal interviews the University Council might set.

*www.effatuniversity.edu.sa/Academics/Pages/Undergraduate-Study-Bylaws.aspx



How do you apply?

To apply, you'll need to complete our application form. You can download an online application at www.effatuniversity.edu.sa. We'll also ask to see the originals of any of your supporting documents, including your high school certificate or equivalent.



Hard copy application form (PDF)

Undergraduate studies

<http://www.effatuniversity.edu.sa/English/Admissions/Documents/Application-Forms/Effat-UG-Application-Form.pdf>

Online application form

http://euadmission.effatuniversity.edu.sa:9020/PROD/bwskalog.P_DisplLoginNon

Along with your application, you will also need:

- A copy of your National ID (for Saudis) or a copy of your Iqama (for non-Saudis).
- A copy of your passport.
- An original, recognized secondary high school certificate or its equivalent (not older than five years*).
- Standardized test scores (TOEFL/IELTS), if available.
- Two recent passport-size photos.
- A non-refundable application fee of SR600 (excluding VAT).
- A completed and notarized medical examination report, and emergency contact information form.

NOTE: Transfer and visiting students must also submit an official transcript from the college or university from which they are transferring or visiting, along with the course descriptions.

High school equivalency

We follow the High School Equivalency Standards defined by the Ministry of Education General Secretariat Certificate Evaluation Committee, in the Certificate Manual (published in 1420 H/2000).

As part of the Effat application process, you'll need to take our Effat University English and Mathematics Placement Test, or show us your equivalent qualification for both. You'll also have a personal interview with us in order to be placed at a suitable academic level. Please contact our Office of Admissions and Registration, using the numbers listed below, to make your appointment for your placement tests and interview.

Mobile: 92 000 3331

For more information, please visit:
www.effatuniversity.edu.sa/admissions

Or contact:
Office of Admissions & Registration
Effat University
P.O. Box 34689
Jeddah 21478
Kingdom of Saudi Arabia

admissions@effatuniversity.edu.sa

Telephone: +966 92 000 3331

Effat University admissions criteria for undergraduate studies

We judge the applications we receive on both academic performance and potential. That's why our final decision is primarily based on your placement test score and previous academic record. Your personal interview then helps us to assess your academic level from your placement scores, as well as advise you on the best courses for you before you register.

If you don't achieve minimum scores in English and/or Mathematics but show strong academic performance in other areas, we might still accept your application on the condition that you take our developmental courses. The following tables illustrate the placement cut-scores you'll usually need to achieve.

A summary of the admission criteria and procedures for undergraduate program

Colleges/Programs	University admissions requirement						Additional Requirement
	High school percentage		Math Score	English Proficiency Test*			
	Science section	Art section		IELTS	IBT TOEFL	LNGT	
Effat College of Humanities (Digital Media & Communication, English and Translation, Psychology)	80% Minimum	80% Minimum	60%	5.5	53	162	Interview Required
Effat College of Business (Accounting and Finance, Marketing, Operation and Supply Chain Management, Entrepreneurship)							
Effat College of Architecture & Design (Architecture, Design, Cinematic Arts)	85% in Math and Physics *	Not Eligible *	60%	5.5	53	162	Interview Required
Effat College of Engineering (Electrical and Computer Engineering, Computer Science)	For Electrical and Computer Engineering	For Electrical and Computer Engineering					

*Definitions

ETS: Educational Testing Services,
Tests used for Effat placement:
TOEFL: Test of English as a Foreign Language
IELTS: International English Language Testing System

If you're a transfer student

Our college councils will review the courses you've taken outside Effat based on the recommendations of the Effat departments who offer equivalent courses. Any of the courses that are evaluated as equivalent will be transferred to your record but won't be included in the calculation of your cumulative Grade Point Average (GPA).

To transfer the credit for any course you've taken outside Effat, you'll need to have:

1. Taken your courses at a recognized college or university.
2. Obtained grade C or higher in that course.
3. Taken a course that is equivalent in its contents to a course included in our degree program. If not, it might still be counted as an elective with the approval of the council of the department offering the degree program and its college council.

Things to remember:

- The grade you've earned in the external course won't be included in your cumulative GPA.
- Courses you have taken at two different institutions at the same time won't be considered for transfer of credit.
- Courses you've taken at another institution while studying with us (in the same semester) won't be considered for transfer of credit.

Transferring your individual courses

The Deanship of Admissions and Registration keeps a database of all transfer credits awarded to students from universities within the Kingdom of Saudi Arabia and abroad. Decisions about awarding credits are made by the academic department or division for your course and would need to be approved by that college and our University Council.

Applying to us as a transfer student

To apply to transfer, you will need to submit the following in addition to the application requirements listed on page 24:

- The official post-secondary transcripts from each post-secondary institution you've attended.
- The course description from each post-secondary institution you've attended.
- The course syllabus for each post-secondary course you have taken, if available.



International students

For admissions criteria, please refer to page 26 and 27.

Applying for your visa

To make sure your visa application goes smoothly, you'll need to include these with your application:

- A completed Effat application.
- Two passport-size photographs.
- A scanned copy of your passport (the passport must be valid for a year), including all pages.
- A complete medical report.
- A copy of your high school certificate.
- 800 SR visa processing fee (excluding VAT).

If you are a visiting or transfer student, in addition to the above:

- A copy of your transcript.
- Course description for each of the courses you completed at your home university.

Things to remember

- The full fees for one academic year, including any additional fees, must be paid before your classes begin.
- Processing your visa could take up to six months.

Next steps

Your offer to join us

We have a rolling admissions policy at Effat. We'll let you know if your application has been successful as soon as we have:

- Your completed application.
- Your supporting credentials.
- The results of your placement test scores.

Accepting your place

To enroll with us, you will need to pay in full for your tuition and fees (upon admission and before completion of your registration). If you plan to live on campus, you'll also need to pay your room and board fees in full.

Please note

The university can smoothly process a student visa when all required documents and payments are received from the applicant by Admissions. Admissions cannot confirm the time needed for the relevant authorities to process student visas. Overseas applicants are therefore advised to allow a minimum of six months before classes begin. You'll also need to complete medical and emergency-contact forms before you start your classes, and if you'd like to defer your enrollment, you'll need to send us a written request. Your admission letter is valid for one semester. If you can't register within one semester, you'll have to apply again and retake your placement tests.

Orientation

As a freshman student, you'll be asked to attend the Orientation Day that will give you important information about Effat and how to make the most of your time with us.

Advising

Once you've had your admission letter, our Office of Admissions and Registration will put you in touch with your Department Chairman. They'll assign you a personal academic adviser who'll support you throughout your time at Effat. You'll then follow the same pre-registration and formal registration process every semester you spend with us.

Accommodation: Effat Student Residence

Our Student Residence was completely renovated in 2008 and now offers you common areas, a buffet-style restaurant for chef-prepared meals between 6am and 10pm, laundry rooms and shared kitchens for snacks and sociable cooking. All our bedrooms have internet connections, cable televisions, private phone lines, refrigerators, bedding, armoires, desks, lamps, drapes and private bathrooms, and you can choose either a single or double room. We like to think that our residence is a real 'home from home' – you'll soon settle in with our housemothers to help you with practicalities, 24/7 security to keep you safe, and on-call transportation if you need to go shopping or visit friends and family.

Academic Bylaws

In this section, you'll find out how to pre-register and formally register for courses. You'll also learn more about course loads and dropping, adding or changing courses.

The registration process

Early registration

During the middle of the first (fall) semester, early registration is held for the courses to be taken by students during the second (spring) semester. In the middle of the second semester, early registration is held for both the coming summer semester and the first semester of the following academic year. Early registration is required of all enrolled students during the semester.

Late registration

If necessary, you may be allowed to register late during the period specified in the academic calendar, in accordance with the rules set by the university. You are responsible for any consequences of late registration.

Policies relating to courses

Course load in regular semester

If you are full-time, you will need to enroll for at least 12 credit hours, making sure that the total in any two consecutive semesters isn't fewer than 28 credit hours. The maximum course load is 19 hours, but if you have a cumulative GPA of three or above, then you can register for 21 hours with the approval of your Department Chairman.

Course load in summer session

- The maximum course load for a student in good standing is eight credit hours.
- The maximum course load for a student on 'Academic Warning' or 'Probation' is seven credit hours.
- The maximum course load for a student in her last term before graduation is nine credit hours.

Dropping or adding courses and section changes

You may change your registration by adding some courses during the period specified in the academic calendar. Courses will not appear in your transcript if dropped during the first two weeks of classes in a regular semester (the first week in a summer semester).

The following conditions apply:

First: dropping courses

- The course load must remain at or above the minimum allowable limit.*
- If the course being dropped is a co-requisite for another registered course, the two courses should be dropped simultaneously, or continue to be studied together.

Second: adding courses

- The course load should not exceed the maximum allowable limit.*
- The courses added should not result in a conflict in your schedule or final examinations.
- If you wish to add a course section that is closed, taking into consideration the even distribution of students among sections of that course, you must acquire the approval of the Chairman of the department offering the course, and submit it to the Deanship for Admissions and Registration within the specified time.

* See Implementation Rules of Article 38 in the Bylaws for Undergraduate Study and Examination, and Implementation Rules for Effat University.

Grades

In this section we'll tell you how and why your course grades will be awarded, and the difference between letters, marks and points. We'll also explain our policies on grades and transcripts, and what to do if you feel a grade you've been given doesn't reflect your performance. For more information about grades, please visit www.effatuniversity.edu.sa and go to Academics/Study Examination Bylaws/Undergraduate Study Bylaws.

Letter grade	Limits of mark	Points	Description of grade
A+	95 – 100	4.00	Exceptional
A	90 – less than 95	3.75	Excellent
B+	85 – less than 90	3.50	Superior
B	80 – less than 85	3.00	Very good
C+	75 – less than 80	2.50	Above average
C	70 – less than 75	2.00	Good
D+	65 – less than 70	1.50	High-pass
D	60 – less than 65	1.00	Pass
F	Less than 60	0.00	Fail
IP	–	–	In-progress
IC	–	–	Incomplete
DN	–	0.00	Denial
NP	60 and above	–	No grade pass
NF	Less than 60	–	No grade fail
W	–	–	Withdrawn
AU	–	–	Audit

Special grade notations calculated in GPA

DN (denial): DN is equivalent to a grade of F (0.00). A DN is assigned when a student exceeds the maximum number of absences allowed in the attendance policy.

Special grade notifications not calculated in GPA

IP grade (in progress): An IP grade is granted for courses of a research nature that require more than one semester of study for their completion. On completion of the course, the student will be given the grade she has earned. In the event that the student does not complete the course within the designated time limit, the department that teaches the course may agree to grant the student an 'Incomplete' (IC) grade and such temporary notation will be on the student's transcript of record.

IC (in complete): A grade of IC is granted temporarily at the instructor's approval when the student is unable to complete the coursework within the established time period.

W (withdrawn): A notation of W is assigned when the student has officially withdrawn from a course, in accordance with the established deadlines on the academic calendar for a given semester.

NP/NF (no grade pass/no grade fail): The grades NP or NF are assigned for courses offered on the basis of pass or fail.

AU (audit): The notation AU is assigned to students who attend a course as auditors without being given any grades, regardless of their performance in the course. The effect of this assignment on the student's cumulative or semester grade is the same as the grade or NP.

The instructor informs the Deanship for Admissions and Registration in the event of such a student being absent for more than one third of the classes, in which case the course will be eliminated from her record.

More about grades, transcripts and graduation

Procedure for incomplete (IC) grades

Only in extreme circumstances does Effat university grant an IC for a course. If the student requests an IC grade, she must provide proper documentation to justify its granting. Appropriate documentation may include an official medical report indicating personal illness or the death certificate of a close family member.

The course instructor recommends assigning an IC grade after identifying the work and the time required to complete course assignments. Instructors submit a report to the Department Chairman indicating the reasons and justifications for assigning the IC grade and the work and time required to complete the course.

Formal request for ICs must be made no later than the last day of the examination period, at which time the student will be given the date by which they must complete all the required work for the course.

When possible, all work should be completed within two weeks of the start of the following academic semester. However, based upon the instructor's recommendation, the Department Chairman may allow the student to complete the course requirements during the following semester (though the course requirements must be met by the end of the next regular semester).

In no case shall an IC grade remain as a permanent notation on a student's academic record.

Grade appeals

A student who feels strongly that she has received a grade that is demonstrably inaccurate, or that the grading was unfair, must promptly discuss the matter with the instructor of the course. If the student and her instructor are unable to arrive at

a mutually agreeable solution, the student may forward an official appeal to the Department Chair offering the course, no later than the end of the second week of the next semester by submitting a 'Grade Appeal' form. The Department Chairman will investigate whether the appeal is justified by reviewing the instructor's evaluation of the student based on the student's class work and final examination scores. The Department Chair will then take appropriate action, if she/he deems necessary, by submitting the student's appeal to the College Council to decide on the case.



Transcripts

If you require an official copy of your transcript, apply using a 'Disclosure of Student Information' form. This form is available via the Deanship for Admissions and Registration. You will need to sign for the release of official transcripts and pay a fee of SR 115 per transcript. Transcripts will be withheld for students with outstanding bills until such financial obligations are settled.

Disclosure of student records

The university will never disclose information and the academic records of any student except with written prior consent. Exceptions to this principle are made only in the following cases:

- Compliance with judicial orders
- A health or safety emergency
- For authorized Effat University administrators, academic advisers and faculty members
- To the guardian of a dependent student
- To the Financial Aid and Scholarships Office if the student has applied for or received financial aid or a scholarship
- Upon the request of administrators of other educational institutions to which the student has applied. In such cases the student will be given, upon her request, a copy of the information sent to the institution where she seeks to enroll
- To sponsors of students on scholarships or financial aid.

The university may disclose routine information without prior written consent from the student. This information may include only the following items: name, the degree received, contest or placement test results, year of graduation.

Application for graduation procedure

To graduate in a given semester, you must apply no later than the second week of the semester. You should complete an 'Application for Graduation' form (obtained from the Office of Admissions and Registration) and submit it to the Graduate Auditor by the established deadline in the semester in which you are due to graduate.

If you fail to complete degree requirements by the end of the academic term for which you have applied to graduate, you will need to reapply in order to graduate at a later date.

Students must obtain a minimum cumulative, major GPA of 2.00 out of 4.00 in order to graduate from Effat University. Please refer to the Bylaws for Undergraduate Study and Examination, and Implementation Rules for Effat University on the Effat website:

www.effatuniversity.edu.sa

Diplomas

Diplomas and degrees are issued by the Office of Admissions and Registration.

Names on diplomas and degrees will be spelled exactly as they appear on official documents (passports or identity cards).

According to the Ministry of Education of the Kingdom of Saudi Arabia, names should include first name, father's name, grandfather's name and family name. Names appear both in Arabic and in English.

If a name on a passport or an identity card does not appear in both languages, then the spelling of the missing language will appear according to the personal preference of the student.

Tuition and fees for the academic year 2024/2025

Tuition fees for academic programs

Tuition Fees (Course Load Up to 16 Credit Hours)

Colleges/Major	Program credit hours	Fees (VAT Excluded)	Fees (VAT Included)	Fees (VAT Excluded)
		Cost per credit hour	Cost per credit hour	Average Yearly Tuition & Additional Fees
Effat College of Humanities				
Bachelor of Science in Psychology	126	SAR 2,100 / credit hour	SAR 2,415 / credit hour	SAR 68,400 /year
Bachelor of Science in English & Translation	129			
Bachelor of Science in Digital Media and Communication	126	SR 2,580 /credit hours	SR 2,967 /credit hours	SAR 83,760 /year
Effat College of Business				
Bachelor of Science in Entrepreneurship	132	SAR 2,150 / credit hour	SAR 2,473 / credit hour	SR 70,000 /year
Bachelor of Science in Accounting and Finance	132			
Bachelor of Science in Marketing	132			
Bachelor of Science in Human Resources Management	132			
Bachelor of Science in Operations and Supply Chain Management	132			
Effat College of Architecture and Design				
Bachelor of Science in Architecture	163	SAR 2,580 / credit hour	SAR 2,967 / credit hour	SAR 83,760 /year
Bachelor of Science in Cinematic arts	132			
Bachelor of Science in Design	133			
Effat College of Engineering				
Bachelor of Science in Electrical & Computer Engineering	154	SAR 2,580 / credit hour	SAR 2,967 / credit hour	SAR 83,760 /year
Bachelor of Science in Computer Science	133			

Note: * The average yearly tuition was estimated based on 32 credit hours and additional fees (i.e. e-Learning resources fees); however, rates may vary depending on registered credit hours. Students may register for up to 21 credit hours every semester following the approval of the department chair.

Tuition Fees for (Course Load above 16 credit hours).

Colleges/Major	Fees (VAT Excluded)	Fees (VAT Included)
	Cost per credit hour	Cost per credit hour
Effat College of Humanities		
Bachelor of Science in Psychology	SAR 2,250 /credit hours	SAR 2,588/credit hours
Bachelor of Science in English & Translation		
Bachelor of Science in Digital Media and Communication	SAR 2,760 /credit hours	SAR 3,174 /credit hours
Effat College of Business		
Bachelor of Science in Accounting and Finance	SAR 2,300 / credit hours	SAR 2,645 /credit hours
Bachelor of Science in Human Resources Management		
Bachelor of Science in Marketing		
Bachelor of Science in Operations and Supply Chain Management		
Bachelor of Science in Entrepreneurship		
Effat College of Architecture and Design		
Bachelor of Science in Architecture	SAR 2,760 /credit hours	SAR 3,174 /credit hours
Bachelor of Science in Cinematic arts		
Bachelor of Science in Design		
Effat College of Engineering		
Bachelor of Science in Electrical & Computer Engineering	SAR 2,760 /credit hours	SAR 3,174 /credit hours
Bachelor of Science in Computer Science		

Tuition Fees for General Education Program (Course Load Up to 16 Credit Hours)

General Education Program requirements for all programs are 42 hours and the fees per hour are calculated as follows:

VAT Excluded		VAT Included	
General Education Program	SAR 2,100 / credit hour	General Education Program	SAR 2,415 / credit hour

Tuition Fees for General Education Program (Course Load above 16 credit hours)

General Education Program requirements for all programs are 42 hours and the fees per hour are calculated as follows:

VAT Excluded		VAT Included	
General Education Program	SAR 2,250 / credit hour	General Education Program	SAR 2,588 / credit hour

Foundation Year

- Effat English Academy Program comprises eight different levels.
- Students do not have to take the eight levels. They will be placed in the EEA Program levels based on their scores in the Linguaskill placement tests. Students may skip a level if they can achieve the required score for the level they wish to skip.

Foundation Year Levels	Level credit hours	Cost per credit hours (VAT Excluded)	Cost per credit hours (VAT Included)	Tuition Fee per level
Beginner - Eight weeks	16	SR 1,200 /credit hours	SR 1,380 /credit hours	SR 19,200/Level
Elementary- Eight weeks				
Intermediate - Eight weeks				
Upper Intermediate - Eight weeks				

Additional Fees (Mandatory):**Application and Admission Procedures Fees**

VAT Excluded		VAT Included	
Application and Admission Procedures Fees	SAR 600 (non-refundable)	Application and Admission Procedures Fees	SAR 690 (non-refundable)

E-Learning Resources Fees

VAT Excluded		VAT Included	
E-Learning Resources	SAR 600	E-Learning Resources	SAR 690

Graduate Audit Fee

VAT Included	
Graduate Audit Fee	SAR 2,070

Additional Fees (Based on Requirement)

Description	Amount (VAT Included)
Linguaskill General Test on campus	SAR 460
Linguaskill General Test Online	SAR 650
Math Placement Test	SAR 460
*Late Registration Fee	SAR 50 per credit hour starting from the 3rd week for the 12-credit hour registered and above SAR 690 fixed amount starting from the 3rd week for the student who registered less than 12 credit hours.
Grade Appeal	SAR 230 fixed amount per course/ per request starting from 1st request
Concern	SAR 230 fixed amount per request starting from the 2nd request per semester
**Transfer Fees – Transfer between programs within Effat University	SAR 460
Transfer Fees – Transfer from other Universities/ Colleges to Effat University	SAR 460
Late Re- Enrolment	SAR 1150 per course

* This applies to college students who did not register by the end of the Add & Drop period.

**It is not applicable to Foundation students

Summer fees

Tuition for summer students is calculated as regular student fees.

Auditing and Visiting Students Fees- (Saudi citizens or Residents)

Tuition for auditing and visiting students is calculated as regular student fees.

Discontinued students fees

Discontinued Students are required to register in the Enhancement Centers as following:

Fees (VAT Excluded)	Fees (VAT Included)
SAR 25,000 / semester	SAR 28,750 / semester

Payment and Refund Policy**Payment**

Students are required to pay their full tuition and fees upon registration.

Payment Plan

- Effat Payment Plan provides students with the option to pay tuition fees monthly. It is designed to relieve the pressure of lump-sum payments by allowing to spread payments over a period of months.
- Depending on the date of your request, you may be eligible for up to three installments per semester. Payment plan installments will be requested to be settled at the end of each month.

Eligibility for Payment Plan

The student account must be in good standing to be eligible for an installment payment plan. If the student has past-due balances, he or she must contact Student Financial Services to explore alternative payment arrangements.

Registration Fees (First Instalment)	SAR 5,000 (Upon registration)
Second Instalment	50% of the total tuition fees (Due after the end of Add & Drop period)
Final Instalment	The deadline for settlement of the remaining balance of total tuition is due around two weeks before the beginning of early registration for the following semester.

Important Notification

- Tuition is assessed on a per-credit-hour basis.
- Student tuition is assessed each semester on the basis of the student's major and the number of credits registered.
- Effat University reserves the right to withhold student services, including Blackboard and Banner access, from students who do not complete their due payment as per their payment plan or if their account status is delinquent.
- Effat University cannot waive tuition or fees for students who register on Banner and fail to attend their classes or stop for any reason without completing the clearance form and submitting it to the registration office.

Payment method

The payment can be made by:

- E-Payment
- Cheques payable to Effat University.
- Credit Card (VISA, Master Card, American Express)
- Direct Deposit or Bank Transfer* to EFFAT bank account.

Wire Transfer Required Information

Bank Name: **Saudi National Bank (SNB)**
Name of Account Holder: **Effat University**
Bank Account Number: **10147135000210**
International Bank Account number (IBAN):
SA9310000010147135000210
SWIFT code: **NCBKSAJE**

Refund policy

(Also reported in the Effat University Academic Calendar)

A. Refunds for courses dropped during the Add & Drop period.

Student who drops courses	Refunded Fees
During the 1st to 2nd week of the semester	100% of Tuition Course fees

B. There is no refund for withdrawal from individual courses or more after Add/Drop period.

C. All registered and enrolled students who want to withdraw from the university or withdraw for a semester, during the 1st and 2nd week of the semester, are obligated to pay an administration fee of SAR 2500.

D. In the event that a student withdraws from the university or withdraws for a semester, the following refund schedule will be applied: (Also reported in the Effat University Academic Calendar)

Student Who Withdraws [University withdrawals or withdraws for a semester]	Refunded percentage of the total tuition fee
During the 1st and 2nd week of the semester	100% of the tuition fees
During the 3rd week of the semester	75% of the tuition fees
During the 4th & 6th week of the semester	50% of the tuition fees
During the 7th & 8th week of the semester	25% of the tuition fees
After the 8th week of the semester	Non-refundable

Note: Student refunds with complete documentation will be processed within a minimum of 15 working days.

Contact information:

Email: Financial@effatuniversity.edu.sa

VISION

The Deanship of Student Affairs is the community that incubates ambassadors, entrepreneurs, innovators, change agents, citizens, and leaders to help them succeed in a diverse global community.

MISSION

To provide a transformative learning experience that helps students acquire IQRA and Effat Graduate Characteristics in order to graduate ambassadors that represent Queen Effat Legacy.



Enhancement programs and centers

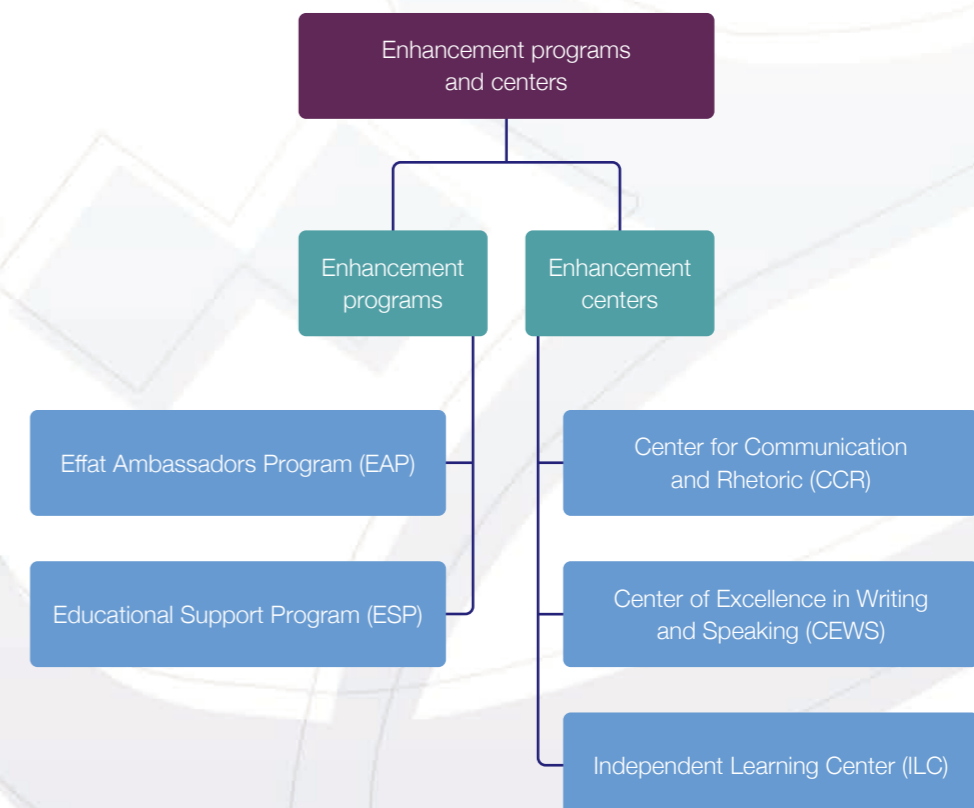


Our enhancement programs and centers focus on the core skills that will help you make the most of both your time at Effat and your future opportunities – locally, nationally and internationally.

Our co-curricular programs are all designed to help you, our future graduates, gain not just practical skills and knowledge, but invaluable confidence and self-reliance through a range of services provided to you through the following support areas:

- Effat Ambassadors Program (EAP)
- Educational Support Program (ESP)
- The Center for Communication and Rhetoric (CCR)
- The Independent Learning Center (ILC)
- The Center of Excellence in Writing and Speaking (CEWS).

Contact: EP&C@effatuniveristy.edu.sa



Enhancement programs

Effat Ambassadors Program (EAP)



Introduction

You will enjoy a truly holistic education with us – with opportunities to grow personally, socially, academically and professionally.

Our Effat Ambassadors Program (EAP) is a big part of that growth. In preparing you to become one of our next 'Effat Ambassadors', you will learn new skills, have a dynamic involvement in university life and develop the vision and wisdom to excel now, and in the future.

Program objectives

In our quest to educate tomorrow's competitive leaders, we offer the EAP. This student development program allows every student to fulfill the university's IQRA Core Values through the demonstration of the four Effat graduate characteristics.

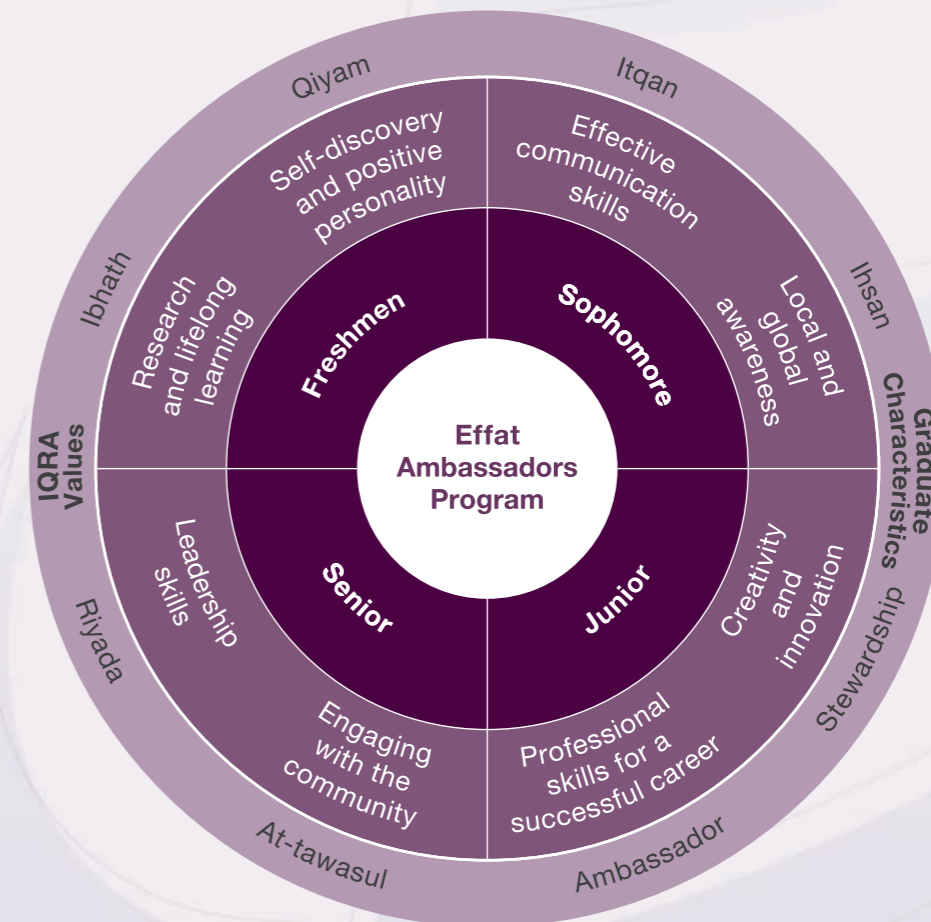
Effat's graduate characteristics represent the educational objectives of the EAP, and these can be found in the table below.

IQRA Values	Graduate characteristics	EAP learning objectives
Ibhath Undertake lifelong research	Itqan: Excellence and professionalism (المثقة)	Effat graduates contribute to organizations through the practice of excellence and professionalism
Qiyam Ethical, social and educational values	Ihsan: High ethical values (المحسنة)	Effat graduates practice and promote high ethical values in both professional and personal environments
Riyada Responsible and creative leadership	Stewardship (الراعية)	Effat graduates effect positive and responsible change in both professional and non-professional organizations, and in their own lives
At-tawasul Effective communication and reaching out to others	Ambassador potential (السفيرة)	Effat graduates are the ambassadors of Queen Effat's legacy through the responsible representation of their country and culture, both locally and globally

Research and lifelong learning (14 hours)

Students must take 14 hours in this segment. The aim is to instill one of IQRA's most important values: the desire for continuous learning, supported by the skill to seek information using a diverse range of sources. The course will cover the techniques needed to identify sources of information, evaluating that information, and drawing meaningful conclusions from the information. Students will also learn how to create their own learning plan, establish a research methodology and implement it.

Effat leadership components



Program learning outcomes

Students who successfully complete the EAP should be able to demonstrate the following learning outcomes and Effat graduate characteristics.

IQRA Values	Graduate characteristics	EAP intended learning outcomes
Ibath Undertake lifelong research	Itqan: Excellence and professionalism (المثقة)	I1. Search effectively for information from different disciplines I2. Demonstrate independent and lifelong learning skills I3. Solve problems in a creative and/or innovative way
Qiyam Ethical, social and educational values	Ihsan: High ethical values (المحسنة)	Q1. Practice integrity and ethical values Q2. Demonstrate an understanding of, and respect for, others' culture and values Q3. Demonstrate pride in cultural heritage and tradition Q4. Commit to health and wellbeing for oneself, one's community and the world
Riyada Responsible and creative leadership	Stewardship (الراعية)	R1. Demonstrate responsible and reflective leadership skills R2. Demonstrate emotional intelligence when facing complex situations R3. Demonstrate enthusiasm, confidence and the desire to excel R4. Demonstrate citizenship skills
At-tawasul Effective communication and reaching out to others	Ambassador potential (السفيرة)	A1. Cooperate and work in teams from different disciplines and backgrounds A2. Communicate effectively in written, oral and visual forms A3. Reach out effectively to others A4. Engage in activities to serve the community A5. Demonstrate an awareness of global issues and the challenges facing the world



Designation of the digits used for course codes

Every course is identified by an alphanumeric designation, for example: AMB 124.

- The first part of the designation is the letter code of the program that offers the course, for example: AMB.
- The second part of the designation is made up of three digits. The first denotes the year of the course, so 1 is for the first year, 2 would be the second year, etc.

- The second digit denotes the number of the semester within the year, so in our example this would be the second semester.
- The third digit denotes the sequence of the course in that semester.

*The breakdown of the 99 hours of study required is listed in the table to the right.

Program graduation requirements

To pass the EAP, students must have:

1. Completed a total of 99 hours in four years of study*
2. Produced a student portfolio which contains evidence of, and the student's reflection on, how she achieved the graduate characteristics
3. Earned the four-level Effat Ambassador's Passport.

Program component	No. of hours
Self-Discovery and Positive Personality	12
Research and Lifelong Learning	14
Effective Communication Skills	12
Local and Global Awareness	12
Creativity and Innovation	12
Professional Skills for a Successful Career	12
Leadership Skills	12
Engaging with the Community	13
TOTAL	99

Self-Discovery and Positive Personality (12 hours)

Students take 12 hours in Self Discovery and Positive Personality. This component is an exploration of skills including goal setting, and stress and time management alongside deeper questions of spirituality, self-reflection and personal improvement. The courses under this component are listed in the table below.

Course no.	Course title	Credits	Prerequisite(s)
AMB 110	Living with Meaning and Passion	2	None
AMB 111	Serving as an Agent of Change	2	AMB 110
AMB 112	Living with Balance and Confidence	2	AMB 111
AMB 113	Maintaining Positive Healthy Habits	1	None
AMB 114	Eating Healthy and Staying Fit	1	AMB 113
AMB 115	Time and Life Management	2	AMB 114
AMB 116	Emotional Intelligence	2	AMB 115
TOTAL		12	

Research and Lifelong Learning (14 hours)

Students are required to take 14 hours in this component to instill one of IQRA's most important values: the desire for continuous learning, supported by the ability to effectively seek information using the diverse sources available to them. The course will cover the techniques for identifying sources of information, evaluating those sources and synthesizing the collected information into meaningful conclusions. The students will also learn how to create their own learning plan, establish a research methodology and implement it.

Course no.	Course title	Credits	Prerequisite(s)
AMB 120	IQRA Values: What do They Mean to You?	1	None
AMB 121	The Process of Seeking Knowledge	1	AMB 120
AMB 122	Collecting Information About a Specific Subject	1	AMB 121
AMB 123	Effective Use of Search Engines	1	AMB 122
AMB 124	Effective Use of Library Resources	2	AMB 123
AMB 125	Plagiarism, Integrity and Research Ethics	2	AMB 124
AMB 126	Establishing Your Research Methodology	1	None
AMB 127	Establishing Your Personal Learning Plan	1	AMB 126
AMB 128	Implementing Your Research Methodology	4	AMB 127
TOTAL		14	

Effective Communication Skills (12 hours)

Students take 12 hours in effective communication and cooperative skills development. This component is a dynamic exploration of interpersonal communication skills. The student will actively acquire communication skills through an ethical cooperative process that includes methods of communication, effective communication, and professional and academic communication.

Course no.	Course title	Credits	Prerequisite(s)
AMB 210	Presenting Your Research Outcomes	4	AMB 128
AMB 211	Methods of Communication: Email	1	None
AMB 212	Methods of Communication: CV Writing	1	None
AMB 213	Methods of Communication: Social Media	2	None
AMB 214	Methods of Communication: Oral Presentation	2	AMB 210
AMB 215	Methods of Communication: Interview	2	None
TOTAL		12	

Local and Global Awareness (12 hours)

Students are required to take 12 hours to explore their preconceptions about other cultures, as well as to create awareness of their own cultural heritage and how it affects their world views, values and assumptions. They explore aspects of cultural values and differences which may affect cross-cultural interactions. They will analyze the dynamic changes taking place in the region and around the world, to better develop their sense of interconnectedness and global responsibility. They will also extensively explore issues of social and environmental concern alongside the importance of religion, personal values and culture in creating solutions for a more sustainable future.

Course no.	Course title	Credits	Prerequisite(s)
AMB 220	Culture and Acculturation	1	None
AMB 221	Muslim Cultural Values and Heritage	2	AMB 220
AMB 222	Cultural Differences	2	AMB 221
AMB 223	Cross-Cultural Sensitivity	2	AMB 222
AMB 224	Manage Cultural Diversity	1	AMB 223
AMB 225	Global Awareness	4	None
TOTAL		12	

Creativity and Innovation (12 hours)

Students are required to take 12 hours in creative and innovative thinking that will enable them to apply their skills to their studies. Students will produce an 'innovative solution' to an issue of their choice and will create a plan for its implementation and its intellectual property protection.

Course no.	Course title	Credits	Prerequisite(s)
AMB 310	Creativity and Innovation	1	None
AMB 311	Brainstorming Techniques	2	AMB 310
AMB 312	Mind Maps	2	AMB 311
AMB 313	Transforming Ideas into Reality	2	AMB 312
AMB 314	Creating a Business Plan for Your Innovative Ideas	4	AMB 313
AMB 315	Protecting Your Intellectual Property	1	AMB 314
TOTAL		12	

Professional Skills For a Successful Career (12 hours)

Students are required to take 12 hours in professional competencies. This component will help develop workplace skills through a series of practical 'hands-on' sessions covering five major professional areas: job interviews, career management, people skills, change management and ethical and legal responsibilities.

Course no.	Course title	Credits	Prerequisite(s)
AMB 320	Career Management Skills	2	Junior level 1
AMB 321	Collaboration Skills	2	Junior level 1
AMB 322	Job Interviews	2	Junior level 1
AMB 323	Change Management	2	Junior level 1
AMB 324	Job Ethics	2	Junior level 1
AMB 325	Legal Rights and Responsibilities at Work	2	Junior level 1
TOTAL		12	

Leadership Skills (12 hours)

Students are required to take 12 hours to prepare them for leadership positions both on campus and in their community. Students will learn how to become effective leaders, solve problems and adapt strategically to the situation and input, capitalize on new opportunities, and navigate the ever-changing landscapes of professional and personal life.

Course no.	Course title	Credits	Prerequisite(s)
AMB 410	What is a Leader and How to Become One?	1	Junior level 2
AMB 411	Effective Communication for Leaders	2	Junior level 2
AMB 412	Problem Solving for Leaders	2	Junior level 2
AMB 413	Decision-Making for Leaders	2	Junior level 2
AMB 414	Strategic Leadership	2	Junior level 2
AMB 415	Building Effective Teams	2	Junior level 2
AMB 416	Empowering Others	1	Junior level 2
TOTAL		12	

Engaging With the Community (13 hours)

Students are required to take 13 hours of community service to address issues related to community building, social responsibility, the use of civic resources, and humanitarian values – such as commitment to social justice and philanthropy. Students are expected to examine the connection between the individual and society through direct engagement with the community in order to implement Effat's IQRA Values; to exert change and to achieve civic responsibility as future leaders.

Course no.	Course title	Credits	Prerequisite(s)
AMB 420	Civic Engagement	1	Senior level
AMB 421	Civic Engagement Project Ideas	2	AMB 420
AMB 422	Civic Engagement Project	10	AMB 421
TOTAL		13	

List of all EAP courses

Course no.	Course title	Credits	Prerequisite(s)
AMB 110	Living with Meaning and Passion	2	None
AMB 111	Serving as an Agent of Change	2	AMB 110
AMB 112	Living with Balance and Confidence	2	AMB 111
AMB 113	Maintaining Positive Healthy Habits	1	None
AMB 114	Eating Healthy and Staying Fit	1	AMB 113
AMB 115	Time and Life Management	2	AMB 114
AMB 116	Emotional Intelligence	2	AMB 115
AMB 120	IQRA Values: What do They Mean to You?	1	None
AMB 121	The Process of Seeking Knowledge	1	AMB 120
AMB 122	Collecting Information About a Specific Subject	1	AMB 121
AMB 123	Effective Use of Search Engines	1	AMB 122
AMB 124	Effective Use of Library Resources	2	AMB 123
AMB 125	Plagiarism, Integrity and Research Ethics	2	AMB 124
AMB 126	Establishing Your Research Methodology	1	None
AMB 127	Establishing Your Personal Learning Plan	1	AMB 126
AMB 128	Implementing Your Research Methodology	4	AMB 127
AMB 210	Presenting Your Research Outcomes	4	AMB 128
AMB 211	Methods of Communication: Email	1	None
AMB 212	Methods of Communication: CV Writing	1	None
AMB 213	Methods of Communication: Social Media	2	None
AMB 214	Methods of Communication: Oral Presentation	2	AMB 210
AMB 215	Methods of Communication: Interview	2	None
AMB 220	Culture and Acculturation	1	None
AMB 221	Muslim Cultural Values and Heritage	2	AMB 220
AMB 222	Cultural Differences	2	AMB 221
AMB 223	Cross-Cultural Sensitivity	2	AMB 222
AMB 224	Managing Cultural Diversity	1	AMB 223
AMB 225	Global Awareness	4	None
AMB 310	Creativity and Innovation	1	None
AMB 311	Brainstorming Techniques	2	AMB 310
AMB 312	Mind Maps	2	AMB 311
AMB 313	Transforming Ideas into Reality	2	AMB 312
AMB 314	Creating a Business Plan for Your Innovative Ideas	4	AMB 313
AMB 315	Protecting Your Intellectual Property	1	AMB 314
AMB 320	Career Management Skills	2	Junior level
AMB 321	Collaboration Skills	2	Junior level
AMB 322	Job Interviews	2	Junior level



Course no.	Course title	Credits	Prerequisite(s)
AMB 323	Change Management	2	Junior level
AMB 324	Job Ethics	2	Junior level
AMB 325	Legal Rights and Responsibilities at Work	2	Junior level
AMB 410	What is a Leader and How to Become One?	1	Junior level
AMB 411	Effective Communication for Leaders	2	Junior level
AMB 412	Problem Solving for Leaders	2	Junior level
AMB 413	Decision-Making for Leaders	2	Junior level
AMB 414	Strategic Leadership	2	Junior level
AMB 415	Building Effective Teams	2	Junior level
AMB 416	Empowering Others	1	Junior level
AMB 420	Civic Engagement	1	Senior level
AMB 421	Civic Engagement Project Ideas	2	AMB 420
AMB 422	Civic Engagement Project	10	AMB 421
TOTAL		99	

Academic plan for EAP

Year 1 – Semester 1			Year 1 – Semester 2		
Course no.	Course name	Credits	Course no.	Course name	Credits
AMB 110	Living with Meaning and Passion	2	AMB 120	IQRA Values: What do they mean to you?	1
AMB 111	Serving as an Agent of Change	2	AMB 121	The Process of Seeking Knowledge	1
AMB 112	Living with Balance and Confidence	2	AMB 122	Collecting Information about a Specific Subject	1
AMB 113	Maintaining Positive Healthy Habits	1	AMB 123	Effective use of Search Engines	1
AMB 114	Eating Healthy and Staying Fit	1	AMB 124	Effective use of Library Resources	2
AMB 115	Time and Life Management	2	AMB 125	Plagiarism, Integrity and Research Ethics	2
AMB 116	Emotional Intelligence	2	AMB 126	Establishing your Research Methodology	1
			AMB 127	Establishing your Personal Learning Plan	1
			AMB 128	Implementing your Research Methodology	4
TOTAL		12	TOTAL		14
Year 2 – Semester 3			Year 2 – Semester 4		
Course no.	Course name	Credits	Course no.	Course name	Credits
AMB 210	Presenting your Research Outcomes	4	AMB 220	Culture and Acculturation	1
AMB 211	Methods of Communication: Email	1	AMB 221	Muslim Cultural Values and Heritage	2
AMB 212	Methods of Communication: CV Writing	1	AMB 222	Cultural Differences	2
AMB 213	Methods of Communication: Social Media	2	AMB 223	Cross-Cultural Sensitivity	2
AMB 214	Methods of Communication: Oral Presentation	2	AMB 224	Manage Cultural Diversity	1
AMB 215	Methods of Communication: Interview	2	AMB 225	Global Awareness	4
TOTAL		12	TOTAL		12
Year 3 – Semester 5			Year 3 – Semester 6		
Course no.	Course name	Credits	Course no.	Course name	Credits
AMB 310	Creativity and Innovation	1	AMB 320	Career Management Skills	2
AMB 311	Brainstorming Techniques	2	AMB 321	Collaboration Skills	2
AMB 312	Mind Maps	2	AMB 322	Job Interviews	2
AMB 313	Transforming Ideas into Reality	2	AMB 323	Change Management	2
AMB 314	Creating a Business Plan for your Innovative Ideas	4	AMB 324	Job Ethics	2
AMB 315	Protecting Your Intellectual Property	1	AMB 325	Legal Rights and Responsibilities at Work	2
TOTAL		12	TOTAL		12
Year 4 – Semester 7			Year 4 – Semester 8		
Course no.	Course name	Credits	Course no.	Course name	Credits
AMB 410	What is a Leader and How to Become One?	1	AMB 420	Civic Engagement	1
AMB 411	Effective Communication for Leaders	2	AMB 421	Civic Engagement Project Ideas	2
AMB 412	Problem Solving for Leaders	2			
AMB 413	Decision Making for Leaders	2			
AMB 414	Strategic Leadership	2	AMB 422	Civic Engagement Project	10
AMB 415	Building Effective Teams	2			
AMB 416	Empowering Others	1			
TOTAL		12	TOTAL		13

Course description

AMB 110: Living with Meaning and Passion (2 hours)

Prerequisite(s): None

Students are introduced to the IQRA values and the Graduate Characteristics, with a focus on Stewardship characteristic and the institutional core value of responsible leadership. Students are provided with fresh experiences and the opportunity to reflect on their definition of success, life meaning, motivation, driving force, expectations and how they can maintain a passionate commitment to a life of piety and productivity. Students are encouraged to reflect on their sense of responsibility and how they can further build stronger commitment and accountability. Through dynamic learning, students will develop the core skills and ethics they need to live with responsibility.

AMB 111: Serving as an Agent of Change (2 hours)

Prerequisite(s): AMB 110

Students will learn the concept of change agents, which is vital to the growth and prosperity of community and society. As an agent of change, students learn more about their duty to themselves, their families and communities and also help others get back on track by adapting to a changing environment. Students are exposed to the concept of becoming an agent of change, their role and competencies.

AMB 112: Living with Balance and Confidence (2 hours)

Prerequisite(s): AMB 111

This workshop addresses the core issues surrounding balance and confidence problems, and explores how to reprogram our brain's negative self-talk. This course encourages students to recognize that low self-esteem is often the result of mistaken perceptions about ourselves that start in childhood. Students will discuss balanced living and performance, and participate in journaling exercises to help organize and understand exactly what triggers personal lapses in confidence.

AMB 113: Maintaining Positive Healthy Habits (1 hour)

Prerequisite(s): None

In this workshop, students will learn about the concepts, techniques and strategies that help them live healthy lives. They are also encouraged to discuss unhealthy thoughts, acts and lifestyles, and how they could generate positive thoughts and acts and abstain from negativity.

AMB 114: Eating Healthy and Staying Fit (1 hour)

Prerequisite(s): AMB 113

This is an entry-level workshop on healthy eating, nutrition and fitness. It provides an introduction to the fascinating area of healthy eating and different aspects of nutrition and a healthy lifestyle.

AMB 115: Time and Life Management (2 hours)

Prerequisite(s): AMB 114

This workshop teaches students on how to effectively and efficiently manage their time. Many people feel overwhelmed by all the demands, distractions and interruptions of the working day, so time management is a very important skill to have in the modern workplace. This workshop helps students develop a truly efficient routine and rhythm of their working day. Topics covered include the benefits of being organized, how to prioritize work and the importance of being in the right state of mind.

AMB 116: Emotional Intelligence (2 hours)

Prerequisite(s): AMB 115

This workshop helps students learn how to become emotionally intelligent in ways that generate trust, team efficiency and personal satisfaction. Students will learn to build strong relationships and emotionally intelligent teams. Students also develop a plan for leading by example and inspiring excellence in others. Students will learn how to appraise their emotional intelligence (EQ), challenge their self-limiting beliefs, develop their self-management strategies, manage anger, demonstrate EQ in a team environment and recognize and respond to the emotions of others.

AMB 120: IQRA Values: What do They Mean to You? (1 hour)

Prerequisite(s): None

Students are introduced to the IQRA values and the Graduate Characteristics. They are encouraged to reflect on these values, and how to apply them to their studies and their life. The characteristic of Excellence (Itqan), which is related to the institutional core value of research and lifelong learning, is highlighted in this workshop through role models.

AMB 121: The Process of Seeking Knowledge (1 hour)

Prerequisite(s): AMB 120

Students are exposed to the process of knowledge inquiry – from ancient times to the present – through the study of scientists who have dedicated their lives to seeking knowledge and excellence.

AMB 122: Collecting Information About a Specific Subject (1 hour)

Prerequisite(s): AMB 121

Students will practice the strategy of collecting information about an assigned subject through the use of libraries, electronic resources, visual materials, books, periodicals and the internet.

AMB 123: Effective Use of Search Engines (1 hour)

Prerequisite(s): AMB 122

Students will acquire the skills of effective searching using different search engines, narrowed and advanced search features and learn how to verify the credentials of the information available on the internet.

AMB 124: Effective use of Library Resources (2 hours)

Prerequisite(s): AMB 123

This workshop is delivered in two practical sessions of information literacy in the library. Students will learn how to browse the resources available in order to find the needed information.

AMB 125: Plagiarism, Integrity and Research Ethics (2 hours) Prerequisite(s): AMB 124

This workshop will emphasize the concept of academic integrity and plagiarism. Students will learn how to check their work for plagiarism using Safe Assign in Blackboard. They will also learn the set of research ethics they should consider when doing any type of research.

AMB 126: Establishing Your Research Methodology (1 hour) Prerequisite(s): AMB 125

Depending on the research idea, students will learn how to establish the appropriate research methodology for their project (quantitative vs. qualitative, basic/applied/experimental, etc.).

AMB 127: Establishing Your Personal Learning Plan (1 hour) Prerequisite(s): AMB 126

Students will be assigned an activity that requires certain skills, including efficient data collection. They will have to choose their sources of information, and establish a plan for the skills they will need to develop for the assigned activity.

AMB 128: Implementing Your Research Methodology (4 hours) Prerequisite(s): AMB 127

The research methodology developed in AMB 126 is implemented during this workshop. At the end of the four hours, students are expected to write their research paper describing their research methodology and their findings.

AMB 210: Presenting Your Research Outcomes (4 hours) Prerequisite(s): None

Students will learn how to prepare an academic poster of the research paper they produced in AMB 128. They will then present it in a simulated conference-like environment.

AMB 211: Methods of Communication: Email (1 hour) Prerequisite(s): None

Students will learn how to write professional vs. personal emails, and how to personalize their email communications.

AMB 212: Methods of Communication: CV Writing (1 hour) Prerequisite(s): None

Students will create a professional version of their CV using standard guidelines.

AMB 213: Methods of Communication: Social Media (2 hours) Prerequisite(s): None

Students will be introduced to social media etiquette, and learn how to create an effective and professional profile online. They will create a LinkedIn account to connect professionally and seek employment opportunities in the future.

AMB 214: Methods of Communication: Oral Presentation (2 hours) Prerequisite(s): AMB 210

Students will prepare a professional presentation on their research project in AMB 120 while following the guidelines.

AMB 215: Methods of Communication: Interview (2 hours) Prerequisite(s): None

Students will learn the techniques of conducting a successful interview and practice it in interview simulations.

AMB 220: Culture and Acculturation (1 hour) Prerequisite(s): None

Students are exposed to the concept of culture and acculturation in the context of faith, religion and history. Students draw on their understanding of culture and share their perspective on the birth and development of cultures. Students are also introduced to visual representations of local and international cultures.

AMB 221: Muslim Cultural Values and Heritage (2 hours) Prerequisite(s): AMB 220

Students engage in self-reflection on various manifestations of their local culture and the values underlying those cultural forms. They learn how to present and draw on their histories, values and cultural heritage in a global context.

AMB 222: Cultural Differences (2 hours) Prerequisite(s): AMB 221

Students examine cultural diversity and explore the relationships that should govern those cultures. Students also address the effects of globalization on the growth or decay of the world's cultural diversity.

AMB 223: Cross-cultural Sensitivity (2 hours) Prerequisite(s): AMB 222

Students learn how cultural sensitivity begins with the basic understanding that there are differences among cultures. Students learn how to place value on cultural diversity and will sustain positive cultural interactions on the basis of openness, respect, trust and effective communication. Students will also learn how to seek understanding of others, keep an open mind, avoid stereotyping, and be culturally proactive and positive in a cross-cultural context.

AMB 224: Manage Cultural Diversity (1 hour) Prerequisite(s): AMB 223

This workshop helps students understand how cultural competence results in an ability to understand, communicate with, and effectively interact with people across cultures, and work with varying cultural beliefs and schedules. They also learn to build cultural teams, give attention to cultural variations and effectively communicate, manage time or even draw up a calendar to ensure conclusion and consideration of different cultures in the workplace.

AMB 225: Global Awareness (4 hours) Prerequisite(s): None

Students learn how to be well-informed global citizens who understand interconnectedness, value diversity and have the ability to take action in meaningful ways. Students engage in an exploration of social, political and economic issues of global concern. Students will also be exposed to the UN millennium goals and establish working teams who will try to develop an initiative to address one of these goals.

AMB 310: Creativity and Innovation (1 hour) Prerequisite(s): None

Students are exposed to the concept of creativity and innovation through various videos or invited speakers.

AMB 311: Brainstorming Techniques (2 hours) Prerequisite(s): AMB 310

Students will be exposed to and practice brainstorming techniques to collect new ideas to solve an assigned issue.

AMB 312: Mind Maps (2 hours) Prerequisite(s): AMB 311

Students will learn how to organize their ideas using mind maps. They will use the mind maps to present the results of the brainstorming they performed in AMB 311.

AMB 313: Transforming Ideas into Reality (2 hours) Prerequisite(s): AMB 312

Students will learn how to evaluate the feasibility of the new ideas they generated in AMB 311 and AMB 312. They will select one idea that has the highest probability for success based on criteria such as demand, needs, cost, material, technology, and manufacturing.

AMB 314: Creating a Business Plan for Your Innovative Ideas (4 hours) Prerequisite(s): AMB 313

Students will develop a plan to commercialize their new idea successfully.

AMB 315: Protecting Your Intellectual Property (1 hour) Prerequisite(s): AMB 314

Students will learn when and how to apply for a patent to register their innovative ideas. They will also become aware of copyright and intellectual property regulations.

AMB 320: Career Management Skills (2 hours) Prerequisite(s): Junior level

Students are exposed to the different aspects of business they need to understand when joining any organization, and how to select an organization either for their internship or starting their career. Students will be introduced to basic career-management skills: humility, patience and flexibility; commercial awareness; time management and organization; motivation and taking the initiative; stress management and leadership skills.

AMB 321: Collaboration Skills (2 hours) Prerequisite(s): Junior level

Through case studies and team work, students will learn how to speak publicly; handle tense interactions; be active members in teams and interact with their seniors.

AMB 322: Job Interviews (2 hours) Prerequisite(s): Junior level

Through interview simulation and role play, the students will be asked questions that are usually asked during a job interview. These questions will vary depending on their application, resumé and course details. The students will be given feedback on their performance.

AMB 323: Change Management (2 hours) Prerequisite(s): Junior level

Through case studies, students will learn how to manage changes in themselves as they mature and gain more experience; how to manage change within the workplace; how to respond to changes in the domestic and global business environments; and how to solve problems generated by a changing environment.

AMB 324: Job Ethics (2 hours) Prerequisite(s): Junior level

Students will be introduced to the accepted ethical principles governing the conduct of people in a work environment. Through case studies, students will present their opinions about what is ethical and what is not in a job environment.

AMB 325: Legal Rights and Responsibilities at Work (2 hours) Prerequisite(s): Junior level

Students are familiarized with the local labor laws to understand the legal rights and responsibilities they will have in a work environment.

AMB 410: What is a Leader and how to Become One? (1 hour) Prerequisite(s): Junior level

Even though the importance of character in leaders is generally acknowledged in the professional world, the understanding and development of character have been largely ignored by institutions and leadership training programs. Students will learn about the core values of good leadership and the proper perspective to leadership-building.

AMB 411: Effective Communication for Leaders (2 hours) Prerequisite(s): Junior level

Students will learn that effective communication is about more than just exchanging information; it's about understanding the emotion behind the information. Effective communication can improve relationships at home, at work and in social situations. Students will learn a set of skills, including non-verbal communication, attentive listening, the ability to manage stress in the moment and the capacity to recognize and understand your own emotions and those of the person you're communicating with.

AMB 412: Problem Solving for Leaders (2 hours) Prerequisite(s): Junior level

Critical thinking and creative solutions significantly enhance one's leadership capabilities, business results and life potential. Student will learn how to use and develop their skills as critical thinkers and problem solvers, and recognize and leverage their own approach, as well as those of others on their team, to find different solutions to everyday problems.

AMB 413: Decision-Making for Leaders (2 hours) Prerequisite(s): Junior level

Students will analyze the relationship between leadership and decision-making. They will learn about what makes decisions effective and how bad decisions can be avoided. Students will also learn how to set the context around which decisions must be taken, evaluating all the factors involved, and assessing each possibility against set criteria. They will then identify the best option, and how to develop it into a successful decision, monitoring the outcome to ensure it remains on-track and successful.

AMB 414: Strategic Leadership (2 hours) Prerequisite(s): Junior level

Strategic leadership is critical to achieving individual and organizational success in a rapidly changing, increasingly global business environment. Students will learn about effective strategic leadership and the role of individuals and teams in enhancing the long-term health and wellbeing of businesses and organizations, and the need for flexibility and tactical moves to manage changing conditions.

AMB 415: Building Effective Teams (2 hours) Prerequisite(s): Junior level

Effective teamwork doesn't just happen. Conscious effort is needed to help groups of individuals work together effectively. Good team performance and positive team relations need to be developed and maintained, in order to avoid difficulties. Students will learn team-making skills in real life scenarios.

AMB 416: Empowering Others (1 hour) Prerequisite(s): Junior level

An empowering leader delivers a vision broad and deep enough to inspire others and allow them to take parts of it and make it their own. Students learn that within them, there is room for many people to grow, prosper and realize their own creative ideas. They also learn how most of the time, leaders lead by example and persuasion. As empowering leaders, they need to put the needs of the group first and think how each of their actions will affect the group. They also learn that an empowering leader is also a good learner, an experienced and willing apologist, someone who can make amends and move on.

AMB 420: Civic Engagement (1 hour) Prerequisite(s): Senior level

Students are introduced to the concepts of community service and social responsibility. They will be exposed to an inspiring role model from the community.

AMB 421: Civic Engagement Project Ideas (2 hours) Prerequisite(s): Senior level

Students will work on identifying civic engagement projects to serve the common good. The projects should be in these areas: volunteering, membership in a group or association (does not include donating money), participating in fund raising activities and university service.

AMB 422: Civic Engagement Project (10 hours) Prerequisite(s): AMB 421

Students spend 10 hours implementing their civic engagement project. At the end of the 10 hours, students are expected to present their project from planning to results, including a personal reflection on the experience.

Educational Support Program (ESP)

Program description

What is the Educational Support Program?

The ESP aims to facilitate the successful progress of students in academic courses and help them develop the academic and personal skills needed for a successful and timely graduation. The goals are: to reduce the number of students who are on – or at risk of being put on – 'academic warning status'; to increase student levels of academic achievement over time, and to foster a culture of empowered learners, able to succeed in their studies and overcome academic and personal obstacles.

Are students supposed to register for the ESP?

The following student groups will be advised to register for the ESP in accordance with their academic warning status.

- Students on academic warning/probation status (warning 1, 2, or 3).
- Students on academic warning/to-be-discontinued status.
- Students on good standing but who are displaying early academic warning behavior.



How does the ESP work?

The ESP provides academic support through the following intervention strategies:

English Language Program

The English Language Program is designed to enhance listening, reading, writing, and speaking English language skills, teaching students to become strong and effective communicators. Delivered by the Center for Excellence in Writing and Speaking (CEWS) and the Center for Communication and Rhetoric (CCR), students have access to several workshops, one-on-one sessions, software resources (such as Ginger Software), and web-based learning materials.

Academic coaching

Academic coaching is a personalized educational advice service offered to students through the Independent Learning Center (ILC) where they will be closely supervised by an academic coach to ensure they are on track. Students must meet their coaches to engage in conversations about their academic progress and course load, to design strategies tailored to their specific needs, and to explore ways of sharpening their learning or life-management skills.

Peer tutoring

Additional academic support will be provided through peer tutoring services and resources delivered by qualified tutors at appointments or drop-in sessions. These are designed in collaboration with departments and colleges. Peer tutoring is offered for a wide range of courses, including maths, english, public speaking, general academic subject courses, and more.

Personal support

Support is provided optionally to students who may require help with personal growth, development, and self-reflection. The sessions are facilitated by a qualified counselor who will assist students to move beyond their academic issues and any other concerns they may have.

One-on-one sessions

Effat's enhancement centers provide one-on-one sessions to ESP students. Students will attend scheduled and monitored writing consultations; peer-tutoring, open lab and guided lab sessions, as well as other activities, all delivered through CEWS and ILC.

Audit of academic courses

Registered ESP students (ESPR) will already be scheduled for 12-15 academic course credits. Discontinued ESP students (ESPD) will audit two academic courses based on consultation with their advisors, the Department Chair, and the College Dean. Auditing courses provide students with the opportunity to understand and master course material prior to taking the course for academic credit. Following the completion of ESP, students are required to take the courses which they audited during the program for academic credits.

List of ESP components

ESP type	Program components
ESPR (Allowed to register)	English Language (CEWS and CCR)
	Academic coaching (ILC)
	Academic support (Tutoring and one-on-one sessions)
	Counselling sessions (Counsellor)
	Online resources (Lynda website and CEWS software)
ESPD (Not allowed to register)	ESPD 301 – English
	ESPD 302 – Academic coaching
	ESPD 303 – Maths
	ESPD 304 – Personal Development Counsellor

Self learning

Additional self-learning material will be provided through the Lynda website (<https://www.lynda.com/Login/>) in Effat library. This leading online learning platform offers video tutorials centred on business, software, technology and creative skills, helping students achieve their personal and professional goals.

Community service

These volunteering activities are organized weekly through the Student Life Office. Students will have the opportunity to assist and participate in diverse events during 'Activity Time' as well as selected events throughout the semester. Community service is supervised and builds commitment in a structured and participatory way.

Center for Excellence in Writing and Speaking (CEWS)

CEWS offers one-on-one guided and independent sessions to improve students' written and spoken English skills, as well as the tools needed to build autonomy in academic assignment completion.



ESPR: Educational Support Program

Prerequisite(s): None

This program is designed to provide a foundation for students' language and study skills. It focuses on improving students' reading, thinking and writing abilities in addition to equipping them with proficient learning strategies. Students will learn how to handle academic tasks to procure and apply knowledge competently, achieve success and gain improved confidence and self-esteem.

ESPD 301: English Language Program (30h)

Prerequisite(s): None

This course assists ESP students in overcoming difficulties in learning English language skills by building a strong foundation in academic reading and writing. Through reading a variety of simple academic texts, students are expected to apply reading strategies to construct their own meaning and produce coherent and well-supported written passages.

ESPD 302: Academic Coaching (30h)

Prerequisite(s): None

This service is designed to assist discontinued students to return to good academic standing. It equips them with the approaches and strategies necessary for maintaining academic success and completing their degree in alignment with university standards. Through participating in a variety of projects, a series of workshops and interactive class sessions, students are expected to build and enhance goal setting, self-assessment, study habits and organization, including time management, academic planning, note taking, active reading, test preparation and performance on the university campus in general.

ESPD 303: Maths (30h)

Prerequisite(s): None

Based on the student's personal needs, this course addresses algebraic techniques such as linear equations and inequalities; operations with exponents and radicals; sets, relations, functions, the domain and range of a function and linear functions; point-slope form and slope-intercept form; quadratic, cubic, absolute value, radical and rational functions; graphs and properties of exponential and logarithmic functions; and graphs and properties of trigonometric functions.

ESPD 304: Personal Development Counsellor (30h)

Prerequisite(s): None

This workshop series provides a space for discussion and experiential learning by exploring different methods to promote awareness, positive change, growth, and understanding of one's potential. There is a strong focus on empowerment, commitment, and self-discovery using a personal journey approach that is both theory-based and self-reflective.

Course descriptions for the ESP

ESPR 100: Educational Support Program 1 (20 hours)

Prerequisite(s): None

This course is designed to provide a foundation for students' language and study skills. It focuses on improving students' reading, thinking and basic writing skills, in addition to equipping them with proficient learning strategies. Students will learn how to handle academic tasks to procure and apply knowledge competently, achieve success, and gain improved confidence, competence and self-esteem.

ESPR 200: Educational Support Program 2 (30 hours)

Prerequisite(s): None

ESPR 300: Educational Support Program 3 (30 hours)

Prerequisite(s): None

These courses are designed to advance students' language and study skills. They focus on advancing students' reading, critical thinking and writing skills in addition to equipping them with higher learning strategies. Students will practice organizing and managing complex academic tasks to procure and apply knowledge skillfully, achieve success and gain increased confidence, competence and self-esteem.

*ESPR 300 is part of the program for Warning 3: Permitted to register students, and requires more hours in the Enhancement Programs and Centers' services. See section above.

ESPD 301: Educational Support Program 3 English (30 hours)

Prerequisite(s): None

This course is intended to assist ESP students with overcoming difficulties in learning English language skills. It aims to build on the foundation of academic reading and writing skills. Through reading a variety of simple academic texts, students are expected to apply reading strategies to construct their own meaning and produce coherent and well supported writing passages.

ESPD 302: Educational Support Program 3: Academic (30 hours)

Prerequisite(s): None

This course is designed to assist discontinued students to return to good academic standing. It is intended to equip them with the approaches and strategies necessary for maintaining academic success and degree completion aligned with the University standards. Through participating in a variety of projects, a series of workshops and interactive class sessions, students are expected to build and enhance their goal setting, self-assessment, study habits and organization, including time management, academic planning, note taking, active reading, test preparation and performance on university campus in general.

ESPD 303: Educational Support Program 3: Math (30 hours)

Prerequisite(s): None

Based on discontinued students' needs, this course addresses algebraic techniques, such as linear equations and inequalities, operations with exponents and radicals; sets, relations, functions, the domain and range of a function, linear functions; point-slope form and slope-intercept form; quadratic and cubic functions, absolute value, radical and rational functions; graphs and properties of exponential and logarithmic functions; and graphs and properties of trigonometric functions.

ESPD 304: Personal Development Module (30 hours)

Prerequisite(s): None

This workshop series provides a space for discussion and experiential learning by exploring different methods to promote awareness, positive change, growth, and understanding of one's potential. There is a strong focus on empowerment, commitment, and self-discovery using a personal journey approach that is both theory-based and self-reflective.

Community Service (30 hours)

Volunteering activities

These volunteering activities are organized weekly through Student Life. Students will have the opportunity to assist and participate in diverse events during "Activity Time", as well as selected events throughout the semester. Community service is supervised, and builds commitment in a structured and participatory way.

Center for Excellence in Writing and Speaking (CEWS) (40 hours)

Participation

CEWS offers students one-on-one guided and independent sessions to improve their written and spoken English skills. CEWS provides students with the tools to build autonomy in academic assignment completion.

Enhancement Centers

Here at the Effat's enhancement centers, we're committed to our students' academic development and driven by our IQRA Values – reflected through instilling a passion for lifelong learning; improving confidence, communication and leadership, and encouraging collaborative learning between peers.

The enhancement centers provide workshops, peer-tutoring services, academic consultations, self-learning material, and guest-speaker seminars to ensure student development.

Independent Learning Center (ILC)

The ILC aims to develop students' critical skills to help them cope with the challenges posed by academic life. The ILC aids student performance by improving learning processes and supporting personal and academic growth.

Through a variety of activities, the ILC encourages students to:

- Explore essential time management tools
- Develop effective study strategies
- Build academic motivation and resilience.

Center for Excellence in Writing and Speaking (CEWS)

The CEWS aims to enhance academic English language skills including writing, speaking, listening, and reading in order to empower students in global communication. The center supports students during their learning process and helps them reach their full potential as effective communicators. The CEWS conducts workshops and provides English tutors to teach and apply techniques that students can use to improve these skills.

Through various resources, the CEWS cultivates:

- Analytical writing techniques
- Academic writing ethics
- Clear and articulate conversation skills.

Center for Communication and Rhetoric (CCR)

The CCR aims to improve both interpersonal communication and leadership skills. It endorses assertiveness and self-confidence by developing students' abilities to express opinions clearly and persuasively.

By utilizing different methods, the CCR motivates students to:

- Refine their oral presentation abilities
- Present their ideas more effectively
- Enhance their interpersonal communication.



Student Life

We think student life is about so much more than studying. It's also the perfect time to discover who you are and what you love, become an integral part of a brand-new community and find your place in the larger world.

One of the best things about life on campus is there's always something happening. From many social events and clubs organized by the Student Government, to workshops, lectures, motivational speeches, conferences, and trips. Along with enjoying your free time playing pool, air hockey, badminton, basketball, dancing, exercise and swimming, you are bound to find something that is right for you.

Student Governance

We're also keen for you to practice your leadership skills and play a part in developing the university – whether that's by taking a leading role in one of our clubs, running for Student Government President or applying for the Queen Effat Citizenship Award to become the Student Shura President. The diagram below explains the student governance structure.

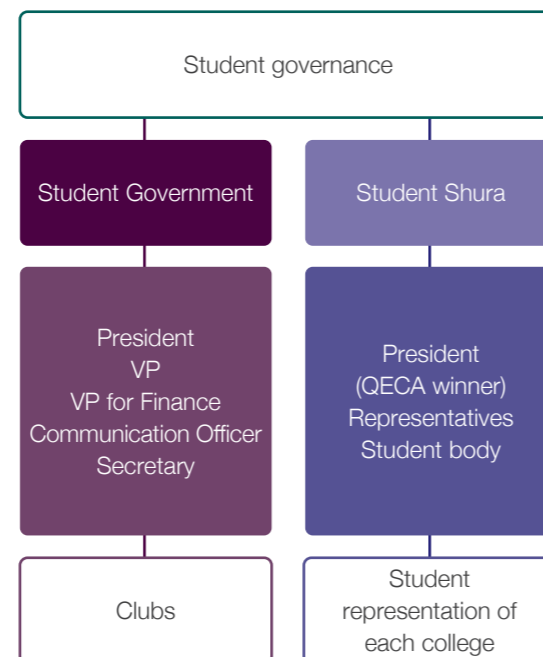
Student Government

The Student Government (SG) represents the student body of Effat University in all matters. It consists of the following officers:

- President
- Vice President
- Vice President for Finance
- Communication Officer
- Secretary.

A handing-over ceremony is held to recognize the new SG after election.

Responsibilities of the SG are extensive and are discussed regularly with the Student Life Office and the Dean of Student Affairs. Wherever possible the Student Government will include representatives from all four colleges of the university.



Application criteria

The following conditions have to be met in order to qualify to run for President:

- Student status should be full-time
- The student should be in good academic standing
- The student should be an active participant in university activities
- The student should have completed a minimum of 45 credit hours
- The student should write a letter addressing the Deanship of Student Affairs and Student Life to nominate herself
- The student should present two recommendation letters.

Terms of service and SG selection

- The President should submit a letter of confirmation with the names of the SG members one week prior to the beginning of her term as President
- The President should arrange for a student voting event during the spring semester of her term as President to enable the students to elect the next president
- The President should work collaboratively with the Deanship of Student Affairs to communicate students' ideas about new events, clubs and trips.

Clubs and associations

Student Life offers clubs covering a wide variety of interests available for you to join or attend. Those clubs combine both university and academic clubs under the supervision of the SG president. Leaders and members of clubs in alignment with the SG President have the independence to use their creativity to make the club unique and distinguished.

Associations are available by departments and colleges. Effat University is branching out with departments, joining international associations such as the Institute of Electrical and Electronics Engineers (IEEE) under Effat College of Engineering; the American Institute of Architecture Students (AIAS) under Effat College of Architecture and Design; and Industrial Engineering and Operation

Management (IEOM) under Effat College of Business.

Queen Effat Citizenship Award Student Shura

Every academic year, Effat University recognizes a student of outstanding academic and personal merit by awarding the Queen Effat Citizenship Award (QECA).

The QECA winner enjoys several privileges and responsibilities, as well as becoming the Student Shura President who acts as 'the voice of the students'. They can make recommendations to the college councils on behalf of the student body.

Selection criteria

The following conditions have to be met in order to qualify for the QECA award:

- Student status should be full-time
- The student should not have any failing grades or 'incompletes'
- The student should have a cumulative GPA of 3.75 or above
- The student should be an active participant in university activities, with full value points per semester for two consecutive semesters
- The student's performance in her college and on her Student Development Transcript, alongside her participation in co-curricular activities, should indicate that she is a proud representative of Effat University and a contributor to the community
- The student should have completed a minimum of 60 credit hours
- The student should prepare a letter addressing the QECA Selection Committee to nominate herself
- The student should present two recommendation letters
- The student should make a presentation before THE QECA Selection Committee to nominate herself.

Category	Description
	Effat Ambassadors Program
Effat Ambassadors Program	<ul style="list-style-type: none"> – Attendance of and active participation in the program – Effat Passport completion
	Student Life activities
Attendance	<ul style="list-style-type: none"> – Lectures/events – Workshops – Orientation – Internal/external training – Toastmasters – Forums – Conferences
Voluntary work	<ul style="list-style-type: none"> – Internal (events – faculty and staff) – External (charity organizations, companies, banks, etc.)
Active contribution	<ul style="list-style-type: none"> – Reading Quran – Presentation/MC – Presentation for Effat University – Projects – Filling out surveys
Clubs	<ul style="list-style-type: none"> – Active club leader – Active club vice leader – Active club member
Sports	<ul style="list-style-type: none"> – Active sports member
Student governance	<ul style="list-style-type: none"> – Student Shura President – Student Shura Vice President – Shura representative – Student Government President – Student Government Vice President – Student Government members
Trips	<ul style="list-style-type: none"> – Within Jeddah – National – International
Enhancement centers	<ul style="list-style-type: none"> – Enhancing skills – Training for presentation – Peer-tutoring

Career Development Office (CDO)

The CDO aims to help our students become leaders of the future and exceptional career women by developing and enhancing their personal and professional skills. We support the university in building confident, talented and versatile graduates by delivering high-quality guidance, information, careers education, internship placements and recruitment services.



Internships

The Internships Unit deals with finding internship placements for Effat students in various companies.

The process is as follows:

- Signing a Partnership Agreement with companies
- Announcing the opening of internship registration
- Getting the list of eligible students from the assigned department chairs
- Issuing official internship letters
- Finding internship placements and communicating with companies
- Reporting the numbers of placed students
- Following-up on the progress of the internship placements with students and companies
- Forms and evaluation: collecting forms and keeping records of past internships
- Announcing internship opportunities to Effat students
- Following up with department chairs and deans regarding student placements, and reporting any problematic cases.

Contact: CDO@effatuniversity.edu.sa

Career Counseling

The Career Counseling Unit strives to prepare the you for employment and for post-graduate studies after graduating. We are in constant communication with our students, updating you with on-campus and off-campus opportunities and providing career guidance to help you excel in your internships and future careers.

Students will be able to achieve this through different channels, noted below:

- Mock interview sessions
- Organizing and attending careers fairs
- CV and cover-letter writing sessions
- Workshops related to career advancement
- Announcing Education Fair opportunities for post-graduate studies
- Career counseling sessions
- Series of workshops from guest speakers in different industries.

Alumnae Relations Office (ARO)

Our role is to work with the Effat community to develop a worldwide network of supportive alumnae and friends to help the university achieve its goals.

The ARO is here to:

- Update our graduates on job opportunities, and help them apply for full-time/part-time positions by sharing CVs with potential employers
- Give guidance to graduates who would like to continue with their graduate studies
- Provide graduates with an alumnae ID card to be used to access the campus and the university's sports facilities and library
- Maintain a strong relationship with our alumnae through reunion activities and events
- Keep in touch with graduates and continually update their information in order to serve them better in the future.

Contact: ARO@effatuniversity.edu.sa

Effat career portal

<http://studentcareers.effatuniversity.edu.sa>

This portal is powered by **Bayt.com**



Health, Welfare and Counseling

Student Counseling Service

The primary purpose of the Student Counseling Service is to provide free and confidential counseling to Effat University students in order to enhance their emotional wellbeing and mental health.

We offer individual counseling regarding any issue that may be troubling you. These might include issues related to: academic problems, anxiety, depression, loneliness, and low mood. It is an active, collaborative process with sessions often scheduled at weekly intervals, depending on your needs.

The Student Counseling Service is here to support you and help you make the most of your time at Effat University. If you would like to talk about anything big or small, whether personal or academic-related, we are happy to welcome you to our office.

Contact: counselor@effatuniversity.edu.sa

Medical Clinic

The university's Medical Clinic provides general medical services for our students, whether that concerns emergency situations or regular checkups. It's a developed, safe and confidential place for all students to receive high-quality medical care.

The Medical Clinic team is friendly and approachable, with doctors and nurses who truly care about your health and wellbeing – both mentally and physically.

Contact: Clinic@effatuniversity.edu.sa

Effat University Code of Ethical Conduct

Introduction

Effat University is a multicultural environment with members from every continent, who engage collaboratively or individually in different activities. It is important that all students recognize and respect not only their own rights and responsibilities, but those of others in the communities – national and international – in which they interact. The purpose of the Effat University Code of Ethical Conduct is to

assist students in identifying and resolving ethical matters that might arise throughout the course of their association with Effat. The Code is a guiding rather than prescriptive manual of the general principles governing human interaction. The Code is established in accordance with other policies that Effat has in place. Breaching the Code may result in disciplinary action.

Obligations of Effat University members towards the Code

All members of Effat University are responsible for their own behavior and are obliged to conduct themselves in a manner that upholds the four key principles: Effat University Vision and Mission, the IQRA Core Values, the Characteristics of Effat University Members, and the Legacy of Queen Effat.

The university fosters the values of openness, honesty, tolerance, fairness and responsibility in social, moral, and academic matters. Additionally, all Effat members must keep in mind that the integrity and reputation of Effat University rests on members upholding these values at all times, and that they are of equal importance and must be protected.

Failure to act in accordance with these obligations will be cause for investigation. The following questions should serve as guidance on one's ethical conduct:

1. Does what I am saying or doing comply with Effat University's eight pillars of Tarbawyyat Effat?
2. What is the result of what I am saying or doing on my reputation, the reputation of other members of Effat University, and the reputation and integrity of Effat University as an academic institution, well-reputed in the national and international community?
3. Does what I am saying or doing serve all Effat family members and a purpose beyond self-interest?
4. Is my conduct worthy of emulation?

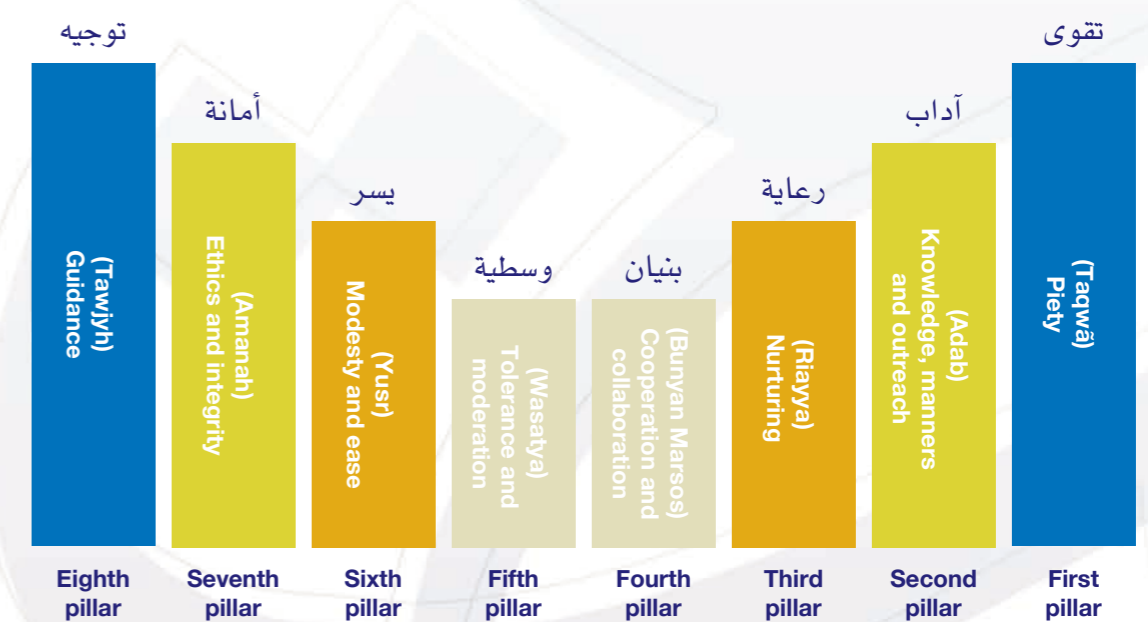


Tarbawyyat Effat

Pillars of the Effat University Code of Ethical Conduct

'Tarbawyyat' (تربويات) is the name given to the pillars that make up the Effat University Code of Ethical Conduct.

Tarbawyyat is the plural of تربية which is associated in Arabic with educating human beings and equipping them with the necessary knowledge and skills to play a successful role within the communities they inhabit. Inspired by this all-inclusive holistic mission, Effat has adopted the following eight fundamental pillars, referred to as Tarbawyyat Effat.



First pillar: تقوى (Taqwā) Piety

Taqwā is the pillar of all pillars. Taqwā denotes a range of meaning: piety, virtue, devotion, goodness, and faithfulness. The Quranic verse from Surat Fatir associates Taqwā with scholars. At Effat University, the search for knowledge and enlightenment is to be guided by the virtue of Taqwā in every conduct. In this sense, Taqwā signifies the importance of being conscious of Allah in learning, teaching and undertaking research. Taqwā in teaching is devotion in delivering knowledge, while Taqwā in learning is faithfulness in the quest for knowledge.

Second pillar: آداب (Adab) Knowledge, manners and outreach

آداب in Arabic incorporates three distinct yet interrelated meanings that derive from the same root: knowledge, morals, and outreach. In the first two centuries of Islam آداب dab denoted knowledge of the sciences and history, philosophy, and theology. Later, dab was restricted to literary work. Another use for آداب is manners, as in آداب الطعام والشرب (table manners). آداب also shares the roots for madubah (banquet), which is a synonym for generosity. These layers of meaning are reflected in Effat University: a source of knowledge in its broad sense, which constitutes the identity of any liberal arts organization; and a drive to reach to the immediate and international community for the purpose of serving and exchanging knowledge – both in a polite and virtuous fashion.

Third pillar: رعاية (Riayya) Nurturing

The concept of Ri'ayya (رعاية) means continuous care and development. This is an important concept in Islam because it starts with our own selves, then our families, and then the community at large. Nevertheless, nurturing and upbringing are most important with respect to the children and the youth in any society, so that they are brought up on the correct path of Islam. Effat University is conscious of the role it plays in shaping tomorrow's generations. Care and development at Effat take different shapes and forms: teaching and learning, welfare, discretion, health, safety, and security. In other words, Effat University cares for the development of its students with the purpose of creating ambassadors in a healthy environment.

Fourth pillar: بنيان (Bunyan Marsos) Cooperation and collaboration

Being an educational institution that endeavors to achieve excellence, Effat is convinced that effective communication, interaction and outreach, collaboration and partnership are all sources of inestimable value to all members at the university, and to society at large. All members of the Effat family are encouraged to embrace a culture of collaboration, with maximum individual commitment to contribution, tolerance, modesty, flexibility, creativity, value-adding, acceptance of others, and recognition; believing in the unity and harmony between all mankind. Effat University equally believes that pairing individual recognition with collective team recognition is vital to the effective motivation of all team members.

Effat University places high emphasis on cultural sensitivity, especially in balancing collaborative and individual interests and activities. The university regulates such interests and activities through a number of policies in its Policies and Procedures Manual. Activities that represent a case of failure to meet these regulations and/or considered incidents of misconduct may result in disciplinary action, including the possibility of dismissal of the student.

Fifth pillar: وسطية (Wasatya) Tolerance and moderation

The term 'Wasatya' refers to the virtue and value of always striking a balance. At an individual level, it includes balance in attitude; at an organizational level, it involves balance of vision and mission. Moderation is a teaching of Islam and a fundamental characteristic that Effat has adopted. One might think that balance is always the third choice when two extreme choices become valid options. However, Effat University adopts a balanced approach as its principle methodology. This approach is the core value from which all decisions, structures, concepts, and even curriculum emanate.

Sixth pillar: يسر (Yusr) Modesty and ease

So indeed with hardship is ease. Indeed with hardship is ease. (Surat Al Inshirah 94: 5-6)

The Arabic word Yusr (يسر) means ease and it is the opposite of difficulty (عسر) which means hardships.

In this verse Allah is telling us that whatever difficulties or troubles an individual may encounter He always provides a solution, a way out, a relief, a guide to lead to comfort and contentment. The Surat confirms this message by repeating the verse twice and stressing مع "with" to assure human beings that relief does not come after difficulty but with it. These two verses in the Surat of Al Inshirah give a message of hope and encouragement in a time of darkness and difficulty.

Seventh pillar: أمانة (Amanah) Ethics and integrity

أمانة is a pillar within a pillar. Ihsan (إحسان) which derives from the Arabic حَسَنَ, the root of several words, is the umbrella for all pillars of manners. Ihsan means 'seeking perfection in every deed'. The root word is mentioned in the Quran in 195 places; 12 of them in the form of Ihsan. Seeking perfection in every deed stems from the core values of Islam, "It is to worship Allah as though you are seeing Him, and while you see Him not yet truly He sees you". In this sense, Ihsan carries the following characteristics:

I for itqan: Itqan, or 'excellence' means to arrange and dispose of things in a scientific and artistic way in order to obtain perfect results.

H for honesty: Honesty according to the Merriam Webster Dictionary means "the quality of being fair and truthful". The university expects its students to observe high ethical standards. Thus, the university does not tolerate fraud, theft, embezzlement, harassment, discrimination, violence, favoritism, or nepotism, conflicts of interest, corruption in all its forms, misappropriation of university property or funds, or violating any of Effat University codes and policies. The university has the right to seek prosecution against individuals who violate codes and policies and/or other disciplinary actions.

S for stewardship: According to the Merriam Webster Dictionary, stewardship is "the activity or job of protecting and being responsible for something". Effat University extends the application of this characteristic to volunteering, community service and giving.

A for aspiration: Aspiration is the strong desire to achieve something great. This attitude does not grow in a vacuum but is the outcome of a holistic approach to life – an approach characterized by positivity, openness, and guided by clear visions. Effat University encourages an environment conducive to positive thinking by setting clear goals and guidelines for its students while allowing and rewarding creativity and innovation.

N for non-profit private organizational management:

Effat University is proud to be a private non-profit organization committed to the principles and characteristics of effective non-profit management. The university strongly believes that these characteristics – which range from strong commitment to the Mission, businesslike leadership and governance, transparency, sustainability and risk management, to strong community connections and embracing technology – will help it achieve the highest levels of success.

Eighth pillar: توجيه (Tawjyh) Guidance

Sincere advice, guidance and counseling are pillars in the educational process at Effat University. The educational process includes students, as well as faculty members, staff, and the people who make our day-to-day affairs possible. Guidance is offered to all members in several forms. Informal guidance happens naturally between the different members of the Effat family, whereas formal processes include policies and procedures, bylaws, manuals, and orientation sessions. Ultimately, it is the member's responsibility to know what does and does not constitute as appropriate conduct. Acts of misconduct may result in an investigation followed by disciplinary proceedings and/or an investigation by Saudi authorities.

* For Effat University Vision and Mission, the IQRA Core Values, the characteristics of Effat University members and the legacy of Queen Effat, please visit www.effatuniversity.edu.sa. Hard copies of these documents are available at the President's office, the Provost's office and the library.

The Code of Ethical Conduct Authorities: The Committees

Introduction

The highest authority in all matters related to ethics at Effat University is the Ethics Higher Committee. The President forms subordinate ethics committees.

The Ethics Higher Committee

1. President (permanent member and head)
2. Provost (permanent member)
3. Vice President of Administration and Finance (permanent member)
4. Dean of Student Affairs (permanent member)
5. Head of the unit that handles the case under investigation (invited member)
6. Faculty of Islamic Studies (non-permanent member)
7. Representative from the University Legal Affairs Office (non-permanent member).

The Student Ethics Committee

1. Dean of Student Affairs (permanent member and head)
2. Dean of the college that handles the student(s) and case under investigation (invited member)
3. Faculty of Islamic Studies (non-permanent member)
4. Representative from Student Government or Student Shura (non-permanent member)
5. Representative from the University Legal Affairs Office (non-permanent member).

Handling violations of the Effat Code of Ethical Conduct

All members of Effat University are expected to conduct themselves in accordance with accepted standards of ethical and professional conduct. These standards are the reasonable expectations placed on any higher education institution to ensure that students uphold a responsible and safe environment conducive to learning and teaching. Professional and ethical misconduct occur when these standards are breached. Acts of professional and ethical misconduct may result in an investigation, followed by a disciplinary proceeding.

Common procedure

One or all of the following steps may take place in the process of investigating an incident of professional or ethical misconduct.

Reporting an incident

Incidents of alleged professional misconduct and/or violations of the Effat Code of Ethical Conduct are reported to one of the university's ethics committees. When the information reported discloses reasonable and probable grounds to believe that the member has committed an act of professional or ethical misconduct, or is incompetent, the relevant ethics committee may initiate an investigation. Incidents may be reported directly to the relevant ethics committee, the Ethics Higher Committee, the President, Provost, unit head, a colleague, or received through an anonymous email or phone call.

Disciplinary proceeding and resolution

The disciplinary proceeding recommended by the respective ethics committee is considered final once approved by the university's Ethics Higher Committee.

For more information please refer to the Effat Code of Ethical Conduct.

*For Effat University Vision and Mission, the IQRA Core Values, the Characteristics of Effat University Members and the Legacy of Queen Effat, please visit www.effatuniversity.edu.sa. Hard copies of these documents are available at the President's Office, the Provost's Office and the library.

Effat English Academy

VISION

Effat English Academy Program aspires to be a leading center of excellence in providing high quality English as a Second Language (ESL) instruction.

MISSION

The Effat English Academy Program provides high quality English as a Second Language (ESL) instruction. It develops the students' English language skills to eliminate linguistic barriers and promote intercultural understanding. The Program equips students with study skills, critical thinking, ethics and self-discipline necessary for future success.



Program Description

Effat English Academy Program (EEA) aims to develop the English language skills of students who do not meet the English language requirements for direct admission into the university's undergraduate or postgraduate programs.

This program consists of eight levels, including the IELTS preparation, designed to consolidate and develop the students' four language skills: reading, writing, listening and speaking. It integrates the four systems of English: grammar, vocabulary, pronunciation and functional usage, as well as projects and computer-based exercises into each level. Additionally, it helps students to develop their study skills, critical thinking, ethics and self-discipline necessary for success in their university majors and future careers.

The first five levels of the program aim to develop the English language skills of students who do not meet the English language requirements for direct admission into the university's undergraduate programs. After completing these levels, students will have the English language proficiency and the study skills required for their undergraduate degrees at Effat University. Thus, these levels bridge the gap between secondary and higher education and represent the Preparatory Year for the undergraduate programs at Effat University.

Levels 3-5 are designed to improve the language skills of students who do not meet the English language requirements for direct admission into the university's postgraduate programs.

Levels 6-7 are offered on demand for those who wish to further improve their language skills in areas such as Academic Writing and/or Global English with intercultural competence.

The eight levels of the EFP Program are Beginner, Elementary, Intermediate, Upper Intermediate, Academic Skills and Language, Global English & Intercultural Competence, Academic Writing and IELTS Exam Preparation.

Educational Objectives

Effat English Academy Program (EEA) aims to:

1. Improve students' overall English language skills to meet the English Language requirements of Effat University.
2. Develop students' study skills and critical thinking.
3. Integrate students into university life by allowing them to participate fully in university activities such as sports, workshops and clubs.
4. Provide individualized help and advice to students through the Enhancement Centers and the university counsellor.
5. Assist students in becoming self-disciplined and responsible members of the university.
6. Familiarize students with Effat University Code of Ethical Conduct.
7. Familiarize upper level students with college courses.
8. Develop students' information literacy and research skills and their ability to utilize the University Library and web resources.

Learning Outcomes

By completing the required level(s) for their admission into Effat University programs, the students will be able to:

1. Acquire all the lexis specified by the program, including an understanding of the multiple meanings of words;
2. Demonstrate a solid understanding of grammar;
3. Demonstrate a solid command of writing mechanics;
4. Read a broad range of texts including reports, articles, literary and academic texts;
5. Demonstrate comprehension of a broad range of texts in a variety of ways;
6. Write texts on a broad range of topics, demonstrating a command of grammar and vocabulary;
7. Demonstrate the ability to review texts and self-edit;
8. Extract information and details from speech on a range of topics at natural speed and from different accents;
9. Interact with others, taking an active part in discussions;
10. Present clear descriptions and explanations on a wide range of topics;
11. Conduct simple research projects;
12. Use technology to present and process information and conduct research;
13. Demonstrate basic leadership skills, responsibility and ethical behavior.

Admission Requirements

Students will be admitted into the EEA Program levels based on their scores in the Linguaskill placement tests. The table below shows the levels, their duration in weeks and the exit/entry points for each of these levels:

Level	EEA Level	Duration in Weeks	Linguaskill Entry Score	IELTS Entry Score	Linguaskill Exit Score	IELTS Exit Score
Foundation 1	Level 1 (Beginner)	8	100	3	119	3.5
	Level 2 (Elementary)	8	120	3.5	139	4
Foundation 2	Level 3 (Intermediate)	8	140	4	154	5
	Level 4 (Upper Intermediate)	8	155	5	162	5.5
Academic Skills and Language	Level 5	8	163	5.5	169	6
Global English & Intercultural Competence	Level 6	16	170	6	176	6.5
Academic English	Level 7	16	177	6.5	185	7
IELTS Exam Preparation	Level 8	8	-	-	-	-

The IELTS Exam Preparation is available to all students who wish to have proper training on this exam.

Program Structure

The tables below indicate the expected number of hours spent on the various components of each level:

FOUNDATION 1

Foundation year level 1: Beginner level requirements 16 Credit Hours

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisites
EEW 011	Beginner Writing Skills	4-4-6	None
EER 021	Beginner Reading Skills	2-4-4	None
EELS 031	Beginner Listening & Speaking Skills	3-4-5	None
EECL 041	Beginner CALL Lab	0-2-1	None
TOTAL		16 credit hours	

Foundation year level 2: Elementary level requirements 16 Credit Hours

To fulfil the Elementary level requirements, all students are required to complete the following courses:

EEW 012	Elementary Writing Skills	4-4-6	Linguaskill Entry Score 120 or IELTS equivalence
EER 022	Elementary Reading Skills	2-4-4	Linguaskill Entry Score 120 or IELTS equivalence
EELS 032	Elementary Listening & Speaking Skills	3-4-5	Linguaskill Entry Score 120 or IELTS equivalence
EECL 042	Elementary CALL Lab	0-2-1	Linguaskill Entry Score 120 or IELTS equivalence
TOTAL		16 credit hours	

FOUNDATION 2

Foundation year level 3: Intermediate Level Requirements 16 Credit Hours

To fulfil the Intermediate level requirements, all students are required to complete the following courses:

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisites
EEW 013	Intermediate Writing Skills	4-4-6	Linguaskill Entry Score 140 or IELTS equivalence
EER 023	Intermediate Reading Skills	2-4-4	Linguaskill Entry Score 140 or IELTS equivalence
EELS 033	Intermediate Listening & Speaking Skills	3-4-5	Linguaskill Entry Score 140 or IELTS equivalence
EECL 043	Intermediate CALL Lab	0-2-1	Linguaskill Entry Score 140 or IELTS equivalence
TOTAL		16 credit hours	

Foundation year level 4: Upper Intermediate Level Requirements 16 Credit Hours

To fulfil the Upper Intermediate level requirements, all students are required to complete the following courses:

EEW 014	Upper Intermediate Writing Skills	4-4-6	Linguaskill Entry Score 155 or IELTS equivalence
EER 024	Upper Intermediate Reading Skills	2-4-4	Linguaskill Entry Score 155 or IELTS equivalence
EELS 034	Upper Intermediate Listening & Speaking Skills	3-4-5	Linguaskill Entry Score 155 or IELTS equivalence
EECL 044	Upper Intermediate CALL Lab	0-2-1	Linguaskill Entry Score 155 or IELTS equivalence
EEOE 049	Optional Elective	0-0-0	Linguaskill Entry Score 155 or IELTS equivalence
TOTAL		16 credit hours	

*The Optional Elective is a course from the students' desired major and varies from one student to another.

Foundation year level 5: Advanced level requirements 16 Credit Hours

This level will count towards their Freshman year first English Language course requirement.

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisites
EEW 015	Advanced Writing Skills	4-4-6	Linguaskill Entry Score 155 or IELTS equivalence
EER 025	Advanced Reading Skills	2-4-4	Linguaskill Entry Score 155 or IELTS equivalence
EELS 035	Advanced Listening & Speaking Skills	3-4-5	Linguaskill Entry Score 155 or IELTS equivalence
EECL 045	Advanced CALL Lab	0-2-1	Linguaskill Entry Score 155 or IELTS equivalence
EEOE 049	Optional Elective	0-0-0	Linguaskill Entry Score 155 or IELTS equivalence
TOTAL		16 credit hours	

THE FOLLOWING THREE LEVELS ARE ADVANCED

Level 6 Requirements: 3 Credit Hours

Students who choose to take level 6 are required to complete an intensive 3-credit course in 16 weeks.

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisites
EEAS 056	Academic Skills and Language	3-0-3	Linguaskill Entry Score 170 or IELTS equivalence

Level 7 Requirements: 3 Credit Hours

Students who choose to take level 7 are required to complete an intensive 3-credit course in 16 weeks.

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisites
EEGE 067	Global English & Intellectual Competence	3-0-3	Linguaskill Entry Score 177 or IELTS equivalence

Level 8 Requirements: 3 Credit Hours

Students who choose to take level 8 are required to complete an intensive 3-credit course in 16 weeks.

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisites
EEAW078	Academic Writing	3-0-3	

Summary of Courses

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisites
EEW 011	Beginner Writing Skills	4-4-6	None
EEW 012	Elementary Writing Skills	4-4-6	Linguaskill Entry Score 120 or IELTS equivalence
EEW 013	Intermediate Writing Skills	4-4-6	Linguaskill Entry Score 140 or IELTS equivalence
EEW 014	Upper Intermediate Writing Skills	4-4-6	Linguaskill Entry Score 155 or IELTS equivalence
EEW 015	Advanced Writing Skills	4-4-6	Linguaskill Entry Score 163 or IELTS equivalence
EER 021	Beginner Reading Skills	2-4-4	None
EER 022	Elementary Reading Skills	2-4-4	Linguaskill Entry Score 120 or IELTS equivalence
EER 023	Intermediate Reading Skills	2-4-4	Linguaskill Entry Score 140 or IELTS equivalence
EER 024	Upper Intermediate Reading Skills	2-4-4	Linguaskill Entry Score 155 or IELTS equivalence
EER 025	Advanced Reading Skills	2-4-4	Linguaskill Entry Score 163 or IELTS equivalence
EELS 031	Beginner Listening & Speaking Skills	3-4-5	None
EELS 032	Elementary Listening & Speaking Skills	3-4-5	Linguaskill Entry Score 120 or IELTS equivalence
EELS 033	Intermediate Listening & Speaking Skills	3-4-5	Linguaskill Entry Score 140 or IELTS equivalence
EELS 034	Upper Intermediate Listening & Speaking Skills	3-4-5	Linguaskill Entry Score 155 or IELTS equivalence
EELS 035	Advanced Listening & Speaking Skills	3-4-5	Linguaskill Entry Score 163 or IELTS equivalence
EECL 041	Beginner CALL Lab	0-2-1	None
EECL 042	Elementary CALL Lab	0-2-1	Linguaskill Entry Score 120 or IELTS equivalence
EECL 043	Intermediate CALL Lab	0-2-1	Linguaskill Entry Score 140 or IELTS equivalence
EECL 044	Upper Intermediate CALL Lab	0-2-1	Linguaskill Entry Score 155 or IELTS equivalence
EECL 045	Advanced CALL Lab	0-2-1	Linguaskill Entry Score 163 or IELTS equivalence
EEOE 049	Optional Elective	0-0-0	Linguaskill Entry Score 155 or IELTS equivalence
EEAS 056	Academic Skills and Language	3-0-3	Linguaskill Entry Score 170 or IELTS equivalence
EEGE 067	Global English & Intellectual Competence	3-0-3	Linguaskill Entry Score 177 or IELTS equivalence
EEAW078	Academic Writing	3-0-3	None

Course descriptions for Effat English Academy Program (EEA)

EEW 011: Beginner Writing Skills (4-4-6)

Prerequisite(s): None

In this course, students will be able to give information in writing about matters of personal relevance (e.g. likes and dislikes, family, pets) using simple words and basic expressions. They will be able to write simple isolated phrases and sentences, and ask for or pass on personal details in written form. They will also be able to convey simple, predictable information of immediate interest given in short, simple signs and notices, posters and programs.

EEW 012: Elementary Writing Skills (4-4-6)

Prerequisite(s): Linguaskill Entry Score 120

In this course, students will be able to write a series of simple phrases and sentences linked with simple connectors like 'and,' 'but' and 'because.' They will be able to write short, simple formulaic notes relating to matters in areas of immediate need.

EEW 013: Intermediate Writing Skills (4-4-6)

Prerequisite(s): Linguaskill Entry Score 140

In this course, students will write straightforward connected texts on a range of familiar subjects within his/her field of interest, by linking a series of shorter discrete elements into a linear sequence. They will write personal letters and notes asking for or conveying simple information of immediate relevance, getting across the point he/she feels to be important. They will also convey information and ideas on abstract as well as concrete topics, check information and ask about or explain problems with reasonable precision.

EEW 014: Upper Intermediate Writing Skills (4-4-6) Prerequisite(s): Linguaskill Entry Score 155

In this course, students will write letters highlighting the personal significance of events and experiences. They will write clear detailed text on a wide range of subjects related to their interests. They will also write an essay or report, passing on information or giving reasons in support of, or against, a point of view.

EEW 015: Advanced Writing Skills (4-4-6)

Prerequisite(s): Linguaskill Entry Score 163

In this course, students will write clear, well-structured detailed texts on a wide range of subjects related to their personal experiences and interests. They will also write essay, summary and recommendation that highlight and express their points of view on salient issues at some length. Also, students will write different kinds of texts demonstrating grammar accuracy and a wide range of vocabulary intended for C1 level.

EER 021: Beginner Reading Skills (2-4-4)

Prerequisite(s): None

In this course, students will understand very short, simple texts a single phrase at a time, picking up familiar names, words and basic phrases and rereading as required.

EER 022: Elementary Reading Skills (2-4-4)

Prerequisite(s): Linguaskill Entry Score 120

In this course, students will understand short, simple texts on familiar matters of a concrete type which consist of high-frequency, everyday or job-related language. They will understand short, simple texts containing the highest frequency vocabulary, including a proportion of shared international vocabulary items.

EER 023: Intermediate Reading Skills (2-4-4)

Prerequisite(s): Linguaskill Entry Score 140

In this course, students will read straightforward factual texts on subjects related to his/her field and interests with a satisfactory level of comprehension.

EER 024: Upper Intermediate Reading Skills (2-4-4) Prerequisite(s): Linguaskill Entry Score 155

In this course, students will read articles and reports concerned with contemporary problems in which the writers adopt particular stances or viewpoints. They will also understand contemporary literary prose.

EER 025: Advanced Reading Skills (2-4-4)**Prerequisite(s):** Linguaskill Entry Score 163

In this course, students will have the opportunity to develop their reading skills such as identifying, making inferences, and synthesizing. They will also be able to enhance their lower- and higher-level thinking skills needed to process academic texts concerned with research-based articles and essays. Additionally, they will practise the vocabulary required to comprehend these texts, as well as a wide range of topics related to technology, social sciences and humanities.

EELS 031: Beginner Listening & Speaking Skills (3-4-5)**Prerequisite(s):** None

In this course, students will follow speech that is very slow and carefully articulated, with long pauses for him/her to assimilate meaning. They will recognize concrete information (e.g. places and times) on familiar topics encountered in everyday life, provided it is delivered in slow and clear speech.

They will also produce simple, mainly isolated phrases about people and places. They will be able to interact in a simple way but communication is totally dependent on repetition at a slower rate of speech, rephrasing and repair. They will ask and answer simple questions, initiate and respond to simple statements in areas of immediate need or on very familiar topics.

EELS 032: Elementary Listening & Speaking Skills (3-4-5) Prerequisite(s): Linguaskill Entry Score 120

In this course, students will understand enough to be able to meet needs of a concrete type, provided speech is clearly and slowly articulated. They will give a simple description or presentation of people, living or working conditions, daily routines, likes/dislikes etc. as a short series of simple phrases and sentences linked in a list. They will also interact with reasonable ease in structured situations and short conversations, provided the other person helps if necessary. They should manage simple, routine exchanges without undue effort. Students will ask and answer questions and exchange ideas and information on familiar topics in predictable everyday situations. They will also communicate about simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters to do with work and free time. They will handle very short social exchanges but will rarely be able to understand enough to keep conversation going unaided.

EELS 033: Intermediate Listening & Speaking Skills (3-4-5) Prerequisite(s): Linguaskill Entry Score 140

In this course, students will understand straightforward factual information about common, everyday or job-related topics, identifying both general messages and specific details, provided speech is clearly articulated in a generally familiar accent. They will understand the main points of clear standard speech on familiar matters regularly encountered in work, school, leisure etc. situations, including short narratives.

They will reasonably fluently sustain a straightforward description of one of a variety of subjects within their field of interest, presenting it as a linear sequence of points. They will also exploit a wide range of simple language to deal with most situations likely to arise whilst travelling. They will be able enter, unprepared, into conversations about familiar topics, express personal opinions and exchange information on topics that are familiar, of personal interest or pertinent to everyday life (e.g. family, hobbies, work, travel and current events).

Students will communicate with some confidence on familiar routine and nonroutine matters related to their interests and professional field. They will also exchange, check and confirm information, deal with less routine situations and explain why something is a problem. They will express thoughts on more abstract, cultural topics such as films, books, music etc.

EELS 034: Upper Intermediate Listening & Speaking Skills (3-4-5) Prerequisite(s): Linguaskill Entry Score 155

In this course, students will understand extended speech and will follow fairly complex lines of argument, provided the topic is familiar. For example, they will understand TV news, current affairs programs and the majority of films in standard dialect. They will also learn to interact with a degree of fluency and spontaneity, taking an active part in discussions in familiar contexts as well as accounting for and sustaining their own views. Finally, they will present clear, detailed descriptions on a wide range of subjects related to their field of interest and will explain a viewpoint on a topical issue.

EELS 035: Advanced Listening & Speaking Skills (3-4-5) Prerequisite(s): Linguaskill Entry Score 163

In this course, students will have the opportunity to practise pre-listening, while-listening and post-listening skills, including a focus on pronunciation, which will further enhance their listening comprehension. This practice will also help them to present and use functional language, pronunciation and speaking strategies, which will enable them to produce presentational and interactional speaking tasks.

EECL 041: Beginner CALL Lab (0-2-1)**Prerequisite(s):** None

In the Beginner CALL lab, students use computers with language software for language-learning exercises and activities. They use headsets to communicate and conduct language-learning exercises, or to listen to audio and watch videos. Students will have the opportunity to learn independently through access to language-learning resources or teachers' assignments. All the activities and exercises should be appropriate for A1 language proficiency level.

EECL 042: Elementary CALL Lab (0-2-1)**Prerequisite(s):** Linguaskill Entry Score 120

In the Elementary CALL lab, students use computers with language software for language-learning exercises and activities. They use headsets to communicate and conduct language-learning exercises, or to listen to audio and watch videos. Students will have the opportunity to learn independently through access to language-learning resources or teachers' assignments. All the activities and exercises should be appropriate for A2 language proficiency level.

EECL 043: Intermediate CALL Lab (0-2-1)**Prerequisite(s):** Linguaskill Entry Score 140

In the Intermediate CALL lab, students use computers with language software for language-learning exercises and activities. They use headsets to communicate and conduct language-learning exercises, or to listen to audio and watch videos. Students will have the opportunity to learn independently through access to language-learning resources or teachers' assignments. All the activities and exercises should be appropriate for B1 language proficiency level.

EECL 044: Upper Intermediate CALL Lab (0-2-1) Prerequisite(s): Linguaskill Entry Score 155

In the Upper Intermediate CALL lab, students use computers with language software for language-learning exercises and activities. They use headsets to communicate and conduct language-learning exercises, or to listen to audio and watch videos. Students will have the opportunity to learn independently through access to language-learning resources or teachers' assignments. All the activities and exercises should be appropriate for B2 language proficiency level.

EECL 045: Advanced CALL Lab (0-2-1)**Prerequisite(s):** Linguaskill Entry Score 163

In the Advanced CALL lab, students use computers with language software for language-learning exercises and activities. They use headsets to communicate and conduct language-learning exercises, or to listen to audio and watch videos. Students will have the opportunity to learn independently through access to language-learning resources or teachers' assignments. All the activities and exercises should be appropriate for C1 language proficiency level.

EEOE 049: Optional Elective (0-0-0)**Prerequisite(s):** Linguaskill Entry Score 155

Level four students should audit a college course that fits with their schedule for 8 weeks.

EEAS 151: Academic Skills and Language (3-0-3) Prerequisite(s): Linguaskill Entry Score 163

This course focuses on the academic skills required to function effectively in a university environment and the language needed to practise those skills. The course will introduce students to language needed for referring to graphics and visual data, paraphrasing, making claims, hedging an argument and synthesising information. Additionally, it analyses key grammatical, phonological and lexical features of texts.

EEAS 056: Academic Skills and Language (3-0-3) Prerequisite(s): Linguaskill Entry Score 170

Students who are already advanced will gain greater fluency, creativity and confidence in their English. Taught in a seminar setting, where students are active participants, international competence is conferred through curiosity and intercultural sensitivity. More is learned about English-speaking countries and the global community. This course is suitable for adults from various specialist backgrounds, who need to polish their English for diverse international purposes. It will also prove invaluable for those developing new international ventures in the Kingdom.

EEGE 067: Global English & Intellectual Competence (3-0-3) Prerequisite(s): Linguaskill Entry Score 177

In this practical course you will become adept at writing English in contemporary formats as well as in the desired academic templates for advanced studies. In a seminar setting, students will be guided, individually and collaboratively, through various types of writing: descriptive, analytical, persuasive and critical. Proficiency is achieved, step-by-step, in a dynamic, positive atmosphere.

EEAW078: Academic Writing (3-0-3)**Prerequisite(s):** None

The IELTS Preparation Course will help students learn the skills, knowledge and exam techniques they need to succeed in the IELTS exam.

General Education Department

The General Education Program creates a vibrant environment for academic excellence, societal relevance and global awareness through imparting Liberal Arts Education, disseminating high quality research and advancing the best of citizenship traits among the students and the community at large



General Education Program (GEP)

Program description

The program promises to equip students with a wide variety of learning skills within both the traditional and the more contemporary branches of learning. Students are expected to develop the broad perspective that allows them to appreciate diversity and change across time, culture, and geographic boundaries. In addition, critical learning skills include proficiency in the use of language, mathematics and quantitative methods as tools for acquiring, renewing, creating and communicating knowledge. This broad education includes an understanding of the methods and concerns of traditional branches of knowledge — the arts and humanities, the social sciences and the natural and formal sciences. Developing perspective, however, requires historical, global and cross-cultural examination of knowledge of all kinds. This is why new courses have been added to the old program. The program is based on a comprehensive set of student learning outcomes that all students are expected to demonstrate upon completion of a bachelor degree at Effat University.

Educational objectives

1. Knowledge Diversity

The human experience is at the core of the GEP educational objectives. By exploring broadly the courses in humanities and fine arts, natural sciences and mathematics, and social and behavioral sciences, students develop an understanding of the nature of human experience-its complexity, its diversity of expression, its continuities and discontinuities over space and time.

2. Inquiry-based Learning

Inquisitive style of teaching and learning aids students in growing beyond acquiring general knowledge and focus more on developing broader perspectives of concepts, theories and facts of any field or topic under study.

3. Critical Thinking, Formal Analysis, and Effective Expression.

Communication is one important facet of the GEP educational objectives. By comparing and evaluating the ideas of others and by participating in various styles of research, students develop their capacities for critical judgment. By exploring mathematical and other quantitative reasoning systems, students acquire the ability to think in abstract, symbolic ways. By writing and communicating orally, students acquire the ability to express their ideas effectively and to interact with others smoothly and persuasively.

4. Critical Thinking and Problem Solving.

Comparing and evaluating the ideas of others and participating in various styles of research help students develop their capacities for critical analysis and problem solving. By exploring mathematical and other quantitative reasoning systems, students acquire the ability to think in abstract, symbolic ways.

5. Effective Communication

Communication is one important facet of the GEP educational objectives. By writing and communicating orally, students acquire the ability to express their ideas effectively and to interact with others smoothly and persuasively.

6. Intercultural Understanding

By learning about their own culture and the cultures of others, students gain personal and global awareness. This awareness of the diversity as well as the uniformity of the human race promotes the notion of global citizenship and civil engagement, both at a national and international level.

7. Social and Ethical Responsiveness

By undertaking social responsibility and by examining the ethical implications of knowledge, students learn teamwork; they also learn to evaluate the effects of actions at personal and social levels. They learn to assume responsibility, to disseminate knowledge, and to uphold civic duty.

Learning outcomes

Students who successfully complete the General Education program will be able to demonstrate the following abilities:

Knowledge and Understanding:

K1: Demonstrate an understanding of terminology, norms, conventions and practices in the fields of study.

K2: Explain major facts, theories, concepts and principles pertinent to the fields of study.

K3: Demonstrate an understanding of fundamentals and major conventions of academic research.

Skills:

S1: Apply theoretical and practical knowledge using concepts,

principles and theories to address issues in the field of study.

S2: Evaluate and solve problems and find solutions to current issues in the field of study.

S3: Critically analyze issues and problems in various complex context, in a field of study.

S4: Produce research by applying academic conventions and principles.

S5: Perform practical tasks and procedures in the field of study.

S6: Communicate effectively using oral and written

communication skills.

S7- Perform mathematical operations and quantitative methods

Values:

VI: Demonstrate integrity and academic professional ethics finding solutions to societal issues.

V2: Demonstrate effective teamwork, leadership skills, responsibility, and commitment to quality.

General Education Requirements:

All undergraduate students must complete 42 credit hours of GEP courses distributed as follows: Humanities – 19 credits, social Sciences– 8 credits, Natural Sciences – 12 credits, and Interdisciplinary Research – 3 credits.

General Education Requirements:

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
		Arabic Language	Any course from the category	3
		English Language	GENG 131- Advanced English Language Skills and Critical Thinking	3
		Foreign Languages	Any course from the category	3
Social Sciences	8	Social Structure and Global Awareness	GSEM100: Research Seminar	2
			Any two courses from the category	6
Research	3	Research Skills and Innovation	GSEM 201: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	Any course from the category	3
		Computer Science and Technology	Any course from the category	3
		Quantitative Sciences	GMTH 181H/A/B/E GSTA181: Introductory Statistics	3
TOTAL	42		15 Courses	42



Specifications of each component

Humanities: Total 19 credits

Course code	Course no.	Course title	Credits	Prerequisite(s)
Creative Arts and Cultural Studies (2 courses = 6 credits)				
GDRA	111	Fundamentals of Drama and Theatre	3-0-3	None
GDRW	111	From Drawing to Digital Imaging and Printmaking	3-0-3	None
GFIL	111	Fundamentals of Filmmaking and Visual Production	3-0-3	None
GMUS	111	Music Appreciation	3-0-3	None
GART	111	Middle Eastern Art and Architecture	3-0-3	None
GPHO	111	Visual Communication, Photography and Design for non-Majors	3-0-3	None
GLIT	111	Modern and Contemporary Arabic Literature	3-0-3	None
GLIT	112	Classical Arabic Literature	3-0-3	None
GLIT	113	Literature Across Cultures for Non-English Majors	3-0-3	None
GLIT	114	Introduction to Comics	3-0-3	None
GISL	121	Islam and Civil Society (Mandatory)	3-0-3	None
GISL	122	Contemporary Islamic Thought	3-0-3	None
GISL	123	Muslim World Affairs and Organizations	3-0-3	None
GISL	124	World Religious Traditions and Interfaith Dialogue	3-0-3	None
GISL	125	Islamic History and Civilization	3-0-3	None
Arabic Language (1 course = 3 credits)				
GARB	131	Advanced Arabic Language Skills & Critical Thinking	3-0-3	None
GARB	132	Advanced Arabic For Professional Purposes	3-0-3	None
GARB	131B	Arabic for Non-Native Speakers	3-0-3	None
English Language (2 courses = 6 credits)				
GENG	131	Advanced English Language Skills & Critical Thinking (Mandatory)	3-0-3	None
GENG	132	Academic Writing	3-0-3	None
GENG	133	English for Professional Purposes	3-0-3	None
GENG	134	Creative Writing for Non-English majors	3-0-3	None
Foreign Languages (2 courses = 4 credits)				
GFRN	141	French I	1-2-2	None
GFRN	142	French II	1-2-2	GFRN 141
GGER	141	German I	1-2-2	None
GGER	142	German II	1-2-2	GGER 141
GSPA	141	Spanish I	1-2-2	None
GSPA	142	Spanish II	1-2-2	GSPA 141
GTUR	141	Turkish I	1-2-2	None
GTUR	142	Turkish II	1-2-2	GTUR 141
GMAN	141	Mandarin I	1-2-2	None
GMAN	142	Mandarin II	1-2-2	GMAN 141
GITA	141	Italian I	1-2-2	None
GITA	142	Italian II	1-2-2	GITA 141

Social Sciences: Total credits 8

Course code	Course no.	Course title	Credits	Prerequisite(s)
Social Structure and Global Awareness (3 courses = 8 credits)				
GLAW	151	Society, Law and Public Policy	3-0-3	None
GPSY	151	Introduction to Psychology for Non-Majors	3-0-3	None
GPSY	152	Psychology of Social Media	3-0-3	None
GANT	151	Anthropology: Origin and Development of Human Societies	3-0-3	None
GJOU	151	Foundations of Modern Journalism and Mass Communication	3-0-3	None
GHIS	151	History of the Modern Middle East	3-0-3	None
GARC	151	Introduction to Cultural Archaeology	3-0-3	None
GECO	151	Principles of Modern Economics and E-Commerce	3-0-3	None
GPHL	151	Introduction to Philosophy	3-0-3	None
GMED	151	Modern Media and Social Networking	3-0-3	None
GDIP	151	International Relations and Global Diplomacy	3-0-3	None
GCIV	161	Civic Engagement	3-0-3	None
GCIV	162	Introduction to Fund Raising	3-0-3	None
GENT	161	Introduction to Entrepreneurship	3-0-3	None
GENV	161	People and the Environment	3-0-3	None
GCUL	161	World Civilizations	3-0-3	None
GGLO	161	Global Citizenship Skills	3-0-3	None
GGLO	162	Global Health and Social Care	3-0-3	None
GSUS	161	Introduction to Sustainability	3-0-3	None
GSEM	100	Research Seminar (Mandatory)	1-2-2	None

Social Sciences: Total credits 8

Course code	Course no.	Course title	Credits	Prerequisite(s)
Physical and Environmental Sciences (1 course = 3 credits)				
GAST	171	Exploring Astronomy: Time and Space	3-0-3	None
GBIO	171	Anatomy and Physiology	3-0-3	None
GBIO	172	Epidemiology and Public Health	3-0-3	None
GCHE	171	Basics of Chemistry: Structures and Solutions	3-0-3	None
GPHY	171	Foundations in Physics	3-0-3	None
GENV	171	Climate Change and the Environment	3-0-3	None
GHEW	171	Health and Nutrition	3-0-3	None
GHEW	172	Physical Education	3-0-3	None
Formal Sciences (9 credits)				
Computer Science and Technology (1 course = 3 credits)				
GCS	181	Computer Application	3-0-3	None
GCS	182	Principles of Computing, Data and Algorithms	3-0-3	None
GWEB	181	Introduction to Web Development and Coding	3-0-3	None
GAI	181	Introduction to Artificial Intelligence	3-0-3	None
Quantitative Sciences (2 courses = 6 credits)				
GMTH	181H	Mathematics for Humanities	3-0-3	None
GMTH	181A	Pre-calculus for Architecture	3-0-3	None
GMTH	181B	Pre-calculus for Business	3-0-3	None
GMTH	181E	Pre-calculus for Engineering	3-0-3	None
GSTA	181	Introductory Statistics	3-0-3	None

Research Skills and Innovation (1 course = 3 credits)

Course code	Course no.	Course title	Credits	Prerequisite(s)
Research Skills and Innovation (1 course = 3 credits)				
GSEM	201	Research, Innovation and Intellectual Property	3-0-3	None

Summary of the courses under the GEP

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisites	
GDR A	111	Fundamentals of Drama and Theatre	3-0-3	None
GDR W	111	From Drawing to Digital Imaging and Printmaking	3-0-3	None
GFIL	111	Fundamentals of Filmmaking and Visual Production	3-0-3	None
GMUS	111	Music Appreciation	3-0-3	None
GART	111	Middle Eastern Art and Architecture	3-0-3	None
GPHO	111	Visual Communication, Photography and Design for non-Majors	3-0-3	None
GLIT	111	Modern and Contemporary Arabic Literature	3-0-3	None
GLIT	112	Classical Arabic Literature	3-0-3	
GLIT	113	Literature Across Cultures for Non-English Majors	3-0-3	None
GLIT	114	Introduction to Comics	3-0-3	None
GISL	121	Islam and Civil Society	3-0-3	None
GISL	122	Contemporary Islamic Thought	3-0-3	None
GISL	123	Muslim World Affairs and Organizations	3-0-3	None
GISL	124	World Religious Traditions and Interfaith Dialogue	3-0-3	None
GISL	125	Islamic History and Civilization	3-0-3	None
GARB	131	Advanced Arabic Language Skills & Critical Thinking	3-0-3	None
GARB	132	Arabic For Professional Purposes	3-0-3	None
GARB	131B	Arabic for Non-Native Speakers	3-0-3	None
GENG	131	Advanced English Language Skills & Critical Thinking	3-0-3	None
GENG	132	Academic Writing	3-0-3	None
GENG	133	English for Professional Purposes	3-0-3	None
GENG	134	Creative Writing for Non-English Majors	3-0-3	None
GFRN	141	French I	1-2-2	None
GFRN	142	French II	1-2-2	GFRN I
GGER	141	German I	1-2-2	None
GGER	142	German II	1-2-2	GGER I
GSPA	141	Spanish I	1-2-2	None
GSPA	142	Spanish II	1-2-2	GSPA I
GTUR	141	Turkish I	1-2-2	None
GTUR	142	Turkish II	1-2-2	GTUR I
GMAN	141	Mandarin I	1-2-2	None
GMAN	142	Mandarin II	1-2-2	GMAN I
GITA	141	Italian I	1-2-2	None
GITA	142	Italian II	1-2-2	GITA I
GLAW	151	Society, Law and Public Policy	3-0-3	None
GPSY	151	Introduction to Psychology for Non-Majors	3-0-3	None
GPSY	152	Psychology of Social Media	3-0-3	None
GARC	151	Introduction to Cultural Archaeology	3-0-3	None
GDIP	151	International Relations and Global Diplomacy	3-0-3	None
GANT	151	Anthropology: Origin and Development of Human Societies	3-0-3	None

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisites	
GJOU	151	Foundations of Modern Journalism and Mass Communication	3-0-3	None
GHIS	151	History of the Modern Middle East	3-0-3	None
GECO	151	Principles of Modern Economics and E-Commerce	3-0-3	None
GPHL	151	Introduction to Philosophy	3-0-3	None
GMED	151	Modern Media and Social Networking	3-0-3	None
GENT	161	Introduction to Entrepreneurship	3-0-3	None
GENV	161	People and the Environment	3-0-3	None
GCUL	161	World Civilizations	3-0-3	None
GGLO	161	Global Citizenship Skills	3-0-3	None
GGLO	162	Global Health and Social Care	3-0-3	None
GCIV	161	Civic Engagement	3-0-3	None
GCIV	162	Introduction to Fund Raising	3-0-3	None
GSUS	161	Introduction to Sustainability	3-0-3	None
GAST	171	Exploring Astronomy: Time and Space	3-0-3	None
GBIO	171	Anatomy and Physiology	3-0-3	None
GBIO	172	Epidemiology and Public Health	3-0-3	None
GCHE	171	Basics of Chemistry: Structures and Solutions	3-0-3	None
GPHY	171	Foundations in Physics	2-2-3	None
GENV	171	Climate Change and the Environment	3-0-3	None
GHEW	171	Health and Nutrition	3-0-3	None
GHEW	172	Physical Education	3-0-3	None
GCS	181	Computer Application	2-2-3	None
GCS	182	Principles of Computing, Data and Algorithms	2-2-3	None
GWEB	181	Introduction to Web Development and Coding	2-2-3	None
GAI	181	Introduction to Artificial Intelligence	3-0-3	None
GMTH	181H	Mathematics for Humanities	3-0-3	Math Placement Test
GMTH	181A	Pre-calculus for Architecture	3-0-3	Math Placement Test
GMTH	181B	Pre-calculus for Business	3-0-3	Math Placement Test
GMTH	181E	Pre-calculus for Engineering	3-0-3	Math Placement Test
GSTA	181	Introductory Statistics	3-0-3	None
GSEM	100	Research Seminar	1-2-2	None
GSEM	201	Research, Innovation and Intellectual Property	3-0-3	None

Course descriptions

GDRA 111: Fundamentals of Drama and Theatre(3-0-3)

Prerequisite(s): None

This course introduces students to theatre vocabulary, the basics of characterization, role analysis, stage movement, stage etiquette, the technical and performance elements of drama in addition to script writing and analysis. By the end of the course, students are expected to perform a play as part of their course work.

GDRW 111: From Drawing to Digital Imaging and Printmaking(3-0-3)

Prerequisite(s): None

The development of perceptual and descriptive skills through an introduction to a variety of drawing media, techniques and subject matter. Digital Imaging introduces the students to computer as a creative tool for visual art, with a focus on gaining proficiency in Adobe Photoshop. Students will learn photo retouching, painting, collage, and drawing techniques. Operation of scanners and printers, file management, and digital practices, discussion of digital art concepts and examples of digital media in contemporary art and design are covered. Each project is designed to introduce students to different areas within art, such as painting, photography, and video.

GFIL 111: Fundamentals of Filmmaking and Visual Production(3-0-3)

Prerequisite(s): None

The course introduces film production fundamentals as an art and its techniques in making a motion picture movie. Students will review the literature on the history, structures, and effects of the film on society. They will gain basic familiarity with certain essential aspects of filmmaking such as scriptwriting, directing, camera and lighting instruments, and various methods related to composition and subject modelling to tell the story..

GMUS 111: Music Appreciation(3-0-3)

Prerequisite(s): None

Students will explore various types and genres of music, in addition to gaining a good understanding of core musical elements such as melody, rhythm, harmony, form, and texture. This course includes a broad series of lessons and activities that offer a variety of modalities for ultimate student engagement and content retention.

GART 111: Middle Eastern Art and Architecture(3-0-3)

Prerequisite(s): None

Students will gain a deeper appreciation of Middle Eastern art and architecture chronologically and thematically in order to emphasize the central concepts of Islamic architecture, including sacred space, palace culture, the question of figural representation, the role of geometry, and the centrality of calligraphy and ornament. In addition, this course will help students to appreciate regional variation of Islamic architecture by combining specialized expertise on the subject of Islamic architecture with recent developments in the field of architecture within and outside the Muslim world.

GLIT 111: Modern and Contemporary Arabic Literature(3-0-3)

Prerequisite(s): None

This course introduces students to Modern and contemporary Arabic writers from different eras. It examines the particular themes used in their writing and their historical backgrounds and geographical contexts. The reading texts include novels, short stories, poems and plays.

GLI 112: Classical Arabic Literature(3-0-3)

Prerequisite(s): None

This course introduces students to Classical Arabic writers. It will familiarize them with the literary production in the Islamic world before the rise of Islam to early Islam.

GLIT 113: Literature Across Cultures for Non-English Majors(3-0-3)

Prerequisite(s): None

This course introduces students to contemporary writers from different parts of the world and examines the particular themes used in their writing. The reading texts include novels, short stories, poems and plays.

GGLIT 114: Introduction to Comics(3-0-3)

Prerequisite(s): None

In this course students will learn how to read and interpret comics and graphic novels. They will learn about the history and development of the genre and how it became part of popular culture. The students will also learn the visual references and theoretical terms associated with comics.

GPHO 111: Visual Communication, Photography and Design for Non-Majors(3-0-3)

Prerequisite(s): None

This course presents an overview of the basics of visual media, including digital photography and design. During the course, students will acquire a basic set of skills in photography and design making. The course fosters an engaging learning environment where students will be introduced to the proper use of equipment including various lenses, studio lighting, colors and backdrops. In addition, the students will familiarize themselves with various photographic and design genres including portrait, landscape, editorial, journalism, fine art, etc.

GISL 121: Islam and Civil Society (Mandatory) (3-0-3)

Prerequisite(s): None

This course lays out the fundamental tenets of Islam in its interaction with society. Drawing upon theological foundations, students will intellectually? enhance their ethical awareness and social skills, as regards the following: their commitment to the values of integrity, responsibility, anti-corruption, non-violence, religious tolerance, qualities of citizenship, as well as common, universally acknowledged, moral values at large. The instruction method entails an interdisciplinary approach to the assessment of Islamic thought and sources, by selectively incorporating elements from civic education and social sciences.

GISL 122: Contemporary Islamic Thought(3-0-3)

Prerequisite(s): None

The course traces the development of religious knowledge in Islam, from the pre-modern to the modern period. It focuses on Muslim thought, as well as the development, production and transmission of religious knowledge, and the trends, schools and movements that have contributed to the production of this knowledge. Key topics in Islamic culture, including the development of the Islamic intellectual tradition, the two foundation texts, the Quran and Hadith, legal thought, theological thought, mystical thought, Islamic art, philosophical thought, political thought and contemporary renewal, and reform and rethinking will be explored.

GISL123: Muslim World Affairs and Organizations(3-0-3)

Prerequisite(s): None

This course familiarizes students with the notion of Muslim world in addition to introducing them to major political, economic, social and cultural issues faced by world Muslim communities at large. Through a variety of perspectives, the course will also examine how major transnational Muslim organizations contribute to the welfare of Muslims in the midst of such issues through the means of social work, peacekeeping, conflict resolution, etc.

GISL 124: World Religious Traditions and Interfaith Dialogue(3-0-3)

Prerequisite(s): None

This course introduces students to major world religions historically and socially, particularly with a reference to the shared narratives between them. Students will explore the ways in which intertextualities, common presuppositions and shared value systems can promote constructive interfaith dialogue. The main purpose of the course is to emphasize mutual understanding, bridge building and peaceful coexistence of diverse religious communities in today's multicultural societies.

GISL 125: Islamic History and Civilization(3-0-3)

Prerequisite(s): None

This course is a survey history of Islamic civilization in the Muslim world. Topics covered will range from the rise of Islam, to the height of Ottoman power in the 17th century. Focus will be on methods of rule, culture and Islamic thought and the development of science and technology in Islamic history. In addition to lectures, the course will heavily draw upon discussion sessions, which will give students a hands-on approach to history. In these sessions, students will discuss various historical problems presented in the text, lectures and audio-visual materials.

GARB 131: Advanced Arabic Language Skills & Critical Thinking(3-0-3)

Prerequisite(s): None

This course emphasizes the advanced language skills of reading, writing, critical thinking skills and presenting. An emphasis on writing well-structured essays preceded by a discussion of societal problems and possible solutions will be an on-going part of the course. The development of critical reading and writing skills, including proper use of organizational patterns, connectors and cohesive devices is a major emphasis of the course.

GARB 132: Advanced Arabic For Professional Purposes(3-0-3)

Prerequisite(s): None

This course encourages students to employ advanced lexical and stylistic conventions of Arabic language for professional purposes. It will equip students with a set of robust writing and presentation skills needed for contextually effective and successful professional communication such as emails, letters, memos, report writing, etc.

GARB 131B: Arabic for Non-Native Speakers(3-0-3)

Prerequisite(s): None

This course introduces students to the script of modern written Arabic. Students will be given opportunities to further develop their confidence and knowledge in the four skill areas, reading, writing, listening and speaking. Materials are designed using communicative approach to foreign-language teaching.

GENG 131: Advanced English Language Skills & Critical Thinking(Mandatory)(3-0-3)

Prerequisite(s): None

In this course, students will write clear, well-structured detailed texts on a wide range of subjects related to their personal experiences and interests. Also, students will have the opportunity to develop their reading skills such as identifying, making inferences, and synthesizing. They will also be able to enhance the thinking skills needed to process academic texts concerned with research-based articles and essays. Students will be expected to comprehend complex information and ideas through listening intently to listening material. They will learn to engage with abstract concepts on a wide range of topics and produce presentations, talks and debates on various areas. Students will write, read and present different kinds of texts demonstrating grammar accuracy and a wide range of vocabulary.

GENG 132: Academic Writing(3-0-3)**Prerequisite(s): None**

In this practical course, students will become adept at writing English in contemporary formats as well as in the desired academic templates for advanced studies. In a seminar setting, students will be guided, individually and collaboratively, through various types of writing: descriptive, analytical, persuasive and critical. Proficiency is achieved, step-by-step, in a dynamic, positive atmosphere.

GENG 133: English for Professional Purposes(3-0-3)**Prerequisite(s): None**

This course teaches students the language skill needed to use English effectively in a business setting. It will improve students' reading, writing, listening, and speaking skills by engaging them in tasks and situations relevant to the international business environment. They will develop competence and confidence in interacting professionally with others in English.

GENG 134: Creative Writing for Non-English Majors(3-0-3)**Prerequisite(s): None**

This course introduces the students to various genres of creative writing, including fiction and non-fiction prose (narrative, verse, plays, short stories and dialogue). The students will read authors' literary works and practice writing in these genres.

GFRN 141: French I(1-2-2)**Prerequisite(s): None**

This course is aimed at developing students' basic French reading and writing skills. It will use audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in real-life situations. Students will be able to introduce themselves and others, ask, and answer questions about personal details. Classroom activities are student-centred to promote confidence and independent learning.

GFRN 142: French II(1-2-2)**Prerequisite(s): None**

This course is designed for beginners who already possess a basic knowledge of the language. It is a continuation of GFRN 141. Students will be able to understand sentences and frequently used daily life expressions (information about self and family, shopping, local geography, employment, ...) The course uses audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in every-day social interactions. This course continues to introduce topics and themes from the French civilisation seen from geographical and socio-cultural points of view. Classroom activities are student-centred to promote confidence and independent learning.

GGER 141: German I(1-2-2)**Prerequisite(s): None**

This course is aimed at developing students' basic German reading and writing skills. It will use audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in real-life situations. Students will be able to introduce themselves and others, ask, and answer questions about personal details. Classroom activities are student-centred to promote confidence and independent learning.

GGER 142: German II(1-2-2)**Prerequisite(s): None**

This course is designed for beginners who already possess a basic knowledge of the language. It is a continuation of GGER 141. Students will be able to understand sentences and frequently used daily life expressions (information about self and family, shopping, local geography, employment, ...) The course uses audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in every-day social interactions. This course continues to introduce topics and themes from the German civilisation seen from geographical and socio-cultural points of view. Classroom activities are student-centred to promote confidence and independent learning.

GGSPA 141: Spanish I(1-2-2)**Prerequisite(s): None**

This course is aimed at developing students' basic Spanish reading and writing skills. It will use audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in real-life situations. Students will be able to introduce themselves and others, ask, and answer questions about personal details. Classroom activities are student-centred to promote confidence and independent learning.

GSPA 142: Spanish II(1-2-2)**Prerequisite(s): None**

This course is designed for beginners who already possess a basic knowledge of the language. It is a continuation of GSPA 141. Students will be able to understand sentences and frequently used daily life expressions (information about self and family, shopping, local geography, employment, ...) The course uses audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in every-day social interactions. This course continues to introduce topics and themes from the Spanish civilisation seen from geographical and socio-cultural points of view. Classroom activities are student-centred to promote confidence and independent learning.

GTUR 141: Turkish I(1-2-2)**Prerequisite(s): None**

This course is aimed at developing students' basic Turkish reading and writing skills. It will use audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in real-life situations. Students will be able to introduce themselves and others, ask, and answer questions about personal details. Classroom activities are student-centred to promote confidence and independent learning.

GTUR 141: Turkish I(1-2-2)**Prerequisite(s): None**

This course is designed for beginners who already possess a basic knowledge of the language. It is a continuation of GTUR 141. Students will be able to understand sentences and frequently used daily life expressions (information about self and family, shopping, local geography, employment, ...) The course uses audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in every-day social interactions. This course continues to introduce topics and themes from the Turkish civilisation seen from geographical and socio-cultural points of view. Classroom activities are student-centred to promote confidence and independent learning.

GMAN 141: Mandarin I (1-2-2)**Prerequisite(s): None**

This course is aimed at developing students' basic Mandarin reading and writing skills. It will use audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in real-life situations. Students will be able to introduce themselves and others, ask, and answer questions about personal details. Classroom activities are student-centred to promote confidence and independent learning.

GMAN142: Mandarin II (1-2-2)**Prerequisite(s): None**

This course is designed for beginners who already possess a basic knowledge of the language. It is a continuation of GMAN 141. Students will be able to understand sentences and frequently used daily life expressions (information about self and family, shopping, local geography, employment, ...) The course uses audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in every-day social interactions. This course continues to introduce topics and themes from the Mandarin civilisation seen from geographical and socio-cultural points of view. Classroom activities are student-centred to promote confidence and independent learning.

GITA 141: Italian I (1-2-2)**Prerequisite(s): None**

This course is aimed at developing students' basic Italian reading and writing skills. It will use audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in real-life situations. Students will be able to introduce themselves and others, ask, and answer questions about personal details. Classroom activities are student-centred to promote confidence and independent learning.

GITA 142: Italian II (1-2-2)**Prerequisite(s): None**

This course is designed for beginners who already possess a basic knowledge of the language. It is a continuation of GITA 141. Students will be able to understand sentences and frequently used daily life expressions (information about self and family, shopping, local geography, employment, ...) The course uses audio and video material to practice listening and speaking skills and to facilitate the understanding of the language in every-day social interactions. This course continues to introduce topics and themes from the Italian civilisation seen from geographical and socio-cultural points of view. Classroom activities are student-centred to promote confidence and independent learning.

GLAW 151: Society, Law and Public Policy (3-0-3)**Prerequisite(s): None**

Students will examine the central functions and features of law as a social and public institution in diverse contexts. The course will explore the fundamental nature of law as a set of social and public systems, legal reasoning and the dynamics between the legal structure and social change. Through the course, students will also develop an effective legal perspective to appreciate how legal instruments are used to formulate and implement policy choices.

GPSY 151: Introduction to Psychology for Non-Majors (3-0-3)**Prerequisite(s): None**

This course introduces the students to the field of psychology and its basic concepts, theories, research methods and contributions to the understanding of human behavior. Topics include the nervous system, perception, motivation, learning and memory, social behavior, personality, developmental and clinical psychology. Some important past and current theories and contributions of major psychologists are explored.

GPSY152: Psychology of Social Media(3-0-3)**Prerequisite(s): None**

In this course, students will explore the relationship between social media engagement and its impact on people's self-concept, self-esteem, and emotion regulation and over all psychological wellbeing. The course will also focus on identifying psychological mechanisms involved in the four main aspects of the social media experience: communication, identity, presence and relationships. The course also focuses on some of the engagement needs of the social media audience, the functional building blocks (identity, conversations, sharing, presence, relationships, reputation, and groups).

GARC151: Introduction to Cultural Archaeology (3-0-3)**Prerequisite(s): None**

This course is designed to provide students with a clear idea of archaeology, its history, theory, methods, documentation and dating. It introduces students to the way archaeologists use material culture to reconstruct and understand human behaviour. Chronologically ordered case studies from around the globe are used to look at social, ecological and cultural issues facing humans, from the earliest times to the present. It also covers the archaeology of ancient Arabia and introduces students to archaeological sites and antiquities of Saudi Arabia in particular and familiarizes them with its history of archaeological research.

GDIP151: International Relations and Global Diplomacy (3-0-3)**Prerequisite(s): None**

The course will offer students an overview of major theoretical and conceptual traditions in global diplomatic ties as a way to make sense of the rapidly changing and often confusing developments in world politics. The main purpose of the course is to introduce students to the most popular and established norms, propositions and practices in the area of international relations that are drawn from a diverse range of principles such as, classical realism, neo-realism, neoliberalism, constructivism, post-structuralism, feminism and gender, neo-Marxism and post-colonialism, etc.

GANT 151: Anthropology: Origin and Development**of Human Societies(3-0-3)****Prerequisite(s): None**

The course offers a general introduction of anthropology: theories, concepts, methods, fieldwork, styles of reports and writing ethnographies. It also aims to give an overview of anthropological studies of Muslim societies, both contemporary and historical. Students are introduced to the cultures and social issues of the Islamic regions in the Arab World, Central Asia, the South Asian subcontinent, South East Asia and Sub-Saharan Africa. The course takes a comparative approach in addressing a wide range of anthropological issues, thereby exposing students to both the cultural variations and similarities across Muslim cultures. Student research projects will cover variations in social organization, gender, marriage and law, among others.

GJOU151: Foundations of Modern Journalism and Mass Communication(3-0-3)**Prerequisite(s): None**

This course surveys the history and social theories of journalism and introduces students to contemporary journalistic practice. Students will learn about the function and operation of print, electronic and on-line news media. Issues and concepts to be covered include the relationship of government to media; press freedom and controls; media ethics, and the impact of global communications. The course also covers the relationship between journalism and advertising, public relations and telecommunications, particularly in the modern context.

GHS151: History of the Modern Middle East (3-0-3)**Prerequisite(s): None**

This course is designed to provide the students with a thorough understanding of the major events that have transformed the Middle East in modern times. The course chronologically and thematically examines the intellectual and socio-political forces that have shaped the recent history of the region, particularly from the early nineteenth century to the contemporary period. The course is structured around themes such as the Middle East's relationship with the West; the rise of the nation-states at the end of the colonial period; the ideology of Arab nationalism; and the Arab-Israeli conflict.

GECO151: Principles of Modern Economics and E-Commerce (3-0-3)**Prerequisite(s): None**

This course applies the standard economic analysis to the new business models such as digital marketplace. Topics include consumer theory, producer theory, and behavior of firms, market equilibrium, monopoly and the role of the government in the economy. Students also examine the role of money in the economy, the dangers of inflation, the importance of free trade, the limits of regulation, the effects of various types of taxes and subsidies, and the workings of the market system to determine earnings.

GPHL151: Introduction to Philosophy (3-0-3)**Prerequisite(s): None**

This course offers a systematic introduction to the fundamentals of philosophical discourses through a close study of some of the great works in the history of Western philosophy. The main discussed authors are Plato, Aristotle, Descartes, Rousseau and Kant, etc. Students will get acquainted to a broad range of popular topics of philosophy, including virtue, the soul, knowledge, skepticism, the mind-body problem, inequality, the political state, and human nature, etc. Also, the course highlights the role and contribution of Arab thinkers and scientists to the development of philosophy and science.

GMED151: Modern Media and Social Networking (3-0-3)**Prerequisite(s): None**

This course discusses both the theories and practices regarding social networking and the converged/integrated communication via modern media. This course also examines interrelationships among media, communication, politics, economy, technology, business, social institutions, and individuals, as well as a variety of issues concerning the role and influence of modern media and social networking in the society as a whole.

GENT161: Introduction to Entrepreneurship (3-0-3)**Prerequisite(s): None**

The course will provide foundation level introduction to entrepreneurship and introduce the start-up as a business model. It will introduce how start-ups are created and will identify the design thinking process. It will show how the start-ups are created, what are incubators, accelerators, angel investors and sources of funding for startups in Saudi Arabian context. The role of different stakeholders in Saudi Arabian Entrepreneurship Ecosystem and Chambers of commerce in setting up a business will also be introduced.

GENV161: People and the Environment (3-0-3)**Prerequisite(s): None**

This course aims to help the students develop an understanding of and appreciation for the interactions between people and their environments. It surveys human populations and activities on the planet earth with reference to the interaction between cultural, economic, and environmental factors.

GGLO161: Global Citizenship Skills (3-0-3)**Prerequisite(s): None**

The course will explore the main theories and key concepts that shape the discourse of citizenship, including its history and its national and international formulations. The course will also examine and reflect on the meanings of key principles and topics such as human rights, democracy and democratization, nationalism, civil liberties, political participation, migration and asylum, nationality, culture, persistent inequalities, discrimination, identity and belonging, gender equity, race and ethnic relations, and globalization. This course also explores multi-layered global population movements and the formation and dynamics of transnational communities. As well as considering permanent international migration flows, the course will examine contemporary trends in more temporary but increasingly important forms of international mobility, including cross-border flows of expatriate workers, students and tourists. The emphasis will be on economic, political, educational, psychological, linguistic and occupational aspects of migrant settlement and temporary movement, as they apply to multi-layered phenomena such as professional global elites, permanent migrants, refugees and asylum seekers, international students and contract workers.

GGLO162: Global Health and Social Care (3-0-3)**Prerequisite(s): None**

This course provides students with an overview of the most crucial challenges pertinent to community wellbeing and social care. Students will develop an awareness about the essentials of public welfare strategies as per the international norms. In addition, they will gain insight into examining such challenges in order to explore future projections and necessary precautions.

GCUL161: World Civilizations (3-0-3)**Prerequisite(s): None**

This course introduces world history in a highly condensed and concise manner discussing a range of historical themes from the dawn of civilization to the early modern era and from the early modern era to the present. Topics include Eurasian, African, American and Greco-Roman civilizations as well as examining Christian, Islamic and Byzantine cultures. The course explores the cultures of Africa, Europe, India, China, Japan and the Americas. Upon completion, students should be able to analyze significant political, socioeconomic and cultural developments in modern world civilizations.

GCIV161: Civic Engagement(3-0-3)**Prerequisite(s): None**

This course prepares students to understand humanitarianism, volunteering and civic engagement. It encourages them to be aware and sensitive to the circumstances of people facing a variety of problems and challenges, and to develop strategies that will help communities to improve these circumstances, solve problems or reduce their impact. It aims at enhancing their commitment to personal and social responsibility, in addition to the traits of effective citizenship. The students will have ample opportunities to reflect on course concepts and engagement experiences via project-based activities and class discussions.

GCIV162;Introduction to Fund Raising (3-0-3)**Prerequisite(s): None**

This course provides a structured introduction to fundraising practice, enabling students to develop their own fundraising literature as part of the course. Based on the three pillars of fundraising practice (creative bid writing, grants research, strategy and planning, students will learn from case studies and real grant applications). The course also provides a view of the concept of philanthropy and its implementation in Saudi Arabia's voluntary sector and its organizations, as well as an introduction to concepts and issues related to the practice of fund development.

GSUS 161: Introduction to Sustainability(3-0-3)**Prerequisite(s): None**

In this course, students will explore various aspects of sustainability, including energy use, industrial processes, waste generation and disposal, and the built environment. As part of the focus on solutions, the course will introduce students to tools society can use to attain and implement sustainable practices, such as education and communication, marketing, research advocacy, and international agreements and collaboration.

GBIO 171: Anatomy and Physiology (3-0-3)**Prerequisite(s): None**

This course introduces the anatomy and the physiology of the human body with emphasis on body structure and function. The topics covered include chemical, cellular, and tissue levels of organization; integumentary, skeletal, muscular, nervous, endocrine, cardiovascular, lymphatic, immune, respiratory, digestive and reproductive systems. Upon completion of the course, students should have a working knowledge of the structure and function of the human body.

GBIO 172: Epidemiology and Public Health (3-0-3)**Prerequisite(s): None**

This course provides students with the fundamentals of epidemiology and the relation to "glocal" (global and local) populations. The course will introduce the students to conceptual and practical issues around the design, conduct, and analysis of epidemiologic research and the interpretation of epidemiologic data in relation to public health. Students will learn key epidemiologic concepts and terms, data sources and study design used in the investigation of outbreaks and to ensure proper administration of public health.

GAST 171: Exploring Astronomy: Time and Space (3-0-3)**Prerequisite(s): None**

This course presents an introduction to the field of astronomy, including a survey of Arab astronomers. Course topics include modern methods of observational astronomy, an overview of the age and origin of the Solar System, descriptions of the planets and discussions of the possibility of life on other planets.

GCHE 171: Basics of Chemistry: Structures and Solutions (3-0-3) Prerequisite(s): None

This course introduces students to the principles of chemistry and explores the intersection of chemistry with everyday life. Topics to be studied include the fundamentals of surfactant chemistry, cosmetic chemistry, food chemistry, nuclear chemistry, environmental chemistry, forensic chemistry, pharmaceutical chemistry, petroleum chemistry, brain chemistry and astrochemistry.

GPHY 171: Foundations in Physics (2-2-3) Prerequisite(s): None

This course is designed for general students who are not majoring in physics or engineering. The course introduces the students to the basic concepts of physics. Topics include vector algebra, motion, gravity, work, energy, momentum, angular momentum, conservation laws, and heat transfer.

GENV 171: Climate Change and Environmental Health (3-0-3) Prerequisite(s): None

This course offers a basic introduction to integrated views of climate and environment themes. The course discusses the physical processes that affect planetary climate and determine how the flow of energy and the dynamics of matter cause imbalances to the earth system. Also, it will help the students in discussing social and ethical viewpoints on the issues related to climate change and environmental sustainability.

GHEW 171: Health and Nutrition (3-0-3) Prerequisite(s): None

This course focuses on the fundamentals of nutrition and health covering all age groups. Special attention is paid to the basics of nutrition and the general concepts of macronutrients - carbohydrate, protein and fat, micronutrients - vitamins and minerals, caloric intake, food safety and nutrition through the life cycle, and how they link to health. Additionally, the course will address the intricacies of weight loss, calculating caloric needs, formulating balanced meal plans, identifying fad diets, and understanding eating disorders. The course will apply hands-on exercises, assignments, in-class discussions, and research projects to allow the student to better grasp the material.

GHEW 172: Physical Education (3-0-3) Prerequisite(s): None

This course will develop students' knowledge of fitness concepts and strategies. Students will also achieve competency in maintaining physical health through a variety of motor skills, movement patterns and a range of sports activities. Students will be responsible for developing personal fitness goals by incorporating principles of cardio and strength training. The course will involve physical and written assessment tasks.

GCS 181: Computer Application (2-2-3) Prerequisite(s): None

This course introduces students to computer systems, computer architecture and computer components through basic software applications: word processing, spreadsheets, presentation software, databases and basic web page design. Effective use of operating system functions and utilities is also covered. Students will learn the patterns and rules of navigating technological interfaces, not just specific steps to use one program or application. Also, they will learn digital literacy skills to interact on the Internet and use social technology in a responsible way, to identify and assess the most relevant information they need, investigate problems and make decisions. Students will learn to use technology to create digital content in multiple formats.

GCS 182: Principles of Computing, Data and Algorithms (2-2-3) Prerequisite(s): None

This course is designed as an introduction to programming and programming language Python for the students who have no or very little programming knowledge and experience. It could be used as a preparation for more advanced programming courses as well as a self-contained course for those who want to use Python for their studies or professional work. The course is structured to benefit most to students who have information science and informatics orientation; however, it will equally benefit those who are interested in using Python for text and data processing.

GWEB 181: Introduction to Web Development and coding (2-2-3) Prerequisite(s): None

This course introduces the students to the fundamentals of web development and coding. The course begins by familiarizing the students with relevant terminologies including HTML5, CSS3, JavaScript, etc. and then helps them to engage in simple interactive web experiences. Students will be able to appreciate how web designing, application development and web portfolios are developed and implemented through a variety of pertinent tools, which they would be able to relate with their respective majors.

GAI 181: Introduction to Artificial Intelligence (3-0-3) Prerequisite(s): None

This course presents the basic principles of artificial intelligence (AI) through an exploration of its history, capabilities, technologies, framework, and its future. The current trends of AI and its various applications will be introduced through some case studies. The students will be encouraged to appreciate the potentials of AI in the contemporary context.

GMTH 181H: Mathematics for Humanities (3-0-3) Prerequisite(s): Math Placement Test

This course introduces on the fundamentals of set theory, operations on real numbers, linear equations and inequalities in one variable, relations, functions and their algebra, graphs and properties, including polynomial, exponential and logarithmic functions, solving linear system of equations of two and three variables, trigonometric ratios and solving right triangles.

GMED 151 Modern Media and Social Networking (3-0-3) Prerequisite(s): None

This course discusses both the theories and practices regarding social networking and the converged/integrated communication via modern media. This course also examines interrelationships among media, communication, politics, economy, technology, business, social institutions, and individuals, as well as a variety of issues concerning the role and influence of modern media and social networking in the society as a whole.

GPHL 121: Introduction to Philosophy (2-2-3) Prerequisite(s): None

This course is an introduction to philosophy through a close study of some of the great works in the history of Western philosophy. Authors may include Plato, Aristotle, Descartes, Rousseau and Kant. The course will cover a broad range of topics, including virtue, the soul, knowledge, scepticism, the mind-body problem, inequality, the political state and human nature.

GPHL 122: Philosophic and Scientific Thinking (2-2-3) Prerequisite(s): None

This course examines the basic nature of reasoning. Emphasis will be upon understanding the logical structure of argument and on recognizing the influence of emotional and rhetorical persuasion in media presentations, political discussions, advertisements, general academic writings and one's own arguments. Students will also have the opportunity for their own arguments to be assessed by others. Both the theory and practice of critical thinking are covered. The course also covers scientific thinking. The scientific method is practiced within the context of scientific thinking: using empirical evidence (empiricism), practicing logical reasoning (rationalism) and possessing a sceptical attitude (scepticism) about presumed knowledge that leads to self-questioning, holding tentative conclusions and not being dogmatic (willingness to change decisions).

GPHY 111: Great Ideas in Physics (2-2-3) Prerequisite(s): None

This course introduces students to a modern understanding of the physical universe: 1) how the laws of physics are inferred and tested; 2) how paradigms are developed; and 3) how working principles are extrapolated to new areas of investigation. The systematic and serendipitous nature of discoveries will be explored, with examples typically drawn from particle physics, cosmology, nuclear physics, relativity and mechanics.

GMTH 181A: Pre-calculus for Architecture (3-0-3) Prerequisite(s): Math Placement Test

Basic geometry; planes, space, angles, triangles, polygons, and circles. Definition and properties of solid figures focusing on surface areas and volumes. Pre-Calculus; sets, relations, functions, the domain and range of a function, composition of functions, graphs and properties of functions such as linear, power, absolute value, radical, rational functions, and inverse of functions. Graphs and properties of exponential and logarithmic functions. Graphs and properties of trigonometric functions. Applications on all topics are included.

GMTH 181B: Pre-calculus for Business (3-0-3) Prerequisite(s): Math Placement Test

This course addresses the fundamental concepts of managerial calculus: sets, relations, functions and their properties, the domain and range of a function, composition of functions, graphs of functions such as linear, power, absolute value, radical, rational functions, inverse of functions, graphs and properties of exponential and logarithmic functions, graphs and properties of trigonometric functions, matrices and linear programming and applications on all topics are included.

GMTH 181E: Pre-calculus for Engineering (3-0-3) Prerequisite(s): Math Placement Test

This course addresses the fundamental concepts of Calculus. It covers the following topics: sets, relations, functions, the domain and range of a function, composition of functions, graphs and properties of functions such as linear, power, absolute value, radical, rational functions, and inverse of functions, graphs and properties of exponential and logarithmic functions, trigonometric functions and their properties, trigonometric identities, and inverse trigonometric functions, complex numbers, polar coordinates, trigonometric and polar forms of complex numbers and De Moivre's theorem and applications on all topics are included.



GSTA 181: Introductory Statistics (Mandatory) (3-0-3)

Prerequisite(s): None

This course includes organization and classification of data, graphic representation, measures of central tendency, measures of dispersion, and measures of position, normal probability curve, standard scores, correlation and regression, introduction to statistical inference.

GSEM 100: Research Seminar (Mandatory) (1-2-2)

Prerequisite(s): None

Students improve their notetaking skills while fully assimilating a weekly Professorial Lecture, given in English. Thereafter, they learn how to conduct themselves in a seminar situation – as a member and as a leader - behavior that may be extended to formal meetings, symposiums and conferences. They acquire knowledge and background about research activities, through engaging with their peers and the Instructor in a formal seminar atmosphere.

GSEM 201: Research, Innovation and Intellectual Property (3-0-3)

Prerequisite(s): None

This course helps students to appreciate major research paradigms and methods of inquiry and develop a basic set of skills in methods of data collection and analysis. Students will learn to identify research problems and questions, synthesize a basic literature review and accurately document sources, apply skills learned to a small-scale research project, preferably of an interdisciplinary nature; write clear and concise research reports, present and defend research orally, and objectively. Additionally, the course will raise students' awareness of the laws relating to patents, trademarks, inventions and copyright.

HRH Princess AlBandari Bint Abdulrahman AlFaisal Center for Civic Engagement (PACCE)

HRH Princess AlBandari Bint Abdulrahman AlFaisal Center for Civic Engagement (PACCE) estimates societal needs in coordination with the university and community sectors and proposes training programs, competitions and activities that serve the community. Through its various continuing education opportunities, the center aims to provide quality training and professional development programs to executives, managers, professionals and the wider public in cooperation with some community institutions, locally and globally to enhance its active community participation and achieve sustainable social impact.

The Institute delivers most of its programs in collaboration with its distinguished partners both locally and internationally. These include the Project Management Institute (PMI), Cisco Networking Academy, Henry Ford Entrepreneurship Academy, Saudi Arabia Society for Culture & Arts, etc. The Institute also works closely with different government and private sector entities to deliver customized training programs that are especially tailored to participants' needs.

VISION

To be a pioneering philanthropic center that will fuse an active philanthropist role with business practices to enhance the partnerships between the university and various community institutions to leverage resources, achieve scalable and sustainable change and lasting social impact in consistence with the vision of the Kingdom of Saudi Arabia 2030.

MISSION

To elevate the concept and methods of philanthropic work and community engagement to a new level based on strategic planning, organization and coordination. Also, by considering the financial resources as investment capital by way of innovative proactive measures to solve societal problems.



VISION

ECoH aspires to be recognized as a center of excellence in providing globally conscious, civically engaged, innovative education and research grounded in the Liberal Arts.

MISSION

Effat College of Humanities is a center for innovative Liberal Arts education, research and community engagement. The College graduates locally and globally conscious, visionary ambassadors who uphold the values of equity, diversity and good citizenship.



English and Translation



Program description

The English and Translation Department in the College of Humanities at Effat University offers an undergraduate program in English and Translation. The program provides the students with expertise in the main theories, concepts and tools of translation and interpreting studies, linguistics and literature.

This program fills a real need locally in the Kingdom of Saudi Arabia, regionally in the Gulf Cooperation Council (GCC) and globally. It graduates competent Arabic-English translators and interpreters, English teachers, ESL teachers, research candidates in linguistics, literature, and translation, as well as potential employees in various professions where proficiency in English is required. These qualified graduates will benefit local economy, reduce dependence on international recruitment, and empower women in the socio-economic structure of the country.

Educational objectives

The educational objectives of the ET program are to:

1. Provide students with the necessary knowledge for a career or a research program in the fields of Translation, Linguistics and Literature.
2. Train students in the skills and techniques most needed in the job market.
3. Train students on how to use relevant technology in their field of study.
4. Provide students with the necessary theoretical tools to identify, analyze and solve problems encountered in their field.
5. Develop the students' abilities to conduct research and studies in the field.

Learning outcomes

On the successful completion of the Program, students are expected to:

I. Knowledge (K)

- Define terms related to specific areas of specialty and recall some aspects of language and culture;
- List major theories and scholars in the program's specialized areas of study;
- Recognize speech sounds in a variety of languages.

II. Skills (S)

Skills:

- Apply certain terms, theoretical concepts to specific texts;
- Evaluate and analyze critically texts or data in a well-researched essay in the field of specialization;
- Discuss and explain various issues related to literary, linguistic or translated texts
- Develop hand and brain coordination as well as breathing and voice control

- Communicate effectively in written and oral English and Arabic, and through the use of digital content

- Creatively apply learned technology and applications in the area of specialization to take decisions regarding difficult tasks.

III. Values:

- Demonstrate cultural awareness and show the ability to respect work ethics
- Make informed decisions, be accountable for personal actions and accept the outcomes of one's choices
- Work collaboratively with fellow students, instructors, and internship supervisors and mentors; show independence and the ability to lead activities.

Career opportunities

Below are some of the potential career opportunities for graduates of the ET program:

- School teaching.
- Professional translation and interpreting.
- Employment in industries such as journalism, editing, copywriting, press relations and advertising.
- Careers in business, government, software development, market data analysis, administration, sales and marketing.
- Other professions that need high levels of English language skills, research skills and critical and analytical abilities.
- Further studies in linguistics, literature, translation and TEFL.

Graduation requirements

Requirement	No. credit hours
General Education Requirements	42
Program Core Requirements	42
Stream Core Requirements	9
Stream Technical Electives	27
Minor Technical Electives	9
Total	129

General education requirements

Students are required to take 42 credits of General education requirements which correspond to the list of areas below.

Table 2: General education requirement

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
			Any course from the category	3
		Arabic Language	Any course from the category	3
		English Language	GENG 131- Advanced English Language Skills and Critical Thinking	3
			Any course from the category	3
Foreign Languages	Any course from the category	4		
Social Sciences	8	Social Structure and Global Awareness	GSEM100: Research Seminar	2
			Any two courses from the category	6
Research	3	Research Skills and Innovation	GSEM201: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	Any course from the category	3
		Computer Science and Technology	Any course from the category	3
		Quantitative Sciences	GMTH181H	3
			GSTA181: Introductory Statistics	3
TOTAL	42	15 Courses		42

Program core requirements

Students should complete 13 courses (42 credit hours) of program core requirements.

Table 3: Program core requirements (42 credits)

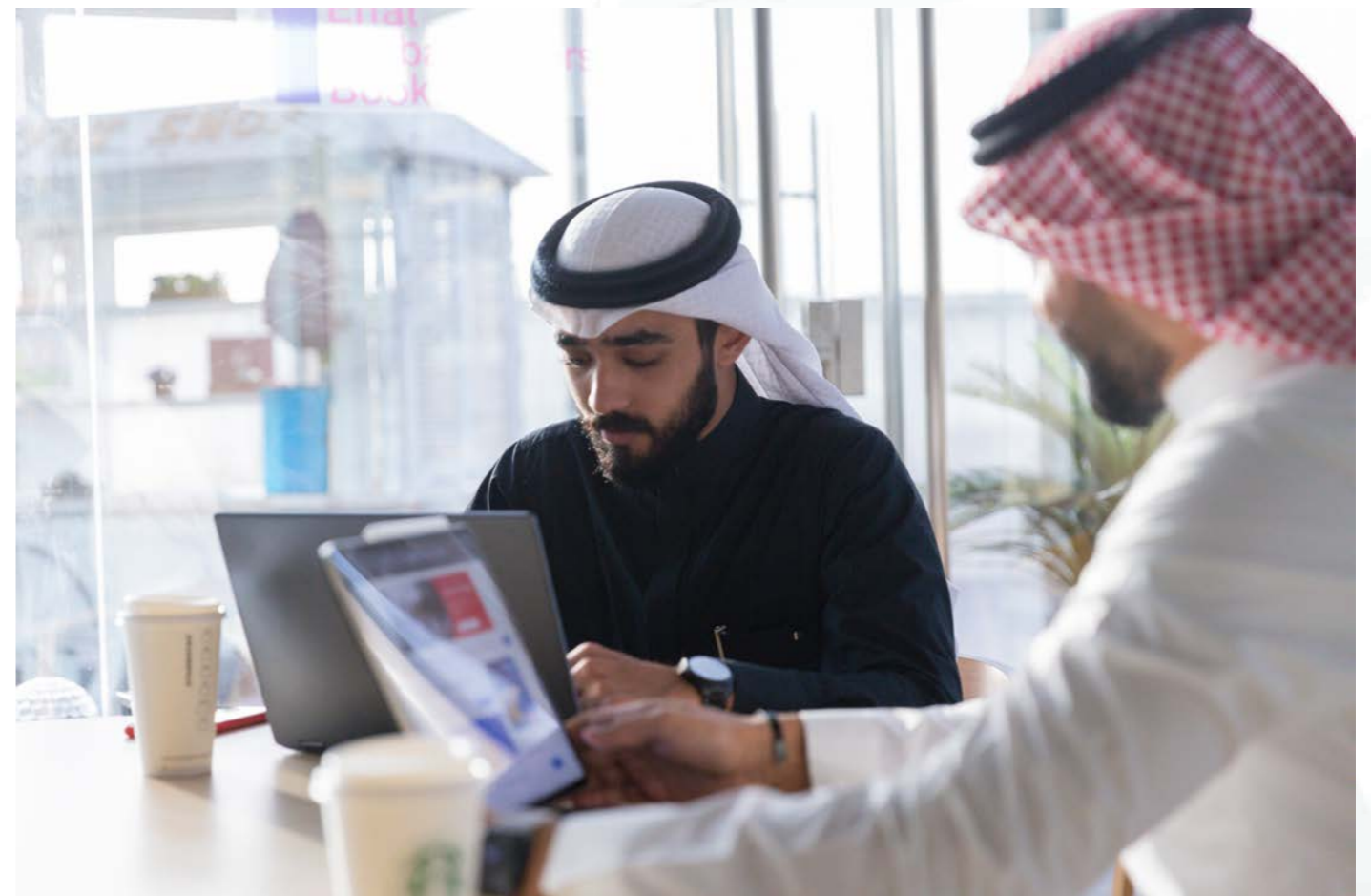
Course code	Course title	Prerequisite(s)	Credits
TRAN 141	Introduction to Translation	Any GARB & any GENG	3-0-3
LIT 211	Introduction to Literature	Any GENG	3-0-3
LING 221	Introduction to Linguistics	Any GENG	3-0-3
ENGL 223	Reading and Writing Non-Fiction Prose	Any GENG	3-0-3
TRAN 241	Contrastive Text Analysis	TRAN 141	3-0-3
LIT 311	Introduction to Western Thought 1	Any GENG	3-0-3
LIT 319	World Literature	LIT 211	3-0-3
LING 321	Structure & Function of the English Language	Any GENG	3-0-3
LING 322	Phonetics	Any GENG	3-0-3
ENGL 425	Editing and Publishing	ENGL 223	3-0-3
LING 334	Teaching Foreign & Second Languages	LING 221	3-0-3
ENGL 488	Internship	Dept. approval	0-6-6
ENGL 493	Senior Seminar	Dept. approval	3-0-3
TOTAL CREDIT HOURS			39

Stream core requirements

The students must take 3 courses (9 credits) of core requirements in their specialized stream.

Table 4: Stream core requirements (9 credits)

Stream	Course code	Course title	Prerequisite(s)	Credits
Translation	TRAN 341	Text Linguistics & Translation	TRAN 141	3-0-3
	TRAN 343	Issues in Translation	TRAN 141	3-0-3
	TRAN 339	Introduction to Interpreting	TRAN 141	2-2-3
	TOTAL CREDIT HOURS			9
Literature	LIT 313	Short Narrative in English	LIT 211	3-0-3
	LIT 316	Introduction to Poetry	LIT 211	3-0-3
	LIT 414	Modern & Contemporary Drama	LIT 211	3-0-3
	TOTAL CREDIT HOURS			9
Linguistics	LING 324	History of English Language	LING 221	3-0-3
	LING 330	Discourse Analysis	LING 221	3-0-3
	LING 331	Semantics	LING 221	3-0-3
	TOTAL CREDIT HOURS			9



Technical elective courses

The students must take 9 courses (27 credits) of technical electives in their stream. They may choose any 9 courses from the list below.

Table 5: Technical electives (27 credits)

Stream	Course code	Course title	Prerequisite(s)	Credits
Translation	TRAN 340	Political Translation	TRAN 141	2-2-3
	TRAN 344	Medical Translation	TRAN 141	2-2-3
	TRAN 337	Computer Text Translation	TRAN 141	2-2-3
	TRAN 338	Literary Translation	TRAN 141	2-2-3
	TRAN 440	Computer Applications in Translation	TRAN 141	2-2-3
	TRAN 443	Subtitling and Dubbing	TRAN 141	2-2-3
	TRAN 444	Liaison Interpreting	TRAN 141	2-2-3
	TRAN 445	Advanced Interpreting	TRAN 141	2-2-3
	TRAN 446	Pharmaceutical Translation	TRAN 141	2-2-3
	TRAN 447	Legal & International Law Translation	TRAN 141	2-2-3
	TRAN 448	Translation of Business & Economics	TRAN 141	2-2-3
	TRAN 449	Engineering & Petroleum Translation	TRAN 141	2-2-3
	ENGL 224	Arabic Fiction & Non-Fiction Writing	Any GARB course	2-2-3
Linguistics	LING 323	Phonology	LING 221	3-0-3
	LING 325	Sociolinguistics	LING 221	3-0-3
	LING 333	Language Acquisition	LING 221	3-0-3
	LING 328	Corpus Linguistics	LING 221	3-0-3
	LING 329	Morphology	LING 221	3-0-3
	LING 332	Neurolinguistics	LING 221	3-0-3
	LING 336	Pragmatics	LING 221	3-0-3
	LING 436	Sign Language	LING 221	3-0-3
	LING 434	Semiotics	LING 221	3-0-3
	LING 435	Linguistic Anthropology	LING 221	3-0-3
Literature	LIT 212	Survey of British Literature	LIT 211	3-0-3
	LIT 213	Survey of American Literature	LIT 211	3-0-3
	LIT 216	History of World Cultures	LIT 211	3-0-3
	LIT 312	Introduction to Western Thought 2	LIT 311	3-0-3
	LIT 314	Shakespeare and Drama	LIT 211	3-0-3
	LIT 315	Modern and Contemporary Poetry	LIT 211	3-0-3
	LIT 413	Modern Novel	LIT 211	3-0-3
	LIT 415	Literary Criticism	LIT 211	3-0-3
	LIT 416	A Special Topic in Literature	LIT 211	3-0-3
	LIT 417	From Text to Film	LIT 211	3-0-3
Minor technical electives				

Students can choose any 9 credit hours of technical electives from department offerings in a different stream.

English and Translation

The ET program consists of 129 credit hours, and follows a typical semester plan. Students are required to complete eight semesters over four years. In the final semester, students are required to work on their senior seminar project (three credit hours) while completing their internship (6 credit hours). The following are study plans for the ET students in the three streams.

Linguistics stream: Study plan

Foundation Year – Semester 1					
SEMESTER 1 - First 8 weeks			SEMESTER 1 - Second 8 weeks		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
EEW 012	Elementary Writing Skills	4 4 6	EEW 013	Intermediate Writing Skills	4 4 6
EER 022	Elementary Reading Skills	2 4 4	EER 023	Intermediate Reading Skills	2 4 4
EELS 032	Elementary Listening & Speaking Skills	3 4 5	EELS 033	Intermediate Listening & Speaking Skills	3 4 5
EECL 042	Elementary CALL Lab	0 2 1	EECL 043	Intermediate CALL Lab	0 2 1
TOTAL		16	TOTAL		16
Foundation Year – Semester 2					
SEMESTER 2 - First 8 weeks			SEMESTER 2 - Second 8 weeks		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
EEW 014	Upper Intermediate Writing Skills	4 4 6	EEW 015	Advanced Writing Skills	4 4 6
EER 024	Upper Intermediate Reading Skills	2 4 4	EER 025	Advanced Reading Skills	2 4 4
EELS 034	Upper Intermediate Listening & Speaking Skills	3 4 5	EELS 035	Advanced Listening & Speaking Skills	3 4 5
EECL 044	Upper Intermediate CALL Lab	0 2 1	EECL 045	Advanced CALL Lab	0 2 1
EEOE 094	Optional Elective	0 0 0	EEOE 094	Optional Elective	0 0 0
TOTAL		16	TOTAL		16
Freshman Year - Semester 1					
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
GMTH XXX	Quantitative Science	3 0 3		English Language II	3 0 3
GENG 131	Advanced English Language Skills & Critical Thinking	2 2 3	GSTA 181	Quantitative Reasoning	3 0 3
GISL 121	Islam and Civil Society	3 0 3		Foreign Language I	1 2 2
	Arabic Language	3 0 3	GSEM 100	Research Seminar	1 2 2
	Formal Science	3 0 3		Creative Arts and Cultural Studies	3 0 3
				Social Structure and Global Awareness 1	3 0 3
TOTAL		15	TOTAL		16
Sophomore Year - Semester 3					
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
	Foreign Language II	1 2 2	TRAN 241	Contrastive Text Analysis	3 0 3
	Social Structure and Global Awareness 2	3 0 3	LING 324	History of the English Language	3 0 3
	Physical & Environmental Sciences	3 0 3	ENGL 223	Reading & Writing Non Fiction Prose	3 0 3
TRAN 141	Introduction to Translation	3 0 3	GSEM 201	Research, Innovation and Intellectual Property	3 0 3
LIT 211	Introduction to Literature	3 0 3	LING 322	Phonetics	3 0 3
LING 221	Introduction to Linguistics	3 0 3		Technical Elective 1	3 0 3
TOTAL		17	TOTAL		18
Junior Year - Semester 5					
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
LING 321	Structure and Function of the English Language	3 0 3	LING 331	Semantics	3 0 3
LING 330	Discourse Analysis	3 0 3		Technical Elective 5	3 0 3
	Technical Elective 2	3 0 3		Technical Elective 6	3 0 3
	Technical Elective 3	3 0 3	LIT 311	Introduction to Western Thought I	3 0 3
	Technical Elective 4	3 0 3		Minor technical elective 2	3 0 3
	Minor technical elective 1	3 0 3	LING 334	Teaching Foreign & Second Languages	3 0 3
TOTAL		18	TOTAL		18
Senior Year - Semester 7					
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
	Technical Elective 7	3 0 3	LIT 319	World Literature	3 0 3
	Technical Elective 8	3 0 3	ENGL 488	Internship	0 6 6
	Technical Elective 9	3 0 3	ENGL 493	Senior Seminar	3 0 3
ENGL 425	Editing & Publishing	3 0 3			
	Minor technical elective 3	3 0 3			
TOTAL		15	TOTAL		12
Total credit hours required for E&T Program:					129

Summary of courses

Course code	Course title	Prerequisite(s)	Credits
TRAN 141	Introduction to Translation	Any GARB & any GENG except GENG 263	3-0-3
LIT 211	Introduction to Literature	Any GENG	3-0-3
LIT 212	Survey of British Literature	LIT 211	3-0-3
LIT 213	Survey of American Literature	LIT 211	3-0-3
LIT 216	History of World Cultures	LIT 211	3-0-3
LING 221	Introduction to Linguistics	Any GENG	3-0-3
ENGL 223	Reading and Writing Non-Fiction Prose	Any GENG	3-0-3
ENGL 224	Arabic Fiction & Non-Fiction Writing	Any GARB course	2-2-3
TRAN 241	Contrastive Text Analysis	TRAN 141	3-0-3
LIT 311	Introduction to Western Thought 1	Any GENG	3-0-3
LIT 312	Introduction to Western Thought 2	LIT 311	3-0-3
LIT 313	Short Narrative in English	LIT 211	3-0-3
LIT 314	Shakespeare and Drama	LIT 211	3-0-3
LIT 315	Modern and Contemporary Poetry	LIT 211	3-0-3
LIT 316	Introduction to Poetry	LIT 211	3-0-3
LIT 319	World Literature	LIT 211	3-0-3
LING 321	Structure & Function of the English Language	Any GENG	3-0-3
LING 322	Phonetics	Any GENG	3-0-3
LING 323	Phonology	LING 221	3-0-3
LING 324	History of English Language	LING 221	3-0-3
LING 325	Sociolinguistics	LING 221	3-0-3
LING 333	Language Acquisition	LING 221	3-0-3
LING 334	Teaching Foreign & Second Languages	LING 221	3-0-3
LING 328	Corpus Linguistics	LING 221	3-0-3
LING 329	Morphology	LING 221	3-0-3
LING 330	Discourse Analysis	LING 221	3-0-3
LING 331	Semantics	LING 221	3-0-3
LING 332	Neurolinguistics	LING 221	3-0-3
LING 336	Pragmatics	LING 221	3-0-3
TRAN 340	Political Translation	TRAN 141	2-2-3
TRAN 341	Text Linguistics & Translation	TRAN 141	3-0-3
TRAN 343	Issues in Translation	TRAN 141	3-0-3
TRAN 344	Medical Translation	TRAN 141	2-2-3
TRAN 337	Computer Text Translation	TRAN 141	2-2-3
TRAN 338	Literary Translation	TRAN 141	2-2-3
LIT 413	Modern Novel	LIT 211	3-0-3
LIT 414	Modern & Contemporary Drama	LIT 211	3-0-3
LIT 415	Literary Criticism	LIT 211	3-0-3
LIT 412	A Special Topic in Literature	LIT 211	3-0-3
LIT 417	From Text to Film	LIT 211	3-0-3
ENGL 425	Editing and Publishing	ENGL 223	3-0-3
LING 436	Sign Language	LING 221	3-0-3
LING 434	Semiotics	LING 221	3-0-3
LING 435	Linguistic Anthropology	LING 221	3-0-3
TRAN 339	Introduction to Interpreting	TRAN 141	2-2-3
TRAN 440	Computer Applications in Translation	TRAN 141	2-2-3
TRAN 443	Subtitling and Dubbing	TRAN 141	2-2-3
TRAN 444	Liaison Interpreting	TRAN 141	2-2-3
TRAN 445	Advanced Interpreting	TRAN 141	2-2-3
TRAN 446	Pharmaceutical Translation	TRAN 141	2-2-3
TRAN 447	Legal & International Law Translation	TRAN 141	2-2-3
TRAN 448	Translation of Business & Economics	TRAN 141	2-2-3
TRAN 449	Engineering & Petroleum Translation	TRAN 141	2-2-3
ENGL 488	Internship	Dept. approval	0-6-6
ENGL 493	Senior Seminar	Dept. approval	3-0-3

Total credit hours required for E&T program: 129

Course descriptions

TRAN 141: Introduction to Translation (3-0-3)

Prerequisite(s): Any GENG

This course provides students with a brief account of the origins of translation. It aims at addressing key issues and basic concepts in translation as a product and translating as a process. All required terms in the multidisciplinary field of translation are adequately presented and explained as well. Furthermore, students will train to utilize most viable models and methods to translate a variety of texts from English into Arabic to achieve the most possible equivalence between SLT and TLT. Discussion will focus on solving translation problems and on non-equivalence problems. The course, moreover, will introduce students to the cultural gaps between the different worlds of knowledge.

LIT 211: Introduction to Literature (3-0-3)

Prerequisite(s): Any GENG

The course introduces students to the different genres of literature and provides examples of each, so that students develop skills to analyze literature from historical, social and cultural perspectives. The course will also deal with the elements, techniques, and various forms found in literature.

LIT 212: Survey of British Literature (3-0-3)

Prerequisite(s): LIT 211

This course provides a general survey of the different periods and literary traditions of English literature from the early middle Ages to the present. It aims to introduce you to the important literary figures and texts that have constituted the canon of British literature. The works studied in this course include poetry, drama and fiction.

LIT 213: Survey of American Literature (3-0-3)

Prerequisite(s): LIT 211

This course surveys major American authors and their works from the colonial period to the present. It will acquaint students with major literary movements, genres, and writers of the period and with the diverse cultures that have shaped America's literature. Literary works will be considered within their historical and social contexts. The course also develops critical reading, writing and thinking skills through the analysis (style, structure, major themes, and meaning) of literary American writings.

LIT 216: History of World Cultures (3-0-3)

Prerequisite(s): LIT 211

This course familiarizes students with interdisciplinary approaches to world cultures. Students will gain an understanding of the major trends in cultures around the world and explore their increasing interrelatedness in the era of globalization.

LING 221: Introduction to Linguistics (3-0-3)

Prerequisite(s): Any GENG

This course provides an introductory overview of the field of linguistics addressing basic questions about the nature of language and how it works. Students will learn to distinguish between prescriptive and descriptive linguistics. Solid empirical and logical support for a generativist approach to language is also introduced. The various modules of language are explained: phonetics, phonology, morphology, syntax, semantics, and pragmatics. Analytical problems in each of these areas are investigated based on data from a range of languages. The intersection of linguistics and other disciplines is also addressed, with examples drawn from sociolinguistics, psycholinguistics, neurolinguistics, and computational linguistics.

ENGL 223: Reading and Writing Non-Fiction Prose (3-0-3)

Prerequisite(s): Any GENG

This course introduces the students to contemporary and earlier non-fiction prose models, focusing on the various structural patterns and rhetorical techniques which make these essays effective. By examining such essays and writing their own, students will work to develop their critical, analytical, and writing skills.

ENGL 224: Arabic Fiction and Non-Fiction Writing (2-2-3)

Prerequisite(s): Any GARB course

This course builds on the skills acquired in communication courses to develop further students' critical thinking and writing competencies. It requires students to read Modern Standard Arabic texts from different genres and produce a research paper using analytical and critical skills in response.

TRAN 241: Contrastive Text Analysis (3-0-3)

Prerequisite(s): TRAN 141

This course focuses on finding and using both monolingual and bilingual English and Arabic dictionaries. Topics include: how to evaluate a dictionary and the limitations of dictionaries as aids to the translator; the content and information structures of general language dictionaries, synonym dictionaries and thesauruses, phrase and collation dictionaries, technical and specialized dictionaries, pictorial dictionaries, and encyclopedias; introduction to term banks and documentation searching on the Internet.

LIT 311: Introduction to Western Thought 1 (3-0-3)

Prerequisite(s): Any GENG

This course surveys the historical, social, and cultural background of Western ideas and their roots in older civilizations. Students will study a wide range of texts spanning the period from Prehistory to the Renaissance.

LIT 312: Introduction to Western Thought 2 (3-0-3)

Prerequisite(s): LIT 311

This course surveys the historical, social, and cultural background of Western thought from the Renaissance to the present. Students will deal with a wide range of texts representing these ideas and tracing their development.

LIT 313: Short Narrative in English (3-0-3)

Prerequisite(s): LIT 211

Students in this course learn to read short fiction with focused attention on themes and techniques. The study is about a limited, but varied, body of stories (chiefly American and British from the 19th and 20th centuries). The study and analysis of basic literary terms particular to prose fiction are encouraged.

LIT 314: Shakespeare and Drama (3-0-3)

Prerequisite(s): LIT 211

This course focuses on the works, aims and styles of William Shakespeare in the context of Elizabethan drama. It provides substantial analyses of selected Shakespearean plays.

LIT 315: Modern and Contemporary Poetry (3-0-3)

Prerequisite(s): LIT 211

This course examines a selection of British and American poets from the 19th, 20th and 21st centuries, exploring their poetic forms, styles and techniques and examining their observations of the social and natural world.

LIT 316: Introduction to Poetry (3-0-3)

Prerequisite(s): LIT 211

This course is a study in appreciation of poetry, with special attention to the techniques of the poet and structure of the poetry. It includes consideration of verse types, metrical varieties, and scansion.

LIT 319: World Literature (3-0-3)

Prerequisite(s): LIT 211

This course introduces students to writers from different parts of the world and examines the particular themes and techniques used in their writing. The reading texts include novels, short stories, poems and plays chosen for their literary merit and thematic significance. Students will gain experience in the field of comparative literature through their exposure to writers from different backgrounds.

LING 321: Structure and Function of the English Language (3-0-3)

Prerequisite(s): Any GENG

The course studies language in terms of its forms and function. It projects and analyzes a given language with the intention of showing the respective functions played by the structural components in the use of the entire language.

LING 322: Phonetics (3-0-3)

Prerequisite(s): Any GENG

This course provides students with knowledge of basic practical phonetics. The physical basis of speech is studied with an emphasis on vocal tract anatomy and physiology. Consonants and vowels are described in terms of their major phonetic properties. The course also introduces students to the basics of syllable structure, stress and intonation. Focus is on English with the aim of improving the students' grasp of the sounds of the English language. Students learn and practice phonetic transcription.

LING 323: Phonology (3-0-3)

Prerequisite(s): LING 221

This course is an introduction to the description and analysis of sound systems, with applications to data from English. Students become aware of the distinct phonological and prosodic properties of the English language. Types of sound distribution are addressed: contrastive, complementary and free distribution in English and other languages, especially Arabic. Students also study how sounds change in context: assimilation, elision and insertion. Various theoretical models for explaining sound patterning are discussed.

LING 324: History of the English Language (3-0-3)

Prerequisite(s): LING 221

This course describes the development of the English language from its beginning in 449 A.D., with the arrival of Germanic tribes in England, to the present day. The nature of English's parent languages, Indo-European and Germanic, are briefly sketched, and the development of English is addressed in terms of its four phases: Old English, Middle English, Early Modern English, and Modern English. The major linguistic differences between the phonological, morphological, and syntactic forms of English at these stages are discussed, as are the accompanying social events. The recent rise of World English in its various forms, and projections for the English language in the current Information Age are also considered.

LING 325: Sociolinguistics (3-0-3)

Prerequisite(s): LING 221

This course discusses regional variation in language form and usage. Students examine the role of sociocultural norms in shaping language use as driven by social factors including age, gender, race, education, socioeconomic class, and religion. Focus is on both verbal and non-verbal language, with examples drawn from a wide variety of languages and cultural groups, including examples of pidgins and creoles, diglossia, language planning, languages in contact, and language change. Practical issues in the study of sociolinguistics are addressed.

LING 333: Language Acquisition (3-0-3)

Prerequisite(s): LING 221

Students learn to apply and test theories from various areas of linguistics in order to understand how we acquire language. How might we do it better? Most emphasis is on second language acquisition (SLA) and learners are the centre of interest, from infants via college students, to adult lifelong learners. Types of learners, their strategies and motivation are looked at, as well as how we might evaluate them.

LING 334: Teaching Foreign & Second Languages (3-0-3)

Prerequisite(s): LING 221

Students train to become competent teachers – frequently updating their skills – specifically of English as a foreign language and as a second language. The theory and skills acquired are, however, transferable to other disciplines. Students will be able to teach EFL, ESL and also other subjects as well as, later on, positively engage with their own children's education.

LING 328: Corpus Linguistics (3-0-3)

Prerequisite(s): LING 221

Students learn that Corpus Linguistics is the analysis of naturally occurring language, through corpora – large collections of machine-readable texts. They see how the field has advanced considerably due to advances in computer power. Students become familiar with the specialized software required for a corpus linguist to find and analyze data.

LING 329: Morphology (3-0-3)

Prerequisite(s): LING 221

Students will learn about various linguistic models and how to apply them to morphologies. They will determine how much freedom a language's morphology can actually enjoy, through examining the complementary, yet constraining, role played by that language's syntax and phonology. Subjects scrutinized will include English, Arabic, an array of European languages and at least one tonal language (e.g. Mandarin Chinese), depending on students' interests.

LING 330: Discourse Analysis (3-0-3)

Prerequisite(s): LING 221

Students will learn about various linguistic models and how to apply them to morphologies. They will determine how much freedom a language's morphology can actually enjoy, through examining the complementary, yet constraining, role played by that language's syntax and phonology. Subjects scrutinized will include English, Arabic, an array of European languages and at least one tonal language (eg. Mandarin Chinese), depending on students' interests.

LING 331: Semantics (3-0-3)

Prerequisite(s): LING 221

Students will learn to develop and apply models of semantic interpretation, which clarify how we speak and write about reality. They will also evaluate the immutability of meanings (mostly English) in a globalized world. In addition to core topics, the course touches on comparative semantics as well as semantics in film and literature. Current and future research directions are examined and students undertake a personal, hands-on, semester research project.

LING 332: Neurolinguistics (3-0-3)

Prerequisite(s): LING 221

Students will become familiar with linguistic neuroanatomy, those parts of the brain already known to be involved in language processing. They will also learn about the methodologies used to increase our understanding of the human brain mechanisms underlying our comprehension, production and abstract knowledge of language. Finally, they will design and carry out their own Neurolinguistic Study, under the Instructor's supervision.

LING 336: Pragmatics (3-0-3)

Prerequisite(s): LING 221

Spoken, written and online 'Englishes' are systematically studied in their real-world forms. Topics covered include: lexical priming, contexts, speech acts, implicatures, presuppositions, indexicality, politeness, conversation analysis and intercultural pragmatics. Current and future research directions are examined and students undertake a personal, hands-on, semester research project.

TRAN 340: Political Translation (2-2-3)

Prerequisite(s): TRAN 141

The course provides training in translating political documentations such as newspapers, magazines, short stories, press announcements about political events and other politics related documents. It focuses on producing accurate as well as acceptable target texts through choosing coherent and correct expressions that express the content and deep knowledge of the source text and maintain the spirit in the original language taking into consideration the target culture and audience. It also covers topics including monitoring, managing, and confidentiality.

TRAN 341: Text Linguistics and Translation (2-2-3)

Prerequisite(s): TRAN 141

This course introduces students to text linguistics focusing on important aspects of textuality, such as cohesion, coherence, intentionality, acceptability, situationality, and intertextuality. It also deals with the evolution of text linguistics. Each component of the course is represented by practical translation from Arabic into English and vice versa. Emphasis is placed on equivalence rather than literal or free translation.

TRAN 343: Issues in Translation (2-2-3)

Prerequisite(s): TRAN 141

This course consists of two components: the first attends to the semantic and pragmatic problems that face translators in the processing of texts and offers strategies to deal with these problems. The second component focuses on genre issues and text types. Problems and text types will be exemplified by passages to be translated by students.

TRAN 344: Medical Translation (2-2-3)

Prerequisite(s): TRAN 141

This course introduces an array of medical terminology through extensive training in translating authentic materials that cover different areas.

TRAN 337: Translation of Computer Texts (2-2-3)

Prerequisite(s): TRAN 141

This course focuses on the translation of texts in the field of computer science. It introduces students of translation to the terminology and expressions specific to the field and offers extensive practice in the translation of varied authentic texts from English to Arabic and vice versa.

TRAN 338: Literary Translation (2-2-3)

Prerequisite(s): TRAN 141

This course focuses on the translation of literary texts from Arabic into English and vice versa. It presents the major theories of literary translation and offers extensive practice in the field. It also deals with the problems facing translators of literature (including poetry and prose).

LIT 412: A Special Topic in Literature (3-0-3)

Prerequisite(s): LIT 211

This course offers the students an in-depth introduction to literary works written by a specific author or authors, representative of a literary movement or produced in a specific time or place.

LIT 413: Modern Novel (3-0-3)

Prerequisite(s): LIT 211

This course examines the works of major novelists, primarily of the late nineteenth and twentieth century. It is designed to further develop the students' basic understanding of the genres studied, familiarize them with the terminology used in the analyses of those genres, and enable them to analyze literary works and write essays based on their analysis. Students will also develop skills of critical and analytical thinking and identify the different settings, forms, and techniques of modern prose.

LIT 414: Modern and Contemporary Drama (3-0-3)

Prerequisite(s): LIT 211

This course provides students with a comprehensive knowledge of the concept "modern" and the different literary schools and forms of modern and contemporary drama. Students will focus on famous dramatic works from the early twentieth century to the present.

LIT 415: Literary Criticism (3-0-3)

Prerequisite(s): LIT 211

This course presents modern critical approaches to literature and their application to various literary genres. Through examination of works from several critical perspectives, students will sharpen their critical faculties and writing skills.

LIT 417: From Text to Film (3-0-3)

Prerequisite(s): LIT 211

This course will introduce students to issues of film adaptation. It begins with a brief introduction to Film Theory, highlighting the differences between literature and film as mediums. We will read literary works, watch their cinematic adaptations, and discuss the creative interaction between text and film.

ENGL 425: Editing and Publishing (3-0-3) Prerequisite(s): ENGL 223

This course introduces students to book, magazine and research publishing. It also exposes them to electronic publishing. It includes manuscript evaluation, editing, design production, promotion, advertising and budget analysis. Students examine the publishing process from the evaluation of manuscripts to the marketing of a finished product through lectures, discussions, simulations, workshops, written assignments and meetings with publishing professionals (i.e. authors, editors, designers and publicists).

LING 436: Sign Language (3-0-3) Prerequisite(s): LING 221

Students will learn the most frequent and useful elements of ASL, American Sign Language, building up their skills week-by-week. 100% attendance and dedication are vital. ASL is a complete language and the course will teach, in addition to all the Finger Signs, the most frequent and useful Sign Concepts. ASL is a very practical Sign Language to learn as it is international, signs with one hand as well as using facial expressions and upper-body language.

LING 434: Semiotics (3-0-3) Prerequisite(s): LING 221

This course will introduce students to the wide-ranging yet precise field of Semiotics, through a multilingual, hands-on approach that utilizes diverse media. The importance of Semiotics (not limited to language alone) for intercultural communication will be stressed. Students should become aware that no language, nor other sign system, is a totally neutral means of communication.

LING 435: Linguistic Anthropology (3-0-3) Prerequisite(s): LING 221

This course embraces Linguistic Anthropology (LA) in its 21st century paradigm. Our interdisciplinary approach utilizes Linguistic data and methods to study humans, their cultures and societies. In order to better understand our world, students are trained to apply LA tools, such as indexicality, deference and emblemization, in precise, practical ways.

TRAN 339: Introduction to Interpretation (2-2-3) Prerequisite(s): TRAN 141

This course introduces the techniques of interpreting streams of speech from one language to another. It also focuses on the ethical principles and standards in the interpreting profession, such as complete and accurate interpretation, impartiality, confidentiality, preparedness, and conflicts of interest.

TRAN 440: Computer Applications in Translation (2-2-3) Prerequisite(s): TRAN 141

The course introduces students to automated and computer assisted translation and mobile translation. The topics covered include: bilingual word processing; automated dictionaries and terms banks; alignment of texts and their translations for the purpose of compiling translation memories; internet searching for documentation and parallel texts. Appropriate software is used throughout the course.

TRAN 443: Subtitling and Dubbing (2-2-3) Prerequisite(s): TRAN 141

This course introduces screen translation with special focus on the stylistic and cultural features that characterize screen production and the intricacies of present day audiovisual translation. It provides extensive training in translating audiovisual material from authentic contexts (scripts from and into Arabic and English), subtitling, voiceover, dubbing, and accessibility services especially subtitling for the deaf and the hard-of-hearing. The course familiarizes students with latest developments in the field.

TRAN 444: Liaison Interpreting (2-2-3) Prerequisite(s): TRAN 141

This course introduces interpreting and distinguishes it from translation. Students receive a comprehensive introduction to the main skills of interpreting including interaction management, note-taking, and audience design. It covers a range of scenarios and develops communication skills and confidence in public speaking and intercultural communication with special emphasis on community interpreting.

TRAN 445: Advanced Interpreting (2-2-3) Prerequisite(s): TRAN 141

This is a practical course that builds on the skills acquired in TRAN 441 and develops further the skills needed to fulfill the role of a simultaneous interpreter. Special focus is on conference interpreting.

TRAN 446: Pharmaceutical Translation (2-2-3) Prerequisite(s): TRAN 141

This course introduces an array of pharmaceutical terminology through extensive training in translating authentic materials that cover different areas including descriptions of various drugs/medicines.

TRAN 447: Legal & International Law Translation (2-2-3) Prerequisite(s): TRAN 141

The course explores style, syntax and lexis of texts and documents within the field of law through extensive training in translating authentic material such as agreements, conventions, certificates, contracts, trusts, wills and court transcriptions. Deals with the linguistic and non-linguistic challenges encountered by the translator in trying to produce accurate translations.

TRAN 448: Translation of Business and Economics (2-2-3) Prerequisite(s): TRAN 141

This course introduces an array of terminology in the fields of Business, finance, banking and economics through extensive training in translating business, financial and economic documents such as financial statements, sales reports, balance sheets, bank articles, and annual reports.

TRAN 449: Engineering and Petroleum Translation (2-2-3) Prerequisite(s): TRAN 141

This course introduces students to scientific terminology. An array of texts representing different scientific topics are analyzed and translated. Students are referred to published lexicons in the field.

ENGL 488: Internship (0-6-6) Prerequisite(s): Dept. approval

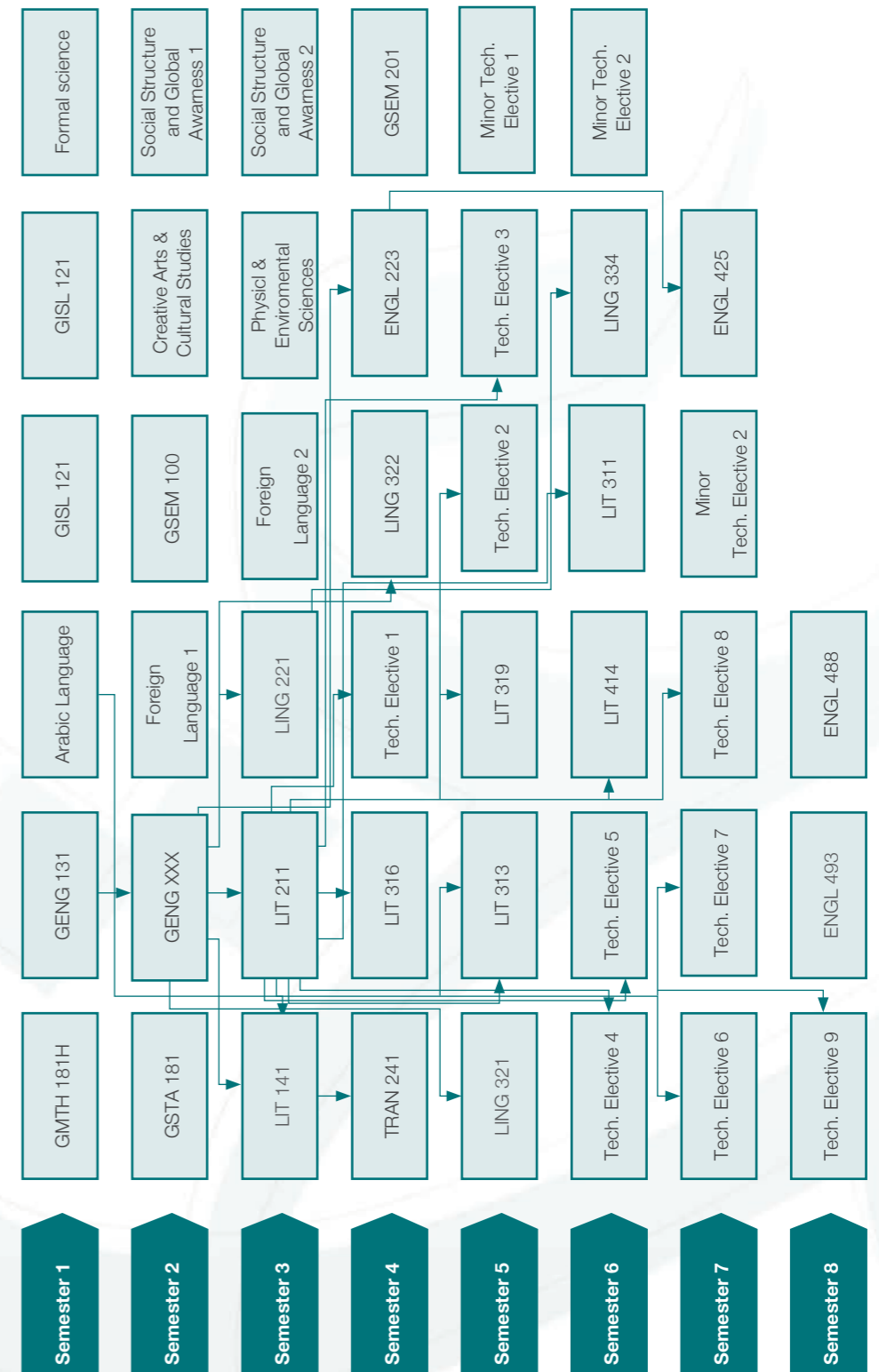
The internship requires the student to complete 180 hours of work experience and to meet the course supervisor once a week to discuss issues or to find solutions to problems pertaining to the internship.

ENGL 493: Senior Seminar (3-0-3) Prerequisite(s): Dept. approval

This course is concurrent with internship. Students attend weekly seminars with an advisor and peers, working towards a capstone research project.

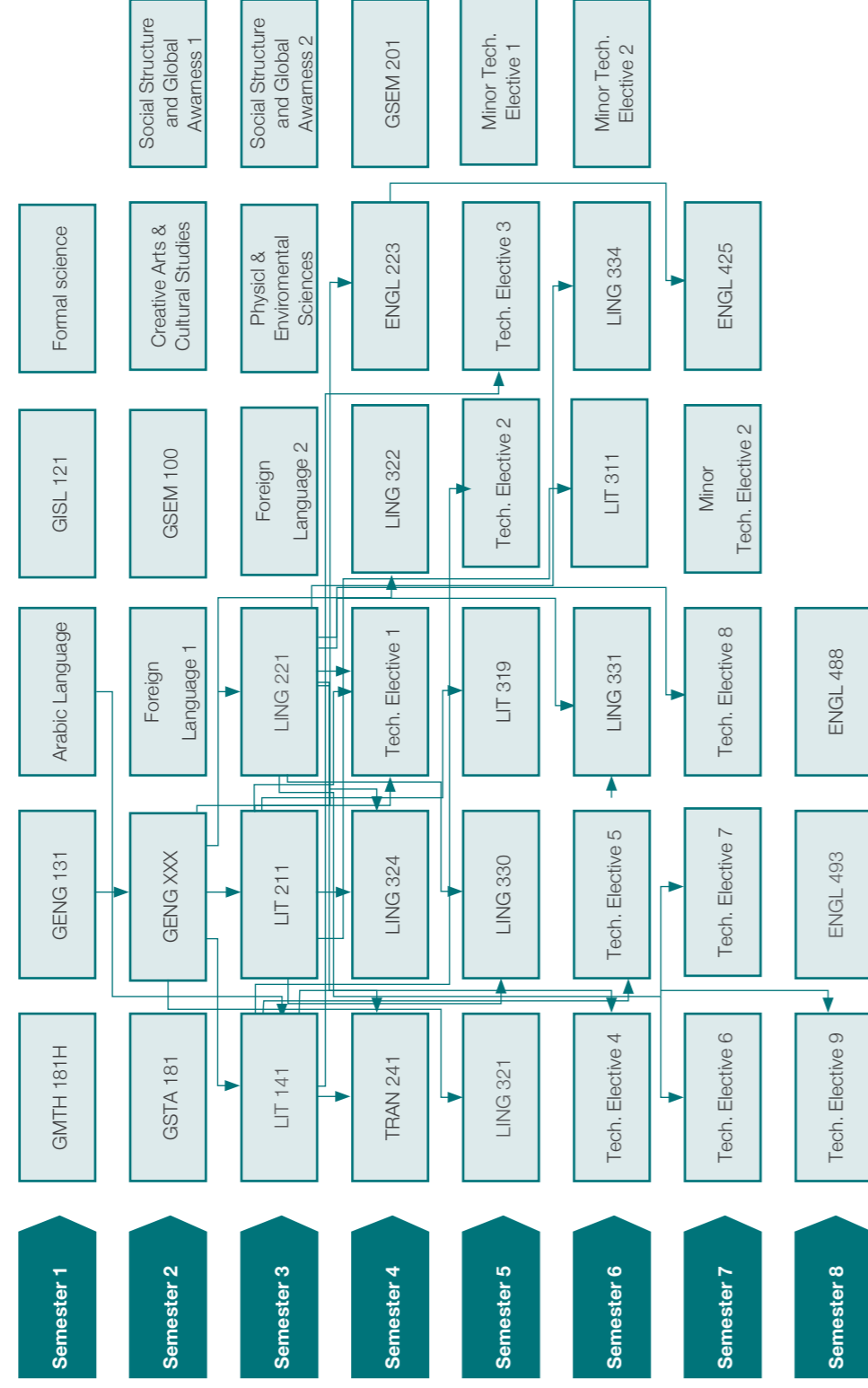
English and Translation – Literature concentration

Advising flowchart



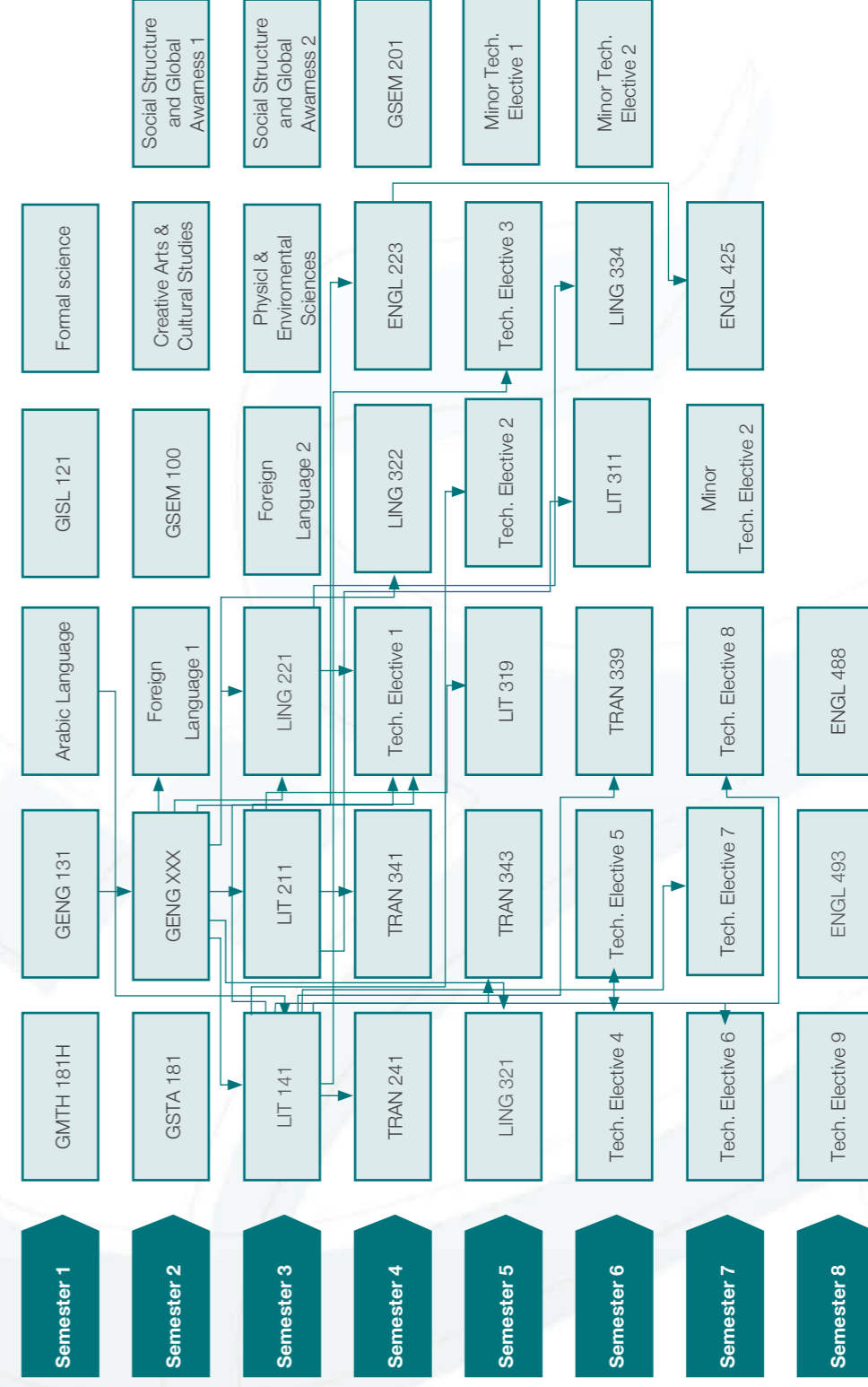
English and Translation – Linguistics concentration

Advising flowchart



English and Translation – Translation concentration

Advising flowchart



Psychology



Program description

The Department of Psychology (PSY) in the College of Science and Humanities at Effat University offers a Bachelor of Science degree in Psychology with concentrations in clinical psychology and social psychology. Students in the Psychology Program must have a strong background in basic sciences, mathematics, critical thinking, and command of the English language to acquire the breadth essential for optimum professional growth. The curriculum offered by the Department of Psychology consists of several curricular components that give the students the opportunity to build a solid foundation in psychology, obtain experience in the mental health field, and gain insight into professional and ethical standards in the practice of psychology.

Psychologists contribute to the well-being of society by helping people understand and manage their emotions and behaviours in order to lead better lives. The potential contribution of psychologists is present at every stage of life, thus making a psychologist's role in society invaluable. The Psychology Program helps students to understand theoretical perspectives, empirical findings, and historical trends in psychology. Students will learn ethical standards and research methods in different psychology fields. Students will also be prepared to use critical and creative thinking, sceptical inquiry, and scientific approaches to solve problems related to behaviour and mental processes.

Students in the Psychology Program will be introduced to important topics in the clinical psychology field, such as abnormal behaviour, psychological intervention, psychology of ageing, child clinical psychology, psychopharmacology, and ethics in research and practice. Students in the Psychology Program will also become acquainted with topics in social psychology, such as social factors and wellbeing, stress, coping and mental health, attitudes and persuasion, and research methods in social psychology, as well as a number of technical and nontechnical support courses. Students will obtain the broad education necessary to understand the impact of theories and applications of clinical and social psychology in a global, social, and environmental context.

Educational objectives

The Psychology Program's educational objectives are aligned with the mission of the university and, additionally, the mission of the College of Science and Humanities.

The Psychology Program aims at graduating students who will:

PEO-1: Participate in socio-economic development in accordance with the nation's vision for 2030 and contribute to the psychological well-being of society.

PEO-2: Demonstrate thoughtful and passionate leadership and practice lifelong learning.

PEO-3: Demonstrate a high level of responsibility, ethical principles, and application of Effat IQRA values.

PEO 4: Generate quality research that is aligned with the Kingdom's research priorities and participate in community service.

Learning outcomes

On the successful completion of the Program, students are expected to:

Knowledge & Understanding:

- Identify principal methods, issues and challenges in the field of Psychology.

- Describe key concepts, principles, theories, methods and overarching themes and applications of psychology.

Skills:

- Apply principles, theories, methods to address various mental health and psycho-social issues.

- Use scientific inquiry and critical thinking to interpret psychological phenomena.

- Design and conduct basic psychological research and incorporate sociocultural factors in scientific inquiry to solve problems.

- Use various assessment and therapeutic techniques to provide solutions to mental health and psycho-social issues.

- Demonstrate effective writing and presentation skills for different audiences and in different formats (e.g., written reports, debates, oral presentations).

- Show ability to analyze and communicate numerical/statistical information.

-Effectively utilize emerging information technologies.

Values

- Apply ethical standards to evaluate psychological science practice and show respect of individual differences; and demonstrate culturally sensitivity and pride in cultural tradition.

- Provide evidence of a strong commitment to personal health and well-being.

- Demonstrate essential interpersonal, intrapersonal and leadership skills in team work.

Career Opportunities

Graduates with a bachelor degree in psychology can work in the following careers:

- Academic adviser
- Behavior analyst
- Career counsellor
- Caseworker
- Childcare worker
- Child protection worker
- Clinical interviewer
- Community support worker
- Assistant to clinical psychologists in clinical settings (consultant, specialist and assistant, depending on educational level and licensing)
- Mental health worker
- Assistant to child psychologist
- Researcher
- Trainer (mental health field)
- Assistant to substance abuse counsellor

Program graduation requirements

The program is designed to be completed in four years with 126 credit hours. The General Education Program (GEP) requirements form the core foundation for students throughout the university.

	Compulsory	Technical	Total
GEP Requirements	42	-	42
PSY Major Requirements	54	24	78
Free Electives	6	-	6
TOTAL	102	24	126

Program Requirements: 84 credit hours

PSY Major Requirements	Course title	Credits
PSY Compulsory Courses (54 Credit Hours)	Psychology Program core requirements	42
	Practical courses: senior research courses and the internship	15
Technical Requirements (24 Credit Hours)	Concentration requirements	15
	Departmental electives	6
Free Electives		6
TOTAL		84

GEP Requirements: 42 credit hours

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
			Any course from the category	3
		Arabic Language	Any course from the category	3
			English Language	GENG 131- Advanced English Language Skills and Critical Thinking
		Any course from the category		3
Foreign Languages	Any course from the category	4		
	Social Sciences	Social Structure and Global Awareness	GSEM100: Research Seminar	2
Any two courses from the category			6	
Research	3	Research Skills and Innovation	GSEM200: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	Any course from the category	3
			Computer Science and Technology	Any course from the category
		Quantitative Sciences		GMTH181H
			GSTA181: Introductory Statistics	3
TOTAL	42	15 Courses		42

Compulsory Courses: 84 credit hours

1. Psychology program core requirements (42 credit hours)

To fulfil graduation requirements, all students are required to complete the following courses:

Course no.	Course title	Credits	Prerequisite(s)
PSY 101	Introduction to Psychology	3-0-3	None
PSY 102	Biological Bases of Behavior	3-0-3	None
PSY 111	Developmental Psychology	3-0-3	None
PSY 203	Cognitive Psychology	3-0-3	PSY 101
PSY 241	Social Psychology	3-0-3	PSY 101
PSY 242	Psychology of Personality	3-0-3	PSY 101
PSY 251	Abnormal Psychology I	3-0-3	PSY 101
PSY 261	Islamic Perspectives of Psychology	3-0-3	PSY 101
PSY 271	Statistics in Psychology	2-2-3	GSTA 140 or GSTA 141
PSY 291	Ethics for Research and Practice	2-2-3	PSY 101
PSY 331	Counselling Psychology	3-0-3	PSY 101
PSY 372	Psychological Assessment and Measurements I	2-2-3	PSY 271
PSY 373	Psychological Assessment and Measurements II	2-2-3	PSY 272
PSY 392	Research Methods in Psychology	2-2-3	GSEM 200
TOTAL CREDIT HOURS		42	

2. Practical courses requirements (15 credit hours)

The students must take 3 practical courses (15 credits) to apply their knowledge in either clinical or social psychology. Two courses are research-based courses (6 credits) and one course (9 credits) is a supervised internship.

Course no.	Course title	Credits	Prerequisite(s)
PSY 481	Field Experience in Psychology	9-0-9	Dept. Approval
PSY 495	Senior Research in Psychology-I	2-2-3	PSY 392
PSY 496	Senior Research in Psychology- II	2-2-3	PSY 495
TOTAL CREDIT HOURS		15	

Technical Requirements: 15 credit hours

1. Concentration Requirements: 15 credits)

(A) Clinical Psychology

Concentration Compulsory Courses

All students in Clinical Psychology concentration are required to take the following courses:

Course no.	Course title	Credits	Prerequisite(s)
PSY 352	Abnormal Psychology II	3-0-3	PSY 101
PSY 353	Clinical Psychology	2-2-3	PSY 352
PSY 454	Psychological Interventions	2-2-3	PSY 352
PSY 455	Child Clinical Psychology	2-2-3	PSY 353
PSY 456	Psychopharmacology	2-2-3	PSY 353
TOTAL CREDIT HOURS		15	

(B) Social Psychology

Concentration Compulsory Courses

All students in Social Psychology concentration are required to take the following courses:

Course no.	Course title	Credits	Prerequisite(s)
PSY 343	Social Factors and Well-Being	2-2-3	PSY 241
PSY 344	Research Methods in Social Psychology	2-2-3	PSY 392
PSY 445	Psychology of Social Media	2-2-3	PSY 241
PSY 446	Stress, Coping, and Mental Health	2-2-3	PSY 241
PSY 447	Attitudes and Persuasion	3-0-3	PSY 241
TOTAL CREDIT HOURS		15	

Departmental elective courses (6 credit hours):

For the departmental elective courses students select any two courses from the PSY courses below:

Course no.	Course title	Credits	Prerequisite(s)
PSY 404	History of Psychology	3-0-3	PSY 101
PSY 412	Psychology of Ageing	3-0-3	PSY 101
PSY 421	Health Psychology	3-0-3	PSY 101
PSY 422	Positive Psychology	2-2-3	PSY 101
PSY 432	Counselling and Therapy Skills	2-2-3	PSY 331
PSY 462	Special Topics in Psychology	2-2-3	Dept. Approval
PSY 463	Gender Psychology	2-2-3	PSY 101
PSY 464	Forensic Psychology	3-0-3	PSY 101
PSY 493	Qualitative Research Methods in Psychology	2-2-3	PSY 392
PSY 494	Collaborative Research with Faculty	2-2-3	Dept. Approval

Free electives (6 credit hours):

Students can choose any 6 credit hours of electives from any major outside the psychology program

Clinical Psychology: Study plan

Foundation Year – Semester 1					
SEMESTER 1 - First 8 weeks			SEMESTER 1 - Second 8 weeks		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
EEW 012	Elementary Writing Skills	4 4 6	EEW 013	Intermediate Writing Skills	4 4 6
EER 022	Elementary Reading Skills	2 4 4	EER 023	Intermediate Reading Skills	2 4 4
EELS 032	Elementary Listening & Speaking Skills	3 4 5	EELS 033	Intermediate Listening & Speaking Skills	3 4 5
EECL 042	Elementary CALL Lab	0 2 1	EECL 043	Intermediate CALL Lab	0 2 1
TOTAL		16	TOTAL		16
Foundation Year – Semester 2					
SEMESTER 2 - First 8 weeks			SEMESTER 2 - Second 8 weeks		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
EEW 014	Upper Intermediate Writing Skills	4 4 6	EEW 015	Advanced Writing Skills	4 4 6
EER 024	Upper Intermediate Reading Skills	2 4 4	EER 025	Advanced Reading Skills	2 4 4
EELS 034	Upper Intermediate Listening & Speaking Skills	3 4 5	EELS 035	Advanced Listening & Speaking Skills	3 4 5
EECL 044	Upper Intermediate CALL Lab	0 2 1	EECL 045	Advanced CALL Lab	0 2 1
EEOE 094	Optional Elective	0 0 0	EEOE 094	Optional Elective	0 0 0
TOTAL		16	TOTAL		16
Freshman Year - Semester 1			Freshman Year - Semester 2		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
	Formal Science	3 0 3	PSY 102	Biological Bases of Behaviour	3 0 3
GMTH XXX	Quantitative Science	3 0 3	PSY 111	Developmental Psychology	2 2 3
	Physical & Environmental Sciences	3 0 3	GSTA 181	Quantitative Reasoning	3 0 3
GENG 131	Advanced English Language Skills & Critical Thinking	3 0 3		English Language II	3 0 3
GISL 121	Islam and Civil Society	3 0 3		Arabic Language	3 0 3
PSY 101	Introduction to Psychology	2 2 3		Foreign Language 1	1 2 2
TOTAL		18	TOTAL		17
Sophomore Year - Semester 3			Sophomore Year - Semester 4		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
PSY 261	Islamic Perspective of Psychology	3 0 3	GSEM 201	Research, Innovation and Intellectual Property	3 0 3
PSY 203	Cognitive Psychology	2 2 3	PSY 251	Abnormal Psychology	3 0 3
PSY 271	Statistics in Psychology	2 3 3	PSY 291	Ethics for research and practice	2 1 3
	Creative Arts and Cultural Studies	3 0 3	PSY 241	Social Psychology	2 2 3
	Foreign Language 2	1 2 2	PSY 242	Psychology of Personality	3 0 3
GSEM 100	Research Seminar	1 2 2		Social Structure and Global Awareness 1	3 0 3
TOTAL		16	TOTAL		18
Junior Year - Semester 5			Junior Year - Semester 6		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
PSY 392	Research Methods in Psychology	3 0 3		Free Elective II	3 0 3
PSY 372	Assessment and Measurements I	2 2 3	PSY 311	Counseling Psychology	3 0 3
	Free Elective I	3 0 3	PSY 373	Assessment and Measurements II	2 2 3
PSY 352	Abnormal Psychology II	2 2 3	PSY 353	Clinical Psychology	2 2 3
	Social Structure and Global Awareness 2	3 0 3		Departmental Elective I	3 0 3
TOTAL		15	TOTAL		15
Senior Year - Semester 7			Senior Year - Semester 8		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
	Departmental Elective II	2 2 3	PSY 481	Field Experience in PSY	3 0 9
PSY 454	Psychological Internships	3 0 3	PSY 496	Senior Project II	3 0 3
PSY 455	Child Clinical PSY	3 0 3			
PSY 456	Psychopharmacology	3 0 3			
PSY 495	Senior Project I	3 0 3			
TOTAL		15	TOTAL		12
Total credit hours required for Clinical Psychology Program:					126

Social Psychology Concentration: Study plan

Foundation Year – Semester 1					
SEMESTER 1 - First 8 weeks			SEMESTER 1 - Second 8 weeks		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
EEW 012	Elementary Writing Skills	4 4 6	EEW 013	Intermediate Writing Skills	4 4 6
EER 022	Elementary Reading Skills	2 4 4	EER 023	Intermediate Reading Skills	2 4 4
EELS 032	Elementary Listening & Speaking Skills	3 4 5	EELS 033	Intermediate Listening & Speaking Skills	3 4 5
EECL 042	Elementary CALL Lab	0 2 1	EECL 043	Intermediate CALL Lab	0 2 1
TOTAL		16	TOTAL		16
Foundation Year – Semester 2					
SEMESTER 2 - First 8 weeks			SEMESTER 2 - Second 8 weeks		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
EEW 014	Upper Intermediate Writing Skills	4 4 6	EEW 015	Advanced Writing Skills	4 4 6
EER 024	Upper Intermediate Reading Skills	2 4 4	EER 025	Advanced Reading Skills	2 4 4
EELS 034	Upper Intermediate Listening & Speaking Skills	3 4 5	EELS 035	Advanced Listening & Speaking Skills	3 4 5
EECL 044	Upper Intermediate CALL Lab	0 2 1	EECL 045	Advanced CALL Lab	0 2 1
EEOE 094	Optional Elective	0 0 0	EEOE 094	Optional Elective	0 0 0
TOTAL		16	TOTAL		16
Freshman Year - Semester 1			Freshman Year - Semester 2		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
	Formal Science	3 0 3	PSY 102	Biological Bases of Behaviour	3 0 3
GMTH XXX	Quantitative Science	3 0 3	PSY 111	Developmental Psychology	2 2 3
	Physical & Environmental Sciences	3 0 3	GSTA 181	Quantitative Reasoning	3 0 3
GENG 131	Advanced English Language Skills & Critical Thinking	3 0 3		English Language II	3 0 3
GISL 121	Islam and Civil Society	3 0 3		Arabic Language	3 0 3
PSY 101	Introduction to Psychology	2 2 3		Foreign Language 1	1 2 2
TOTAL		18	TOTAL		17
Sophomore Year - Semester 3			Sophomore Year - Semester 4		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
PSY 261	Islamic Perspective of Psychology	3 0 3	GSEM 201	Research, Innovation and Intellectual Property	3 0 3
PSY 203	Cognitive Psychology	2 2 3	PSY 251	Abnormal Psychology	3 0 3
PSY 271	Statistics in Psychology	2 3 3	PSY 291	Ethics for research and practice	2 1 3
	Creative Arts and Cultural Studies	3 0 3	PSY 241	Social Psychology	2 2 3
	Foreign Language 2	1 2 2	PSY 242	Psychology of Personality	3 0 3
GSEM 100	Research Seminar	1 2 2		Social Structure and Global Awareness 1	3 0 3
TOTAL		16	TOTAL		18
Junior Year - Semester 5			Junior Year - Semester 6		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
PSY 392	Research Methods in Psychology	3 0 3		Free Elective II	3 0 3
PSY 372	Assessment and Measurements I	2 2 3	PSY 331	Counseling Psychology	3 0 3
	Free Elective II	3 0 3	PSY 373	Assessment and Measurements II	2 2 3
PSY 343	Social Factors and Well-Being	2 2 3	PSY 344	Research Methods in Social Psychology	2 2 3
	Social Structure and Global Awareness 2	3 0 3		Departmental Elective I	2 2 3
TOTAL		15	TOTAL		15
Senior Year - Semester 7			Senior Year - Semester 8		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
PSY 445	Psychology of Social Media	3 0 3	PSY 481	Field Experience in Psychology	3 0 9
PSY 446	Stress, Coping, and Mental Health	3 0 3	PSY 496	Senior Research in Psychology-II	3 0 3
PSY 447	Attitudes and Persuasions	3 0 3			
PSY 495	Senior Research in Psychology- I	3 0 3			
	Departmental Elective II	2 2 3			
TOTAL		15	TOTAL		12
Total credit hours required for Clinical Psychology Program :					126

Summary of courses

Course no.	Course title	Credits	Prerequisite(s)
PSY 101	Introduction to Psychology	3-0-3	None
PSY 102	Biological Bases of Behavior	3-0-3	None
PSY 111	Developmental Psychology	3-0-3	None
PSY 203	Cognitive Psychology	3-0-3	PSY 101
PSY 241	Social Psychology	3-0-3	PSY 101
PSY 242	Psychology of Personality	3-0-3	PSY 101
PSY 251	Abnormal Psychology I	3-0-3	PSY 101
PSY 261	Islamic Perspective of Psychology	3-0-3	PSY 101
PSY 271	Statistics in Psychology	2-2-3	GSTA 140 or GSTA 141
PSY 291	Ethics for research and practice	2-2-3	PSY 101
PSY 331	Counselling Psychology	3-0-3	PSY 101
PSY 343	Social Factors and Well-Being	2-2-3	PSY 241
PSY 344	Research Methods in Social Psychology	2-2-3	PSY 392
PSY 352	Abnormal Psychology II	3-0-3	PSY 251
PSY 353	Clinical Psychology	2-2-3	PSY 352
PSY 372	Psychological Assessment and Measurements I	2-2-3	PSY 271
PSY 373	Psychological Assessment and Measurements II	2-2-3	PSY 372
PSY 392	Research Methods in Psychology	2-2-3	GSEM 200
PSY 404	History of Psychology	3-0-3	PSY 101
PSY 412	Psychology of Ageing	3-0-3	PSY 101
PSY 421	Health Psychology	2-2-3	PSY 101
PSY 422	Positive Psychology	2-2-3	PSY 101
PSY 432	Counselling and Therapy Skills	2-2-3	PSY 331
PSY 445	Psychology of Social Media	2-2-3	PSY 241
PSY 446	Stress, Coping, and Mental Health	2-2-3	PSY 241
PSY 447	Attitudes and Persuasion	3-0-3	PSY 241
PSY 454	Psychological Interventions	2-2-3	PSY 352
PSY 455	Child Clinical Psychology	2-2-3	PSY 353
PSY 456	Psychopharmacology	2-2-3	PSY 353
PSY 462	Special Topics in Psychology	2-2-3	Dept. Approval
PSY 463	Gender Psychology	2-2-3	PSY 101
PSY 464	Forensic Psychology	3-0-3	PSY 101
PSY 481	Field Experience in Psychology	9-0-9	Dept. Approval
PSY 493	Qualitative Research Methods in Psychology	3-0-3	PSY 392
PSY 494	Collaborative Research with Faculty	2-2-3	Dept. Approval
PSY 495	Senior Research in Psychology-I	2-2-3	PSY 392
PSY 496	Senior Research in Psychology- II	2-2-3	PSY 595

Course descriptions

PSY 101 Introduction to Psychology (3-0-3)

Prerequisite: None

This course introduces the field of psychology and its basic concepts, theories, research methods and contributions to the understanding of human behavior. Topics include the nervous system, perception, motivation, learning and memory, social behavior, personality, developmental and clinical psychology. Some important past and current theories and contributions of major psychologists are explored.

PSY 102 Biological Bases of Behavior (3-0-3)

Prerequisite(s): None

Students will develop an introductory familiarity with functional neuroanatomy, neuropsychological contributions to personality and selected psychiatric disorders, selected neurobehavioral disorders, learning disabilities, normal aging and dementia. The overarching goal is the development of critical thinking skills pertaining to the interaction of biological, neurological and psychological processes underlying human cognition, emotion and behaviour. The emphasis is on developing a broad view encompassing the integration of multiple levels of analysis including genetics, cellular mechanisms, neurochemistry, brain functioning, temperament, cognitive behaviour, and lifestyle.

PSY 111 Developmental Psychology (3-0-3)

Prerequisite(s): None

This course explores human development from conception to death. The interactive process of physical, cognitive, social, emotional and moral development through various stages will be thoroughly examined; effect of heredity and culture on human development will also be examined.

PSY 203 Cognitive Psychology (2-2-3)

Prerequisite: PSY 101

This course focuses on the human information-processing mechanism. Topics include various models of memory, creativity, concept formation, problem solving and language acquisition.

PSY 241 Social Psychology (3-0-3)

Prerequisite: PSY 101

This course focuses on various theoretical standpoints, research methodologies and current research findings related to the explanation of human behavior at individual and group level as it is influenced by others. The major topics covered include social cognition, conformity, aggression, prejudice and biases, among others.

PSY 242 Psychology of Personality (3-0-3)

Prerequisite: PSY 101

This course introduces students to the major theories and research concerning personality. In addition, it explores the various techniques used to analyze, classify, and measure personality construct. It also introduces students to a wide range of perspectives that make each personality unique. These include psychodynamic, humanistic, behavioral, cognitive, trait, and biological perspectives.

PSY 251 Abnormal Psychology I (3-0-3)

Prerequisite: PSY 101

Abnormal Psychology is the study of psychopathology and abnormal behavior. Students will be introduced to models of abnormal behavior, assessment and classification in Abnormal Psychology. Students will be introduced to a range of psychological disorders.

PSY 261 Islamic Perspective of Psychology (3-0-3)

Prerequisite: PSY 101

This course will present the Islamic perspective of psychology and compare it with Western psychology, which dominates most of the psychology courses offered in the psychology program. The course also assists students to understand and explore the work of early Muslim scholars and their contribution to the field of psychology.

PSY 271 Statistics in Psychology (2-2-3)

Prerequisite: GSTA 140 or GSTA 141

This course introduces students to statistical applications in scientific research and studies in psychology. Students will be able to practice the application of statistical concepts ranging from general, basic descriptive statistics to more advanced multivariate statistical analysis and their applications in psychological research.

PSY 291 Ethics for Research and Practice (2-2-3)

Prerequisite: PSY 101

This is a general ethics course designed to sensitize students to ethical decision making, including an awareness of ethical issues, knowledge about what constitutes an ethical dilemma, and an understanding of the steps to take when one encounters an ethical dilemma. Ethics will be explored broadly with respect to psychology including research, teaching, practice, as well as more focused topic areas/issues.

PSY 331 Counseling Psychology (3-0-3)

Prerequisite: PSY 101

This course provides students with a general introduction to the field of counselling psychology. Fundamental areas of study include the major counselling theories, principles and research, and ethical practice in counselling. Students learn about the necessary elements of forming effective counseling relationships with clients, as well as identifying their own strengths and weaknesses in relation to these elements. Students will also be introduced to ethical principles, codes and guidelines in counselling practice.

PSY 343 Social Factors and Well-Being (3-0-3)

Prerequisite: PSY 241

This course aims to develop the students' analytical skills of evaluating argument, enunciating theories, and discussing the relationship between social factors and wellbeing. The course also provides an in-depth understanding of wellbeing and the ability to assess and discuss the implications of social factors through core theoretical debates.

PSY 344 Research Methods in Social Psychology (2-2-3)

Prerequisite: PSY 392

This course emphasizes the conceptual foundations and methodological approaches used in social psychological research, viz. hypothesis generation and testing, reliability and validity of assessment instruments, internal and external validity of results, etc. Through demonstrations, exercises, and pilot studies, students will gain experience with lab and field methods using both correlational and experimental procedures. This course also discusses the importance of obtaining a representative sample along with some ethical considerations that social psychologists face.

PSY 352 Abnormal Psychology II (3-0-3)

Prerequisite: PSY 251

Abnormal Psychology is the study of psychopathology and abnormal behavior. Students will be introduced to models of abnormal behavior, assessment and classification in Abnormal Psychology. Students will also get in depth knowledge of the range of psychological disorders. The course will also cover the therapeutic interventions and ethical considerations in Abnormal Psychology

PSY 353 Clinical Psychology (2-2-3)

Prerequisite: PSY 352

This course introduces students to clinical psychology which integrates science, theory, research and clinical knowledge to assess, prevent and treat psychologically-based distress and dysfunctions. Students will also be introduced to a range of topics central to the practice of clinical psychology such as psychological assessment, psychotherapy as well as the medical, behavioral and cognitive treatment approaches used in clinical practice

PSY 372 Psychological Assessment & Measurement I (2-2-3)

Prerequisite(s): PSY 271

This course provides students with in-depth knowledge of the process of test construction, validation, and administration, and how results are interpreted in a professional report. In addition, students will be familiarized with the pillars of psychological assessment required to build an appropriate psychological assessment profile. Students will also exhibit general familiarity with the important ethical and legal issues related to group and individual assessment.

PSY 373 Psychological Assessment & Measurement II (2-2-3)

Prerequisite: PSY 372

This course aims to introduce students to the principles and practice of psychological assessment. The course will focus on a small number of widely used norm-referenced tests of intellectual ability, work aptitudes, personality, vocational interests, attitudes and values, and how these tests are used individually and in combination as part of psychological assessment in organizations. Consideration will also be given to interviewing as an assessment tool and to tests of the environment and organizational culture. Students will become familiar with the strengths, limitations, interpretation and presentation of findings from a variety of assessment instruments and will learn skills in both assessment planning and report writing. Students will learn about the ethical and social implications of assessment in a variety of contexts including socially and linguistically diverse populations. Opportunities for practice administration of assessment tools will be provided.

PSY 392 Research Methods in Psychology (2-2-3)

Prerequisite: GSEM 200

This course introduces students to a range of essential topics in research methods in psychology. It covers topics such as qualitative versus quantitative research paradigms, types of research, research design, data collection tools and data analysis. Students will be able to produce a research proposal in which they display their understanding of the basic process of conducting scientific studies and research in psychology.

PSY 454 Psychological Interventions (3-0-3)

Prerequisite: PSY 352

This course introduces students to different types of psychotherapy, which integrates science, theory, research and clinical knowledge to assess, prevent and treat psychologically based distress and dysfunctions. Students will also be introduced to a range of topics central to the practice of psychotherapy such as psychological assessment, Case formulation & treatment plan as well as the ethical considerations related to the clinical practice.

PSY 455 Child Clinical Psychology (3-0-3)**Prerequisite:** PSY 353

The course introduces students to abnormal behavior and development in child and adolescence populations. It also covers the unique characteristics and issues related to working with these groups, such as ethical considerations, assessment and familial issues. The most current trend, in clinical and educational interventions, for treating these populations will also be critically addressed.

PSY 456 Psychopharmacology (2-2-3)**Prerequisite:** PSY 353

This course examines the history, rationale, pharmacology and putative mechanism of action of drugs used in the treatment of disorders and diseases of the central nervous system (CNS). Emphasis is placed on neurobiological processes underlying psychopathology and pharmacological intervention. Drugs currently in use as well as new drugs in development will be covered. Strategies, techniques, issues and challenges of clinical psychopharmacological research will be addressed and new approaches to drug discovery will be covered in depth, including the use of pharmacogenomics and proteomics, to understand variability in drug response and identify new molecular drug targets. Specific drug classes to be considered include antidepressants, anxiolytics, antipsychotics, narcotic analgesics, sedative hypnotics, and antiepileptic medications. A contrasting theme throughout the course will be the use of drugs as probes to identify neural substrates of behavior.

PSY 404 History of Psychology (3-0-3)**Prerequisite:** PSY 101

This course will provide an overview of the various disciplines and thoughts throughout history that have shaped the discipline of psychology. Topics will include the roots, the theories, and the relevance of several of the major trends in modern psychology including functionalism, structuralism, behaviorism, psychoanalysis. The course will provide a mechanism to examine the ways in which world views (cultural, political, moral, and psychological) shape views of humans and psychology. This course is intended to prepare students to take the Saudi Commission of Health Specialists' licensure exam.

PSY 412 Psychology of Ageing (3-0-3)**Prerequisite(s):** PSY 101

This course provides a broad overview of the major theories, research methods, empirical findings, and aspects of clinical practice within the psychology of aging from the perspectives of various divisions of psychology (e.g., cognitive, developmental, clinical, and social).

PSY 421 Health Psychology (3-0-3)**Prerequisite:** PSY 101

This course examines health related behavior, effects of stressful events on health, methods for coping with stress and the impact of chronic illness on the family.

PSY 422 Positive Psychology (3-0-3)**Prerequisite(s):** PSY 101

This course examines how ordinary people can become happier and lead a more fulfilled and positive life. Students are introduced to psychological and mental factors contributing to happiness and productivity, such as positive emotions, positive thinking, positive character traits and personal virtues.

PSY 432 Counselling and Therapy Skills (3-0-3)**Prerequisite:** PSY 331

This course introduces students to the basic skills required for counselling. Students will develop a range of effective communication, interpersonal and intrapersonal skills required for counselling/therapy sessions in a variety of settings. Student will have the opportunity to identify their own strength and weaknesses with regards to effective communication skills and explore their own values and beliefs which can interact with a client's values and beliefs, and develop a strategic plan addressing how to effectively deal with these issues.

PSY 445 Psychology of Social Media (3-0-3)**Prerequisite:** PSY 241

The course focusses on the application of psychological theory and research in the analysis of social media and technology use on people's behavior and wellbeing. Focusing on the most up-to-date theories and research, the course will concentrate on the four main aspects of the social media experience: communication, identity, presence and relationships. In addition, the course will cover a broad range of both positive and negative behaviors and outcomes of internet and various social media uses.

PSY 446 Stress, Coping, and Mental Health (3-0-3)**Prerequisite:** PSY 241

This course will examine basic processes and theory about stress and coping from a psychological perspective. The first part of the course will explore topics related to the psychobiology of stress, stress measurement, and links between stress and health. The second part of the course will explore topics on mechanisms and theoretical perspectives on coping with stress. This will include a consideration of topics such as emotion regulation, self-regulation, coping with traumatic events, alternative medicine approaches, and resilience factors.

PSY 447 Attitudes and Persuasions (3-0-3)**Prerequisite:** PSY 241

This course is designed to familiarize students with social psychology theory and research on attitudes and persuasion. The course explores issues such as the structure and function of attitudes, the relationship between attitudes and behavior, the cognitive and motivational antecedents of attitude change, classic and contemporary models of persuasion, interpersonal influence, the influence of behavior on attitudes and subsequent behavior, and some of the current issues that guide research on attitudes, such as implicit vs explicit processing.

PSY 462: Special Topics in Psychology (3-0-3)**Prerequisite(s):** Dept. Approval

This Special Course will be offered when there is sufficient student interest in a new theoretical or practical area in Psychology. It could, for example, be based purely on new research discoveries and their possible applications. A Special Topic could also consist of an in-depth community project in Jeddah or elsewhere in the Kingdom. The Department Chair and Faculty may be approached by students with interesting, intelligent suggestions.

PSY 463 Gender Psychology (3-0-3)**Prerequisite(s):** PSY 101

This course introduces student to the historical and current theories and research in the field of gender psychology. Students will be made aware of the different social and cultural constructs that influence the development of gender roles and stereotypes in relation to familial roles, parenting, the world of work, education, and mental health. It examines social-historical changes in psychological theories and research concerning gender.

PSY 464 Forensic Psychology (3-0-3)**Prerequisite(s):** PSY 101

This course introduces students to how psychological theories, practice, and recent research are applied to the investigative techniques used in profiling. The exciting timeline of forensic science, its history and background, will also be explained. Forensic psychology's place and growing importance among the other scientific methods (such as DNA matching) used in modern investigations will also be studied. Through her own study, research, and critical thinking, the student will have a clear picture of how an expert profiler fits in as a vital team member in preventive or investigative work.

PSY 481 Field Experience in Psychology (9-0-9)**Prerequisite:** Dept. Approval

Field Experience in Psychology, which is closely supervised by senior faculty and practicing professionals, is a real-world experience designed to prepare students for a career in either a social institution or a clinical setting. The field experience in psychology is also an opportunity for the student to reflect on her choice of future specialization.

PSY 493 Qualitative Research Methods in Psychology (3-0-3)**Prerequisite:** PSY 392

This course introduces students to the theoretical and methodological assumption underlying qualitative research, distinguish between quantitative and qualitative research steps involved, and recognise when and where to use qualitative research methodology.

PSY 494 Collaborative Research with Faculty (2-2-3)**Prerequisite:** Dept. Approval

This course may include field study, applied work, and/or laboratory research. The student should have previous training in the basic research skills that will be used in her project, especially statistical methods and research design. Independent research projects will be supervised by a faculty member and must result in a written paper. It is the student's responsibility to make arrangements for the course with the faculty member she would like to learn from. This should be done the semester before a student wishes to register for the course.

PSY 495 Senior Research in Psychology-I (2-2-3)**Prerequisite:** PSY 392

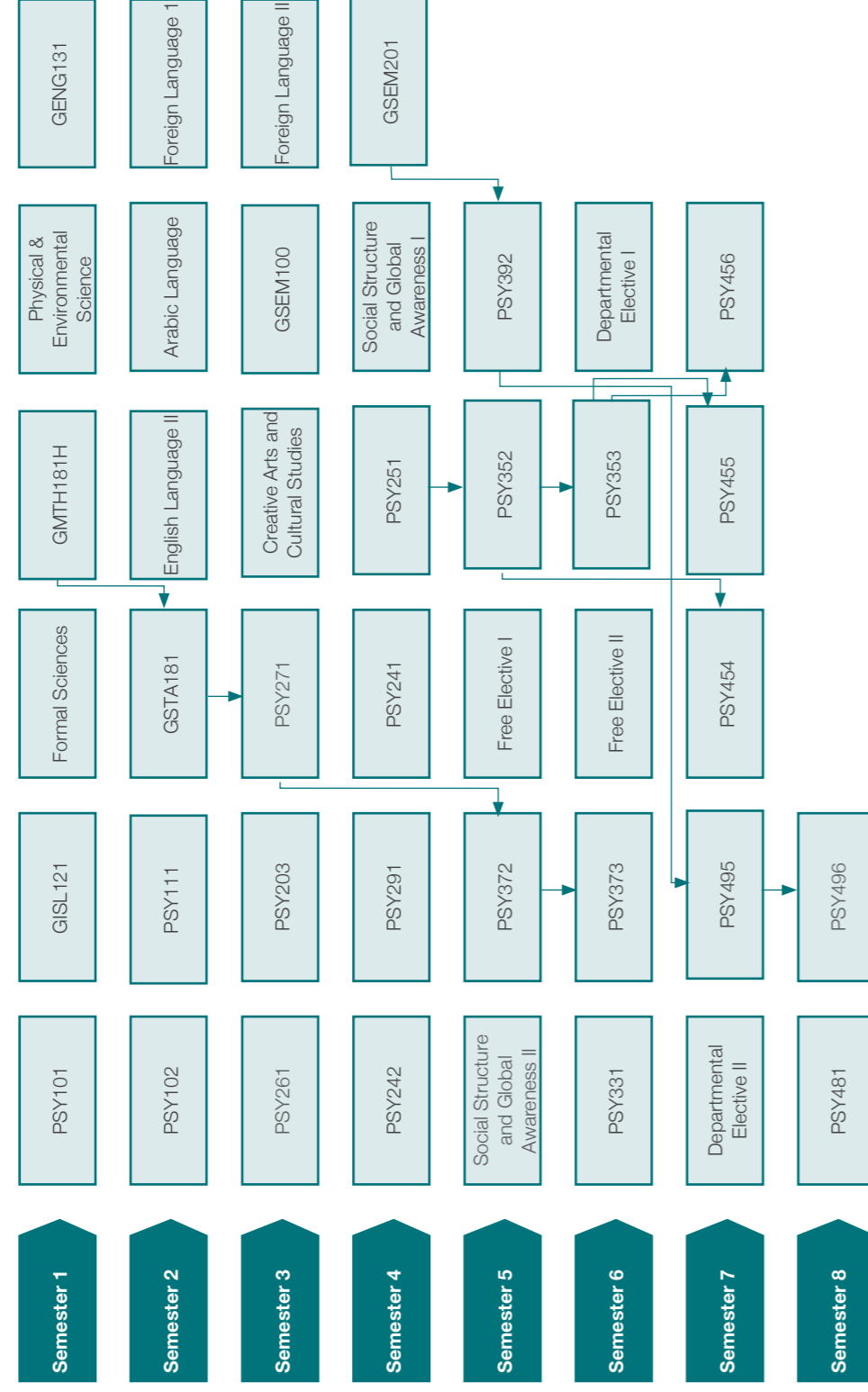
The course is designed to provide students with the opportunity to initiate, design and write a psychology research proposal on a topic of student's interest, under the supervision of a faculty member. Conforming to the latest APA style manual, the research proposal must include an introduction, summary of relevant literature, methodology section, significance and implications of the proposed study, as well as a reference section.

PSY 496 Senior Research in Psychology- II (2-2-3)**Prerequisite:** PSY 495

The course is designed to provide the students with an excellent opportunity to apply research related knowledge and skills such as ethical considerations, literature review and writing; using appropriate sampling and statistical techniques and research methodologies; selecting appropriate measurement tools and techniques; and developing research questions and hypotheses built upon a critical evaluation of existing literature gained in Senior Project-1 and other related courses, such as Research Methods, Statistics, Psychological Assessment & Measurements, and Experimental Psychology. In addition, the course instructs the student in how to collect and analyze data and present her research to faculty and internal and external evaluators/examiners, and submit a research paper written in the APA style by the end of the semester. Research Projects will be supervised by a faculty member.

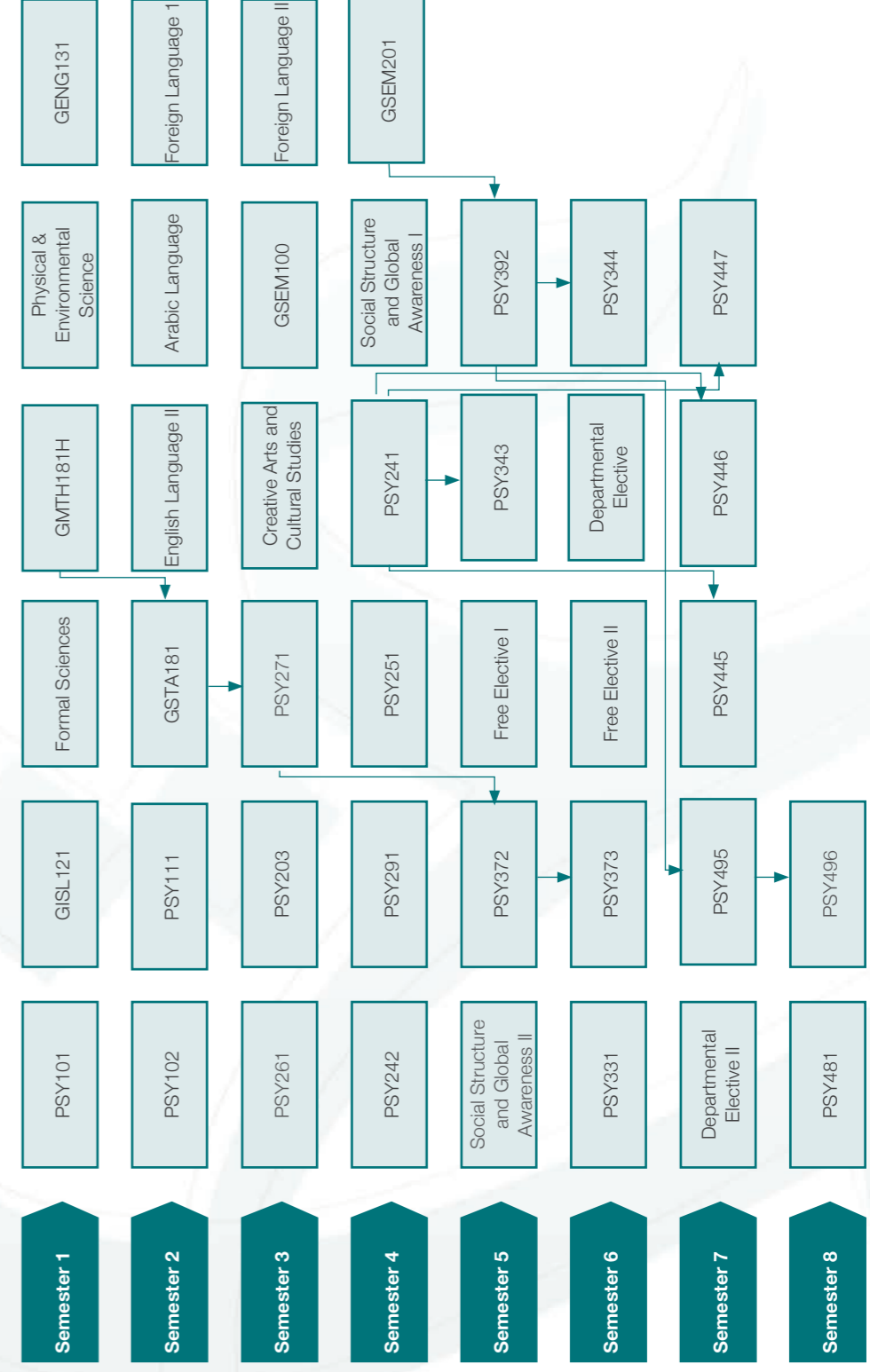
Clinical Psychology

Advising flowchart



Social Psychology

Advising flowchart



Digital Media and Communication



Program description

Effat College of Humanities at Effat University offers an innovative practice-based Digital Media & Communication Program (DMC), which equips students with artistic and technical proficiency in digital storytelling, content creation and management, multimedia analysis, design and user experience, across a wide range of platforms. Modules in intercultural studies, writing, technology, media and communication theory and practice will equip you for a career in the fast-changing digital media world.

Educational objectives

1. Become skilled in artistic and technical aspects of digital storytelling, content creation, editing and publishing.
2. Become skilled in intercultural digital communication, negotiation and professional speaking.
3. Become proficient in producing, critiquing and managing various media platforms: journalism, radio, television, podcasting and social media.
4. Become a professional in digital marketing, project management, branding and creating start-ups.
5. Become proficient in emerging technologies and user experience in the fields of digital media and communication.

Learning outcomes

I. Knowledge and Understanding

– Know the artistic and technical aspects of digital storytelling, content creation, digital communication, and professional speaking

– Demonstrate understanding of the underlying theories, principles of media, communication, digital marketing and management.

II. Skills

- Apply theories, principles, and concepts in various media and communication contexts

–Solve problems in various complex media, communication, and user-experience contexts

– Use intellectual analysis, critical thinking and reflexive evaluation of current issues and problems in media and communication.

- Communicate effectively across all media platforms and for a variety of audiences.

- Creatively use specialized digital technology tools and applications to process and analyse information and enhance projects

III. Values

- Demonstrate commitment to professional and academic values, standards, and ethical codes of conduct.

- Demonstrate the ability to collaborate with and lead projects and activities.

Career Opportunities

- Digital content creation and design
- Concept and Brand creation
- UX Design (UX: User Experience)
- Media & Journalism (Interviewer, Reporter, Broadcaster...)
- Communications careers in business, marketing, public relations, advertising, tourism, politics, diplomacy and law
- Social Media Management
- Entertainment & Events
- Publishing, Editing and Copywriting

DMC MAJOR REQUIREMENTS: 126 CREDIT HOURS

Major Requirements	Area Requirements	Credits
University Requirements (42)	General Education Requirements	42
	Program Requirements (84)	
	Writing Requirements	15
	Media Requirements	12
	Communication Requirements	15
	Intercultural Studies Requirements	6
	Marketing Requirements	12
	Technology Requirements	12
	Internship Requirement	3
	Capstone Requirements	3
	Technical Electives	6
TOTAL		126

GENERAL EDUCATION REQUIREMENTS: 42 CREDIT HOURS

Table 2: General Education Requirements:

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
		Arabic Language	Any course from the category	3
		English Language	GENG 131- Advanced English Language Skills and Critical Thinking	3
			Any course from the category	3
		Foreign Languages	Any course from the category	4
Social Sciences	8	Social Structure and Global Awareness	GSEM100: Research Seminar	2
			Any two courses from the category	6
Research	3	Research Skills and Innovation	GSEM200: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	Any course from the category	3
		Computer Science and Technology	Any course from the category	3
		Quantitative Sciences	GMTH181H	3
			GSTA181: Introductory Statistics	3
TOTAL	42	15 Courses		42

WRITING REQUIREMENTS: 15 CREDIT HOURS

Students must complete 15 credits in specialized writing courses.

Table 3: Writing Requirements

Dept. or Section Prefix and Course Number	Course title	Credits	Prerequisite(s)
DMCW 210	Writing across the Media	3-0-3	GENG 131
DMCW 310	Creative Writing & Multimedia Storytelling	3-0-3	GENG 131
DMCW 311	Screenwriting	3-0-3	GENG 131
DMCW 312	Feature Writing & Creative Nonfiction	3-0-3	GENG 131
DMCW 410	Editing & Publishing	3-0-3	GENG 131

MEDIA REQUIREMENTS: 12 CREDIT HOURS

Students must complete 12 credits in specialized media courses.

Table 4: Media Requirements

Dept. or Section Prefix and Course Number	Course title	Credits	Prerequisite(s)
DMCM 120	Comparative Mass Media	3-0-3	None
DMCM 320	Broadcast Journalism	3-0-3	DMCM 120
DMCM 321	Radio Production and Podcasting	3-0-3	DMCM 120
DMCM 420	Media Critique	3-0-3	DMCM 120

COMMUNICATION REQUIREMENTS: 15 CREDIT HOURS

Students must complete 15 credits in specialized communication courses.

Table 5: Communication Requirements

Dept. or Section Prefix and Course Number	Course title	Credits	Prerequisite(s)
DMCC 230	Digital Communication	3-0-3	None
DMCC 330	Communication Ethics	3-0-3	DMCC 230
DMCC 331	Intercultural Communication	3-0-3	None
DMCC 332	Semiotics	3-0-3	None
DMCC 430	Professional Speaking	3-0-3	None

CULTURAL STUDIES REQUIREMENTS: 6 CREDIT HOURS

Students must complete 6 credits in specialized cultural studies courses.

Table 6: Intercultural Studies Requirements

Dept. or Section Prefix and Course Number	Course title	Credits	Prerequisite(s)
DMCR 340	Introduction to Modern & Contemporary Thought	3-0-3	None
DMCR 341	Diversity and Difference in Communication and Media	3-0-3	None

MARKETING REQUIREMENTS: 12 CREDIT HOURS

Students must complete 12 credits in specialized marketing courses.

Table 7: Marketing Requirements

Dept. or Section Prefix and Course Number	Course title	Credits	Prerequisite(s)
DMCK 350	Consumer Behaviour	3-0-3	None
DMCK 351	Digital Media Marketing	3-0-3	DMCK 350
DMCK 352	Principles of Project Management	3-0-3	None
DMCK 450	Branding for Start-ups	3-0-3	DMCK 350

TECHNOLOGY REQUIREMENTS: 12 CREDIT HOURS

Students must complete 12 credits in specialized technology courses.

Table 8: Technology Requirements

Dept. or Section Prefix and Course Number	Course title	Credits	Prerequisite(s)
DMCT 260	Web Development	2-2-3	GCS 181
DMCT 261	Principles of Graphics and Publishing Production	2-2-3	GCS 181
DMCT 262	Photography and Videography	2-2-3	GCS 181
DMCT 360	User Experience Design	2-2-3	GCS 181

INTERNSHIP REQUIREMENTS: 3 CREDIT HOURS

Table 9: Internship Requirement

Dept. or Section Prefix and Course Number	Course title	Credits	Prerequisite(s)
DMCI 480	Internship	0-0-3	Program Approval

CAPSTONE REQUIREMENTS: 3 CREDIT HOURS

Table 10: Capstone Requirement

Dept. or Section Prefix and Course Number	Course title	Credits	Prerequisite(s)
DMCP 490	Capstone	0-0-3	Program Approval

TECHNICAL ELECTIVES: 6 CREDIT HOURS

Students must select two courses (6 credit hours) from the following:

Dept. or Section Prefix and Course Number	Course title	Credits	Prerequisite(s)
DMCW 411	Sports Writing & Reporting	3-0-3	DMCW 210
DMCW 412	Writing for live Shows	3-0-3	DMCW 210
DMCC 431	Communication and Negotiation	3-0-3	None
DMCC 432	A Special Topic in Digital Media and Communication	3-0-3	None
DMCI 481	Co-Op in Digital Media and Communication	0-0-3	Program Approval

Summary Table of DMC Courses

Course no.	Course title	Credits	Prerequisite(s)
DMCW 210	Writing across the Media	3-0-3	GENG 131
DMCW 310	Creative Writing & Multimedia Storytelling	3-0-3	GENG 131
DMCW 311	Screenwriting	3-0-3	GENG 131
DMCW 312	Feature Writing & Creative Nonfiction	3-0-3	GENG 131
DMCW 410	Editing & Publishing	3-0-3	GENG 131
DMCW 411	Sports Writing & Reporting	3-0-3	DMCW 210
DMCW 412	Writing for live Shows	3-0-3	DMCW 210
DMCM 120	Comparative Mass Media	3-0-3	None
DMCM 320	Broadcast Journalism	3-0-3	DMCM 120
DMCM 321	Radio Production and Podcasting	3-0-3	DMCM 120
DMCM 420	Media Critique	3-0-3	DMCM 120
DMCC 230	Digital Communication	3-0-3	None
DMCC 330	Communication Ethics	3-0-3	DMCC 230
DMCC 331	Intercultural Communication	3-0-3	None
DMCC 332	Semiotics	3-0-3	None
DMCC 430	Professional Speaking	3-0-3	None
DMCC 431	Communication and Negotiation	3-0-3	None
DMCC 432	A Special Topic in Digital Media and Communication	3-0-3	None
DMCR 340	Introduction to Modern & Contemporary Thought	3-0-3	None
DMCR 341	Diversity and Difference in Communication and Media	3-0-3	None
DMCK 350	Consumer Behaviour	3-0-3	None
DMCK 351	Digital Media Marketing	3-0-3	DMCK 350
DMCK 352	Principles of Project Management	3-0-3	None
DMCK 450	Branding for Start-ups	3-0-3	DMCK 350
DMCT 260	Web Development	2-2-3	GCS 181
DMCT 261	Principles of Graphics and Publishing Production	2-2-3	GCS 181
DMCT 262	Photography and Videography	2-2-3	GCS 181
DMCT 360	User Experience Design	2-2-3	GCS 181
DMCI 480	Internship	0-0-3	Program Approval
DMCI 481	Co-Op in Digital Media and Communication	0-0-3	Program Approval
DMCP 490	Capstone	0-0-3	Program Approval

Study Plan

Foundation Year – Semester 1					
SEMESTER 1 - First 8 weeks			SEMESTER 1 - Second 8 weeks		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
EEW 011	Beginner Writing Skills	4 4 6	EEW 012	Elementary Writing Skills	4 4 6
EER 021	Beginner Reading Skills	2 4 4	EER 022	Elementary Reading Skills	2 4 4
EELS 031	Beginner Listening & Speaking Skills	3 4 5	EELS 032	Elementary Listening & Speaking Skills	3 4 5
EECL 041	Beginner CALL Lab	0 2 1	EECL 042	Elementary CALL Lab	0 2 1
TOTAL		16	TOTAL		16

Foundation Year – Semester 2					
SEMESTER 2 - First 8 weeks			SEMESTER 2 - Second 8 weeks		
Course No.	Course Title	LECLAP CR	Course No.	Course Title	LECLAP CR
EEW 013	Intermediate Writing Skills	4 4 6	EEW 014	Upper Intermediate Writing Skills	4 4 6
EER 023	Intermediate Reading Skills	2 4 4	EER 024	Upper Intermediate Reading Skills	2 4 4
EELS 033	Intermediate Listening & Speaking Skills	3 4 5	EELS 034	Upper Intermediate Listening & Speaking Skills	3 4 5
EECL 043	Intermediate CALL Lab	0 2 1	EECL 044	Upper Intermediate CALL Lab	0 2 1
			EEOE 094	Optional Elective	0 0 0
TOTAL		16	TOTAL		16

Term 1					
Course No.	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
GMTH 181H	Math for Humanities	Required	None	3	GEP
GENG 131	Advanced English Language Skills & Critical Thinking	Required	None	3	GEP
GISL 121	Islam and Civil Society (Mandatory)	Required	None	3	GEP
GCS 181	Computer Applications	Required	None	3	GEP
DMCM 120	Comparative Mass Media	Required	None	3	DM&C
Total Credit Hours					15

Term 2					
Course No.	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
	English Language II	Required	GENG 131	3	GEP
GSEM 100	Research Seminar	Required	None	2	GEP
	Foreign Language I	Required	None	2	GEP
DMCW 210	Writing across the Media	Required	GENG 131	3	DM&C
DMCT 260	Web Development	Required	GCS 181	3	DM&C
DMCC 230	Digital Communication	Required	None	3	DM&C
Total Credit Hours					16

Term 3					
Course No.	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
	Foreign Language II	Required	None	2	GEP
	Physical & Environmental Sciences	Required	None	3	GEP
	Arabic Language	Required	None	3	GEP
GSTA 181	Introduction to Statistics	Required	None	3	GEP
DMCT 261	Principles of Graphics and Publishing Production	Required	GCS 181	3	DM&C
DMCR 340	Introduction to Modern & Contemporary Thought	Required	None	3	DM&C
Total Credit Hours					17

Term 4					
Course No.	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
	Creative Arts and Cultural Studies	Required	None	3	GEP
	Social Structure and Global Awareness 1	Required	None	3	GEP
DMCC 330	Communication Ethics	Required	DMCC 230	3	DM&C
DMCW 310	Creative Writing & Multimedia Storytelling	Required	GENG 131	3	DM&C
DMCT 262	Photography and Videography	Required	GCS 181	3	DM&C
DMCT 360	User Experience Design	Required	GCS 181	3	DM&C
Total Credit Hours					18

Term 5					
Course No.	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
GSEM 201	Research, Innovation and Intellectual Property	Required	None	3	GEP
	Social Structure and Global Awareness 2	Required	None	3	GEP
DMCW 311	Screenwriting	Required	GENG 131	3	DM&C
DMCM 320	Broadcast Journalism	Required	DMCM 120	3	DM&C
DMCK 350	Consumer Behaviour	Required	None	3	DM&C
		Required		3	DM&C
Total Credit Hours					15

Term 6					
Course No.	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
DMCC 331	Intercultural Communication	Required	None	3	DM&C
DMCW 312	Feature Writing and Creative Non-fiction	Required	GENG 131	3	DM&C
DMCM 321	Radio Production & Podcasting	Required	DMCM 120	3	DM&C
DMCC 332	Semiotics	Required	None	3	DM&C
DMCR 341	Diversity and Difference in Communication and Media	Required	None	3	DM&C
		Required		3	DM&C
Total Credit Hours					15

Summer Term					
Course No.	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
DMCI 480	Internship	Required	Program Approval	3	DM&C
Total Credit Hours					3

Term 7					
Course No.	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
DMCK 351	Digital Media Marketing	Required	DMCK 350	3	DM&C
DMCK 352	Principles of Project Management	Required	None	3	DM&C
DMCW 410	Editing & Publishing	Required	GENG 131	3	DM&C
DMCM 420	Media Critique	Required	DMCM 120	3	DM&C
DMCR 341	Technical Elective 1	Elective		3	DM&C
Total Credit Hours					15

Term 8					
Course No.	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
	Technical Elective 2	Elective		3	DM&C
DMCC 430	Professional Speaking	Required	None	3	DM&C
DMCK 450	Branding and Start-ups	Required	DMCK 350	3	DM&C
DMCP 490	Capstone	Required	Program Approval	3	DM&C
Total Credit Hours					12
Total Degree Credit Hours					126



Course descriptions

DMCW 210 – Writing across the Media (3-0-3)**Prerequisite:** GENG 131

In this course, students will learn through experience the media genre conventions that affect the display of digital writing across all applications. While polishing their English writing, they will also learn to adapt their writing quickly to current supports and be prepared for those of the future.

DMCW 310 – Creative Writing & Multimedia Storytelling (3-0-3)**Prerequisite(s):** GENG 131

As well as writing in perfectly suitable English across several different platforms, students will also have to decide which elements to leave in, or leave out, of their single-story creations.

DMCW 311 – Screenwriting (3-0-3)**Prerequisite(s):** GENG 131

In this course, students will learn how to create original plots, with settings, and character types, as well as incorporate dialogue plus narration and action, when required. In a hands-on approach, the course builds up screenplay structure, working through the various stages of scriptwriting.

DMCW 312– Feature Writing & Creative Nonfiction (3-0-3)**Prerequisite:** GENG 131

While polishing their written English, students learn to write CNF, Creative Nonfiction, and also practice the next stage in CNF: making and directing short documentaries. In addition, they practice and master the art of writing good quality features.

DMCW 410– Editing & Publishing (3-0-3)**Prerequisite:** GENG 131

In an editing workshop environment, students practise copy-editing and structural editing of their peers' anonymous pieces, guided by a solid hierarchy of errors. Simultaneously, they write their own fiction pieces, beginning short and building up. Close-ups of other publishing professions, such as editor, publicist and literary agent are also explored.

DMCW 411– Sports Writing & Reporting (3-0-3)**Prerequisite:** DMCW 210

While appreciating 'the greats' in sports writing, from various cultural backgrounds, students will acquire the skills needed to write their best sports copy, whether for mass media or as freelance sports journalists. To open further career options, professional sports commenting is also studied and practised, giving voice to the student's personality and passion for sport.

DMCW412 – Writing for Live Shows (3-0-3)**Prerequisite:** DMCW 210

In this course, students will learn how to effectively communicate verbally and non-verbally for live shows and interviews.

DMCM 120– Comparative Mass Media (3-0-3)**Prerequisite:** None

In this course, various types of media such as radio, TV, and online interactions will be discussed, reviewed, and critically evaluated. Media systems will also be analysed from political, economic, and cultural viewpoints to provide an understanding of media in the contemporary life.

DMCM 320– Broadcast Journalism (3-0-3)**Prerequisite:** DMCM 120

In this course, students will learn the techniques of broadcast journalism. It focuses on the writing style of electronic media journalism, its word usage, delivery and techniques of mixing words of report with sights, sounds of news story.

DMCM 321– Radio Production and Podcasting (3-0-3)**Prerequisite:** DMCM 120

In this course, students will learn the components of radio and podcast production. They will learn to plan and produce their radio segments and podcasts using various tools and technologies.

DMCM 420– Media Critique (3-0-3)**Prerequisite:** DMCM 120

In this course, students will critically examine a wide variety of media texts and will interpret verbal and non-verbal forms of communication. They will apply theoretical approaches to media, such as semiotics, reception theories,

feminism, cultural studies, and psychoanalysis.

DMCC 230- Digital Communication (3-0-3)**Prerequisite:** None

In this course, students will learn the practical application and theoretical assessment of digital communication, including digital networking and social media. Students will examine different communication approaches and techniques and will explore how digital communication can influence and can be influenced by culture and language and ideology. They will learn about functional and dysfunctional communication, social interaction, copyright, freedom, and ethics.

DMCC 330 - Communication Ethics (3-0-3)**Prerequisite:** DMCC 230

In this course, students will learn diverse ethical theories and perspectives pertaining to

communication in local and global contexts. They will examine communication platforms in the context of justice, morality, fairness, and care in order to discuss, defend, and critique the communicative decisions made in practical ethical scenarios. They will also learn how to balance conflicting ethical principles in real-world communicative

situations.

DMCC 331 – Intercultural Communication (3-0-3)**Prerequisite:** None

In this course, students will analyse communication variables in intercultural verbal and non-verbal communication. They will apply basic principles of intercultural communication to analyse specific situations involving communication and cultural differences. They will also reflect on how cultural difference influence the interpretation of messages.

DMCC 332 – Semiotics (3-0-3)**Prerequisite:** None

This course introduces students to the wide-ranging yet precise field of Semiotics, through a multilingual, hands-on approach that utilizes diverse media. The importance of Semiotics (not limited to language alone) for intercultural communication will be stressed. Students should become aware that no language, nor other sign system, is a totally neutral means of communication.

DMCC 430 – Professional Speaking (3-0-3)**Prerequisite(s):** None

In this course, students will be introduced to professional speech communication. Emphasis is on research, preparation, delivery, and evaluation of informative, persuasive, and special occasion public speaking.

DMCC 431 – Communication and Negotiation (3-0-3)**Prerequisite:** None

In this course, students will learn the structure of effective and persuasive communication in a negotiation. They will critically reflect on the relationship between speaker, message, and audience. They will learn how to communicate effectively to achieve specific objectives with a given underlying strategy.

DMCC 432 – A Special Topic in Digital Media & Communication (3-0-3)**Prerequisite:** None

In this course, students will focus on a specific topic under Digital Media and Communication. Topics will vary.

DMCR 340– Introduction to Modern & Contemporary Thought (3-0-3)**Prerequisite:** None

In order to nurture a solid cultural background, students will investigate the world of ideas and their role in the development of societies in different parts of the world. Once familiar with the big names behind these ideas, in the Middle East and beyond, students will be able to form their own opinions. They will be capable of applying or critiquing terms such as 'postcolonial', 'orientalism', 'postmodern', renaissance and so on.

DMCR 341 – Diversity and Difference in Communication and Media (3-0-3) Prerequisite: None

The course begins by understanding where diversity and difference have their roots, taking a wide view of different world regions, such as the Americas, Europe and North Africa, Africa, Australasia, China and Japan, Asia, and the Middle East. Then we zoom in on one region at a time, taking a closer look at the permanent geographical opportunities, as well as changing historical perspectives. All these, as well as their cultural impacts, create vital differences in how people communicate and, hence, on how their media behave.

DMCK 350 – Consumer Behaviour (3-0-3) Prerequisite: None

In this course, students will be introduced to the fundamental concepts, principles and theories of consumer behaviour and relates them to the practice of marketing and more specifically, digital media marketing. Understanding how aspects such as motivation, perception, lifestyle, social class, and culture affect consumption, the students will be able to make informed decisions on how to manage and respond to the needs and wants of consumers through digital media platforms.

DMCK 351 – Digital Media Marketing (3-0-3) Prerequisite: DMCK 350

In this course, students will learn about the relationship between digital marketing and digital media platforms. They will explore the ways by which digital media has revolutionized the way marketing professionals perform their jobs; and how digital media platforms and social media influencers impacted areas such as advertising, branding and customer service.

DMCK 352 – Principles of Project Management (3-0-3) Prerequisite(s): None

In this course, students will learn how to define, plan, manage, and close out projects through hands-on activities, and case studies.

DMCK 450 – Branding for Start-ups (3-0-3) Prerequisite: DMCK 350

In this practice-based course, students will learn how to create start-up branding using branding strategies, consumer behaviour and experience and brand identity. They will explore ways of reaching out to customers through writing on-brand press releases and social media posts and effective brand marketing and strategy.

DMCT 260 – Web Development (2-2-3) Prerequisite(s): GCS 181

This course equips students with the basic skills of developing websites and relevant applications. Students will acquire a good understanding about the construction of responsive websites using CSS, Flexbox and CSS Grid, interactive websites and UI (User Interface) applications with JavaScript and HTML. Also, students will be able to appreciate how a web application is connected to backend server data using JavaScript.

DMCT 261 – Principles of Graphics and Publishing Production (2-2-3) Prerequisite: GCS 181

This course introduces students to the basic skills required for counselling. Students will develop a range of effective communication, interpersonal and intrapersonal skills required for counselling/therapy sessions in a variety of settings. Student will have the opportunity to identify their own strength and weaknesses with regards to effective communication skills and explore their own values and beliefs which can interact with a client's values and beliefs, and develop a strategic plan addressing how to effectively deal with these issues.

DMCT 262 – Photography and Videography (2-2-3) Prerequisite: GCS 181

In this course, students will learn the principles and techniques of photography, videography and filming as well as how to use them in media and digital communication. They will be introduced to camera operation and functions, photo and video editing, and how to shoot & record video film using portable video cameras.

DMCT 360 – User Experience Design (2-2-3) Prerequisite: GCS 181

In this course, students will translate user needs into a creative and effective digital experience through a UX design process. They will learn multiple ways to interact with a site based on different motivations.

DMCI 480 – Internship (0-0-3) Prerequisite: Program Approval

Internships in the DM&C Program last at least 200 hours (an average of 25 hours/week for eight weeks). These are opportunities for senior students to get real-world experience in a trainee position related to their major, Media and Digital Production. These Internships may lead to future employment with the firm or, instead, serve as a solid foundation for your entrepreneurship as a freelance DM&C specialist.

DMCI 481 – Co-op in Digital Media and Communication (0-0-3) Prerequisite: Program Approval

This course extends on the experience students gain from their compulsory internship. It offers students the opportunity to further develop their professional skills, teamwork, responsibility, and work ethics. Students are expected to work in teams on projects where they make substantial contributions. The co-op should last at least 300 hours (an average of 30 hours/week for ten weeks).

DMCI 490 – Capstone (0-0-3) Prerequisite: Program Approval

The Capstone is a final semester project that is both creative and practical. Each student must choose a theme and produce an original portfolio of media and digital communication-related products and features, which demonstrate core competencies in writing, design, content, and accessibility. An opportunity for self-branding, the Capstone course showcases everything the student has learned during his/her studies. It should act as an introduction to a future employer or as a solid guide for students who intended freelancing as DM&C specialists (entrepreneurship). The Capstone is supervised and graded by one of the Department faculty members.

The capstone project can also be a Digital Media Research Project (Individual project involving literature review, analysis, design, development, testing and documentation)

MISSION

Effat College of Engineering offers an innovative interdisciplinary and research driven environment. It prepares professionally competent and quality conscious graduates who effectively contribute to national and international development and technological advancement.



Computer Science



Program description

The Department of Computer Science at Effat University offers instruction in the theory, foundations, design, and application of digital computers, artificial intelligence, and cyber security systems. The department prepares students to be active participants in the information revolution, and to use computers in solving the problems of modern life using Data, Artificial Intelligence, and Cyber Security technologies. The Computer Science program is accredited by the Computing Accreditation Commission of ABET www.abet.org. The program is also fully accredited by the National Commission for Academic Accreditation & Assessment (NCAAA). The department offers Bachelor of Science in Computer Science with two concentrations Artificial Intelligence concentration and Cyber Security concentration as follows.

- The Artificial Intelligence (AI) concentration allows students to specialize in a scientific area of interest such as Internet of Things, Smart Cities, Big Data, Visualization of Scientific data, and Robotics.
- The Cyber Security (CS) concentration prepares the students with the skills to investigate the vulnerability of hardware and software as well as the measures for protecting against security threats.

Depending on their interest and plan, students can choose to complete their degree in one of the concentrations, or with no concentration by completing 18 credits of technical electives (subject to departmental approval and in consultation with academic advisor).

Educational objectives

Graduates from the Bachelor of Science in Computer Science (BSc. CS) program are expected to attain the following Program Educational Objectives within a few years of graduation:

1. Demonstrate a solid understanding of a variety of Computer Science approaches;
2. Contribute to the development of computer based intelligent and secure systems that help satisfy various demands of the society;
3. Demonstrate successful professional and career growth in Computer Science, Artificial Intelligence, and Cyber Security;
4. Demonstrate critical problem-solving skills in Computer

Science;

5. Engage in constant learning to keep up with the rapidly changing developments within the computing field;
6. Demonstrate high ethical and responsibility values.

Learning outcomes

By completing the BSc of Computer Science Program, students will be able to:

1. Analyse complex computing problems and to apply principles of Computer Science, and other relevant disciplines to identify solutions.
2. Design, implement, and evaluate computing-based solutions to meet a given set of computing requirements in the context of Computer Science.
3. Communicate effectively in a variety of professional contexts.
4. Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.
5. Function effectively as a member or leader of a team engaged in activities appropriate to the Computer Science fields.
6. Apply computer science theory and software development fundamentals to produce computing-based solutions.
7. Demonstrate broad understanding and critical view of the principal theories, concepts and Terminology of Artificial Intelligence and related Computing fields;
8. Integrate knowledge from different Computing fields to develop practical solutions that work successfully in real organizations.

Career Opportunities

- Programmer (Apps, Robotics, Web, etc.)
- Programming Analyst
- Software Developer
- Software Development Manager
- Software Engineer
- Software Test Engineer
- Database Designer
- Database Developer
- Database Administrator
- Web Developer
- Artificial Intelligence developer
- Machine Learning Engineer
- Business Intelligence Developer
- Big Data Engineer
- Data Scientist
- Data Architect
- Data Analyst
- Data Mining Analyst
- IT Security Analyst
- IT Security Engineer
- IT Security Consultant
- Computer Forensic Examiner
- IT Security Officer
- Network Security Administrator
- Information Security Consultant
- Security Penetration Tester
- Software Security Specialist
- Digital Forensics Scientist
- Malware Analyst
- Cyber Security Auditor
- Computer Forensics Investigator
- Computer and Information Research Scientist.
- Computer and Information Systems Manager
- Further their studies in Computer Science, Cyber Security, and Artificial Intelligence or related fields

Graduation requirements

This section explains in detail the total credit hour requirements and the distribution of credit hours among the general education, core, and concentrations requirements. The BSc. CS program duration will be four years and the number of credit hours required for graduation is 133 credits.

Program Requirements: 133 Credit Hours

Requirements	AI/CS concentrations	No Concentration
General Education Program	42	42
Basic Science and Mathematics	21	21
Major Core requirements (compulsory)	52	52
Concentration requirements (if any)	12	-
Technical Electives (if any)	6	18
TOTAL	133	133

General education requirements: 42 credit hours

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
			Any course from the category	3
		Arabic Language	Any course from the category	3
			English Language	GENG 131- Advanced English Language Skills and Critical Thinking
		Any course from the category		3
Social Sciences	8	Foreign Languages	Any two courses from the category	4
			Social Structure and Global Awareness	GSEM 100: Research Seminar
Any two courses from the category	6			
Research	3	Research Skills and Innovation	GSEM 201: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	GPHY 171: Foundations in Physics	3
			Computer Science and Technology	GCS 182: Principles of Computing, Data and Algorithms
		Quantitative Sciences	GMTH 181E: Pre-calculus for Engineering	3
			GSTA181: Introductory Statistics	3
TOTAL	42	15 Courses	42	

Basic Science and Mathematics requirements: 21 credit hours

Course no.	Course title	Credits	Prerequisite(s)
BIO 112	Introduction to Biology	2-3-3	None
MATH 101	Calculus for Engineers I	3-0-3	GMTH 181E
MATH 201	Calculus for Engineers II	3-0-3	MATH 101
MATH 203	Discrete Mathematics	3-0-3	MATH 201
MATH 310	Numerical Analysis	3-0-3	MATH 201 & CS 1131
MATH 307	Linear Algebra	3-0-3	MATH 201
STAT 201	Statistics for Computing	3-0-3	MATH 201 & GSTA 181
TOTAL		21	

Major core requirements: 52 credit hours

Course no.	Course title	Credits	Prerequisite(s)
CS 1001	Introduction to Computing	2-2-3	Co-requisite GCS 182
CS 1021	Computer Architecture and Organization	2-2-3	CS 1001
CS 1131	Advanced Programming	2-2-3	GCS 182
CS 2011	Data Structures and Algorithms	2-2-3	CS 2132
CS 2071	Database Systems	2-2-3	GCS 182
CS 2091	Computer Networks	2-2-3	CS 1021
CS 2111	Web Application Development	2-2-3	CS 2071
CS 2132	Object Oriented Programming	2-2-3	CS 1131
CS 2171	Ethics in Computing	2-0-2	None
CS 3012	Algorithm Analysis	2-2-3	CS 2011
CS 3067	Information and Cyber Security	2-2-3	CS 1001
CS 3081	Artificial Intelligence	2-2-3	GSTA 181 & CS 1131
CS 3101	Operating Systems	2-2-3	CS 1021
CS 3072	Data Sciences	2-2-3	CS 2071
CS 3172	Research Projects in Computing	2-2-3	GSEM 201
CS 3173	Summer Training	0-0-2	CS 3172
CS 4174	Senior Project 1	3-0-3	CS 3172
CS 4175	Senior Project 2	0-0-3	CS 4174
TOTAL		52	

Technical Requirements: 18 Hours

CS students, in consultation with an academic advisor and department approval, must complete technical courses that total 18 credits hours as follows:

- Students who are registered in the AI or CS concentrations are required to take 12 credit hours from the concentration requirements courses as listed below; and 6 credit hours from the list of technical electives.
- Students who choose to have a no-concentration career path are required to fulfill 18 credits of technical electives.

Artificial Intelligence (AI) Concentration Requirements: 12 Credit Hours

Course no.	Course title	Credits	Prerequisite(s)
CS 4082	Machine Learning	2-2-3	CS 3081
CS 4083	Text Mining and Natural Language Processing	2-2-3	CS 3081
CS 4084	Internet of Things and Smart Cities	2-2-3	CS 4111
CS 4102	Embedded Operating Systems	2-2-3	CS 3101
CS 4111	Programming Embedded Systems	2-2-3	CS 3081
CS 4166	Robotics	2-2-3	CS 2011
CS 4073	Analysing and Visualizing Data	2-2-3	CS 3072

Cyber Security (CS) Concentration Requirements: 12 Credit Hours

Course no.	Course title	Credits	Prerequisite(s)
CS 3061	Computer Network Security	2-2-3	CS 2091
CS 3062	Cryptography	2-2-3	MATH 307
CS 3063	Web Security	2-2-3	CS 2111
CS 4064	Penetration Testing	2-2-3	CS 3061
CS 4065	Digital Forensics	2-2-3	CS 3061
CS 4066	Wireless Infrastructure Security	2-2-3	CS 3061
CS 4092	Personal Area Networks	2-2-3	CS 3061

Technical Electives Courses:

Course no.	Course title	Credits	Prerequisite(s)
CS 2041	Multimedia	2-2-3	CS 1001
CS 3002	AI and Security Seminar 1	3-0-3	Junior Standing
CS 3133	Programming Languages	3-0-3	CS 2011
CS 3151	Software Engineering	2-2-3	CS 2011
CS 4003	Independent Study in AI and Cyber Security	3-0-3	Junior Standing
CS 4004	Advanced Topics in AI and Cyber Security	3-0-3	Junior Standing
CS 4112	Cloud Computing	3-0-3	CS 3101
CS 4121	High Performance Computing	2-2-3	CS 3012
CS 4177	AI and Security Seminar 2	3-0-3	Junior Standing
	Any course that is in one of the concentrations but not already taken	3	
	Any course from the list of technical electives of the Effat College of Business as listed below	3	
	Any course from the Computer Engineering Concentration of the ECE department as per the approval of the department	3	

Technical Electives from Effat College of Business:

Course no.	Course title	Credits	Prerequisite(s)
ACCT 140	Accounting 1	3-0-3	MGT 220
ENTP 350	Entrepreneurship	3-0-3	MGT 220
MGT 220	Principles of Management	3-0-3	--
MGT 326	Organizational Behaviour	3-0-3	MGT 220
MKT 210	Principles of Marketing	3-0-3	--

Computer Science – Artificial Intelligence Concentration: Study plan

Foundation Year – Semester 1									
SEMESTER 1 - First 8 weeks				SEMESTER 1 - Second 8 weeks					
Course No.	Course Title	LEC	LAB	CR	Course No.	Course Title	LEC	LAP	CR
EEW 012	Elementary Writing Skills	4	4	6	EEW 013	Intermediate Writing Skills	4	4	6
EER 022	Elementary Reading Skills	2	4	4	EER 023	Intermediate Reading Skills	2	4	4
EELS 032	Elementary Listening & Speaking Skills	3	4	5	EELS 033	Intermediate Listening & Speaking Skills	3	4	5
EECL 042	Elementary CALL Lab	0	2	1	EECL 043	Intermediate CALL Lab	0	2	1
TOTAL				16	TOTAL				16
Foundation Year – Semester 2									
SEMESTER 2 - First 8 weeks				SEMESTER 2 - Second 8 weeks					
Course No.	Course Title	LEC	LAB	CR	Course No.	Course Title	LEC	LAP	CR
EEW 014	Upper Intermediate Writing Skills	4	4	6	EEW 015	Advanced Writing Skills	4	4	6
EER 024	Upper Intermediate Reading Skills	2	4	4	EER 025	Advanced Reading Skills	2	4	4
EELS 034	Upper Intermediate Listening & Speaking Skills	3	4	5	EELS 035	Advanced Listening & Speaking Skills	3	4	5
EECL 044	Upper Intermediate CALL Lab	0	2	1	EECL 045	Advanced CALL Lab	0	2	1
EEOE 094	Optional Elective				EEOE 095	Optional Elective	0	0	0
TOTAL				16	TOTAL				16
Freshmen Year - Semester 1				Freshmen Year - Semester 2					
Course no.	Course title	Prerequisite(s)	Credit	Course no.	Course title	Prerequisite(s)	Credit		
CS1001	Introduction to Computing	Co-requisite GCS 182	2-2-3	CS 1131	Advanced Programming	GCS 182	2-2-3		
GMTH 181E	Pre-Calculus for Engineering	Placement	3-0-3	MATH 101	Calculus for Engineers I	GMTH 181E	3-0-3		
GCS 182	Principles of Computing, Data and Algorithms	None	2-2-3	Choice	English II	GENG131	3-0-3		
GENG 131	Advanced English Language Skills & Critical Thinking	None	3-0-3	CS 1021	Computer Architecture and Organization	CS 1001	2-2-3		
BIO112	Introduction to Biology	None	2-2-3	GSTA 181	Introductory Statistics	None	3-0-3		
				GISL 121	Islam and Civil Society	None	3-0-3		
TOTAL			15	TOTAL			18		
Sophomore Year - Semester 3				Sophomore Year - Semester 4					
CS 2071	Database Systems	GCS 182	2-2-3	CS 2111	Web Application Development	CS 2071	2-2-3		
CS 2132	Object Oriented Programming	CS 1131	2-2-3	GSEM 100	Research Seminar	None	3-0-3		
CS 2171	Ethics in Computing	None	2-0-2	CS 2011	Data Structures and Algorithms	CS 2132	2-2-3		
MATH 201	Calculus for Engineers II	MATH 101	3-0-3	STAT 201	Statistics for Computing	MATH 201 & GSTA 181	3-0-3		
Choice	Arabic Language	None	3-0-3	CS 3067	Information and Cyber Security	CS 1001	2-2-3		
GPHY 171	Physical & Environmental Sciences (Foundation in Physics)	None	2-2-3	CS 2091	Computer Networks	CS 1021	2-2-3		
TOTAL			17	TOTAL			18		
Junior Year - Semester 5				Junior Year - Semester 6					
CS 3081	Artificial Intelligence	GSTA 140 and CS 1131	2-2-3	Choice	Foreign Languages & Communication	None	3-0-3		
MATH 203	Discrete Mathematics	MATH 201	3-0-3	CS 3151	Technical elective 1: Software Engineering	CS 2011	2-2-3		
CS 3012	Algorithm Analysis	CS 2011	2-2-3	CS 3172	Research Projects in Computing	GSEM 201	2-2-3		
CS 3101	Operating Systems	CS 1021	2-2-3	MATH 310	Numerical Analysis	MATH 201 & CS 1131	3-0-3		
GSEM 201	Research, Innovation and Intellectual Property	GSEM 100	3-0-3	Choice	Social Structure and Global Awareness	None	3-0-3		
Choice	Creative Arts and Cultural Studies	None	3-0-3						
TOTAL			18	TOTAL			18		

Summer							
CS 3173	Summer Training			CS3172	0-0-2		
Senior Year - Semester 7				Senior Year - Semester 8			
MATH 307	Linear Algebra	MATH 201	3-0-3	Choice	Foreign Languages & Communication	None	3-0-3
CS 3133	Technical elective 2: Programming Languages	CS 2011	2-2-3	CS 4175	Senior Project 2	CS 4174	0-0-3
CS 4174	Senior Project 1	CS 3172	3-0-3	Choice	Artificial Intelligence Concentration Elective 2		2-2-3
CS 3072	Data Sciences	CS 2071	2-2-3	Choice	Artificial Intelligence Concentration Elective 3		2-2-3
Choice3	Artificial Intelligence Concentration Elective 1		3	Choice	Artificial Intelligence Concentration Elective 4		2-2-3
TOTAL	15			TOTAL	15		

Computer Science – Cyber Security Concentration: Study plan

Foundation Year – Semester 1									
SEMESTER 1 - First 8 weeks				SEMESTER 1 - Second 8 weeks					
Course No.	Course Title	LEC	LAB	CR	Course No.	Course Title	LEC	LAP	CR
EEW 012	Elementary Writing Skills	4	4	6	EEW 013	Intermediate Writing Skills	4	4	6
EER 022	Elementary Reading Skills	2	4	4	EER 023	Intermediate Reading Skills	2	4	4
EELS 032	Elementary Listening & Speaking Skills	3	4	5	EELS 033	Intermediate Listening & Speaking Skills	3	4	5
EECL 042	Elementary CALL Lab	0	2	1	EECL 043	Intermediate CALL Lab	0	2	1
TOTAL	16			TOTAL	16				

Foundation Year – Semester 2									
SEMESTER 2 - First 8 weeks				SEMESTER 2 - Second 8 weeks					
Course No.	Course Title	LEC	LAB	CR	Course No.	Course Title	LEC	LAP	CR
EEW 014	Upper Intermediate Writing Skills	4	4	6	EEW 015	Advanced Writing Skills	4	4	6
EER 024	Upper Intermediate Reading Skills	2	4	4	EER 025	Advanced Reading Skills	2	4	4
EELS 034	Upper Intermediate Listening & Speaking Skills	3	4	5	EELS 035	Advanced Listening & Speaking Skills	3	4	5
EECL 044	Upper Intermediate CALL Lab	0	2	1	EECL 045	Advanced CALL Lab	0	2	1
EEOE 094	Optional Elective				EEOE 095	Optional Elective	0	0	0
TOTAL	16			TOTAL	16				

Course no.	Course title	Prerequisite(s)	Credit	Course no.	Course title	Prerequisite(s)	Credit
CS1001	Introduction to Computing	Co-requisite GCS 182	2-2-3	CS 1131	Advanced Programming	GCS 182	2-2-3
GMTH 181E	Pre-Calculus for Engineering	Placement	3-0-3	MATH 101	Calculus for Engineers I	GMTH 181E	3-0-3
GCS 182	Principles of Computing, Data and Algorithms	None	2-2-3	Choice	English II	GENG131	3-0-3
GENG 131	Advanced English Language Skills & Critical Thinking	None	3-0-3	CS 1021	Computer Architecture and Organization	CS 1001	2-2-3
BIO112	Introduction to Biology	None	2-2-3	GSTA 181	Introductory Statistics	None	3-0-3
				GISL 121	Islam and Civil Society	None	3-0-3
TOTAL	15			TOTAL	18		

Sophomore Year - Semester 3				Sophomore Year - Semester 4			
CS 2071	Database Systems	GCS 182	2-2-3	CS 2111	Web Application Development	CS 2071	2-2-3
CS 2132	Object Oriented Programming	CS 1131	2-2-3	GSEM 100	Research Seminar	None	3-0-3
CS 2171	Ethics in Computing	None	2-0-2	CS 2011	Data Structures and Algorithms	CS 2132	2-2-3
MATH 201	Calculus for Engineers II	MATH 101	3-0-3	STAT 201	Statistics for Computing	MATH 201 & GSTA 181	3-0-3
Choice	Arabic Language	None	3-0-3	CS 3067	Information and Cyber Security	CS 1001	2-2-3
GPHY 171	Physical & Environmental Sciences (Foundation in Physics)	None	2-2-3	CS 2091	Computer Networks	CS 1021	2-2-3
TOTAL	17			TOTAL	18		

Junior Year - Semester 5				Junior Year - Semester 6			
CS 3081	Artificial Intelligence	GSTA 140 and CS 1131	2-2-3	Choice	Foreign Languages & Communication	None	3-0-3
MATH 203	Discrete Mathematics	MATH 201	3-0-3	CS 3151	Technical elective 1: Software Engineering	CS 2011	2-2-3
CS 3012	Algorithm Analysis	CS 2011	2-2-3	CS 3172	Research Projects in Computing	GSEM 201	2-2-3
CS 3101	Operating Systems	CS 1021	2-2-3	MATH 310	Numerical Analysis	MATH 201 & CS 1131	3-0-3
GSEM 201	Research, Innovation and Intellectual Property	GSEM 100	3-0-3	Choice	Social Structure and Global Awareness	None	3-0-3
Choice	Creative Arts and Cultural Studies	None	3-0-3				
TOTAL	18			TOTAL	15		

Summer				
CS 3173	Summer Training		CS3172	0-0-2

Senior Year - Semester 7				Senior Year - Semester 8			
MATH 307	Linear Algebra	MATH 201	3-0-3	Choice	Foreign Languages & Communication	None	3-0-3
CS 3133	Technical elective 2: Programming Languages	CS 2011	2-2-3	CS 4175	Senior Project 2	CS 4174	0-0-3
CS 4174	Senior Project 1	CS 3172	3-0-3	Choice	Cyber Security Concentration Elective 2		2-2-3
CS 3072	Data Sciences	CS 2071	2-2-3	Choice	Cyber Security Concentration Elective 3		2-2-3
Choice3	Cyber Security Concentration Elective 1		3	Choice	Cyber Security Concentration Elective 4		2-2-3
TOTAL	15			TOTAL	15		

Computer Science – No Concentration: Study plan

Foundation Year – Semester 1									
SEMESTER 1 - First 8 weeks				SEMESTER 1 - Second 8 weeks					
Course No.	Course Title	LEC	LAB	CR	Course No.	Course Title	LEC	LAP	CR
EEW 012	Elementary Writing Skills	4	4	6	EEW 013	Intermediate Writing Skills	4	4	6
EER 022	Elementary Reading Skills	2	4	4	EER 023	Intermediate Reading Skills	2	4	4
EELS 032	Elementary Listening & Speaking Skills	3	4	5	EELS 033	Intermediate Listening & Speaking Skills	3	4	5
EECL 042	Elementary CALL Lab	0	2	1	EECL 043	Intermediate CALL Lab	0	2	1
TOTAL	16			TOTAL	16				

Foundation Year – Semester 2									
SEMESTER 2 - First 8 weeks				SEMESTER 2 - Second 8 weeks					
Course No.	Course Title	LEC	LAB	CR	Course No.	Course Title	LEC	LAP	CR
EEW 014	Upper Intermediate Writing Skills	4	4	6	EEW 015	Advanced Writing Skills	4	4	6
EER 024	Upper Intermediate Reading Skills	2	4	4	EER 025	Advanced Reading Skills	2	4	4
EELS 034	Upper Intermediate Listening & Speaking Skills	3	4	5	EELS 035	Advanced Listening & Speaking Skills	3	4	5
EECL 044	Upper Intermediate CALL Lab	0	2	1	EECL 045	Advanced CALL Lab	0	2	1
EEOE 094	Optional Elective				EEOE 095	Optional Elective	0	0	0
TOTAL	16			TOTAL	16				

Freshmen Year - Semester 1				Freshmen Year - Semester 2			
Course no.	Course title	Prerequisite(s)	Credit	Course no.	Course title	Prerequisite(s)	Credit
CS1001	Introduction to Computing	Co-requisite GCS 182	2-2-3	CS 1131	Advanced Programming	GCS 182	2-2-3
GMTH 181E	Pre-Calculus for Engineering	Placement	3-0-3	MATH 101	Calculus for Engineers I	GMTH 181E	3-0-3
GCS 182	Principles of Computing, Data and Algorithms	None	2-2-3	Choice	English II	GENG131	3-0-3
GENG 131	Advanced English Language Skills & Critical Thinking	None	3-0-3	CS 1021	Computer Architecture and Organization	CS 1001	2-2-3
BIO112	Introduction to Biology	None	2-2-3	GSTA 181	Introductory Statistics	None	3-0-3
				GISL 121	Islam and Civil Society	None	3-0-3
TOTAL			15	TOTAL			18
Sophomore Year - Semester 3				Sophomore Year - Semester 4			
CS 2071	Database Systems	GCS 182	2-2-3	CS 2111	Web Application Development	CS 2071	2-2-3
CS 2132	Object Oriented Programming	CS 1131	2-2-3	GSEM 100	Research Seminar	None	3-0-3
CS 2171	Ethics in Computing	None	2-0-2	CS 2011	Data Structures and Algorithms	CS 2132	2-2-3
MATH 201	Calculus for Engineers II	MATH 101	3-0-3	STAT 201	Statistics for Computing	MATH 201 & GSTA 181	3-0-3
Choice	Arabic Language	None	3-0-3	CS 3067	Information and Cyber Security	CS 1001	2-2-3
GPHY 171	Physical & Environmental Sciences (Foundation in Physics)	None	2-2-3	CS 2091	Computer Networks	CS 1021	2-2-3
TOTAL			17	TOTAL			18
Junior Year - Semester 5				Junior Year - Semester 6			
CS 3081	Artificial Intelligence	GSTA 140 and CS 1131	2-2-3	Choice	Foreign Languages & Communication	None	3-0-3
MATH 203	Discrete Mathematics	MATH 201	3-0-3	CS 3151	Technical elective 1: Software Engineering	CS 2011	2-2-3
CS 3012	Algorithm Analysis	CS 2011	2-2-3	CS 3172	Research Projects in Computing	GSEM 201	2-2-3
CS 3101	Operating Systems	CS 1021	2-2-3	MATH 310	Numerical Analysis	MATH 201 & CS 1131	3-0-3
GSEM 201	Research, Innovation and Intellectual Property	GSEM 100	3-0-3	Choice	Social Structure and Global Awareness	None	3-0-3
Choice	Creative Arts and Cultural Studies	None	3-0-3				
TOTAL			18	TOTAL			15
Summer							
CS 3173	Summer Training			CS3172		0-0-2	
Senior Year - Semester 7				Senior Year - Semester 8			
MATH 307	Linear Algebra	MATH 201	3-0-3	Choice	Foreign Languages & Communication	None	3-0-3
CS 3133	Technical elective 2: Programming Languages	CS 2011	2-2-3	CS 4175	Senior Project 2	CS 4174	0-0-3
CS 4174	Senior Project 1	CS 3172	3-0-3	Choice	Technical elective 4		2-2-3
CS 3072	Data Sciences	CS 2071	2-2-3	Choice	Technical elective 5		2-2-3
Choice3	Technical elective 3		3	Choice	Technical elective 6		2-2-3
TOTAL			15	TOTAL			15

Summary Table of Computer Science Courses

Course no.	Course title	Credits	Prerequisite(s)
CS 1001	Introduction to Computing	2-2-3	Co-requisite GCS 182
CS 1021	Computer Architecture and Organization	2-2-3	CS 1001
CS 1131	Advanced Programming	2-2-3	GCS 182
CS 2011	Data Structures and Algorithms	2-2-3	CS 2132

Course no.	Course title	Credits	Prerequisite(s)
CS 2041	Introduction to Multimedia	2-2-3	CS 1001
CS 2071	Database Systems	2-2-3	GCS 182
CS 2091	Computer Networks	2-2-3	CS1021
CS 2111	Web Application Development	2-2-3	CS 2071
CS 2132	Object Oriented Programming	2-2-3	CS 1131
CS 2171	Ethics in Computing	2-0-2	None
CS 3002	AI and Security Seminar 1	3-0-3	Junior Standing
CS 3012	Algorithm Analysis	2-2-3	CS 2011
CS 3061	Computer Network Security	2-2-3	CS 2091
CS 3062	Cryptography	2-2-3	MATH 307
CS 3063	Web Security	2-2-3	CS 2111
CS 3067	Information and Cyber Security	2-2-3	CS1001
CS 3068	Cybersecurity Design Principles	2-2-3	CS 3067
CS 3072	Data Sciences	2-2-3	CS 2071
CS 3081	Artificial Intelligence	2-2-3	GSTA 181 & CS 2011
CS 3101	Operating Systems	2-2-3	CS 1021
CS 3133	Programming Languages	3-0-3	CS 2011
CS 3151	Software Engineering	2-2-3	CS2011
CS 3172	Research Projects in Computing	2-2-3	GSEM 200
CS 3173	Summer Training	0-0-2	CS 3172
CS 4003	Independent Study in AI and Cyber Security	3-0-3	Junior Standing
CS 4004	Advanced Topics in AI and Cyber Security	3-0-3	Junior Standing
CS 4064	Penetration Testing	2-2-3	CS 3061
CS 4065	Digital Forensics	2-2-3	CS 3061
CS 4066	Wireless Infrastructure Security	2-2-3	CS 3061
CS 4073	Analyzing and Visualizing Data	2-2-3	CS 3072
CS 4082	Machine Learning	2-2-3	CS 3081
CS 4083	Text Mining and Natural Language Processing	2-2-3	CS 3081
CS 4084	Internet of Things and Smart Cities	2-2-3	CS 4111
CS 4092	Personal Area Networks	2-2-3	CS 3061
CS 4102	Embedded Operating Systems	2-2-3	CS 3101
CS 4111	Programming Embedded Systems	2-2-3	CS 3081
CS 4112	Cloud Computing	3-0-3	CS 3101
CS 4121	High Performance Computing	2-2-3	CS 3012
CS 4166	Robotics	2-2-3	CS 2011
CS 4174	Senior Project 1	0-0-3	CS 3172
CS 4175	Senior Project 2	0-0-3	CS 4174
CS 4177	AI and Security Seminar 2	3-0-3	Junior Standing

Summary Table of Basic Science and Mathematics Courses

Course no.	Course title	Credits	Prerequisite(s)
BIO 112	Introduction to Biology	2-3-3	CS 1001
MATH 101	Calculus for Engineers I	3-0-3	GMTH181E
MATH 201	Calculus for Engineers II	3-0-3	MATH 101
MATH 203	Discrete Mathematics	3-0-3	MATH 201
MATH 310	Numerical Analysis	3-0-3	MATH 201
MATH 307	Linear Algebra	3-0-3	MATH 201
STAT 201	Statistics for Computing	3-0-3	MATH 201 & GSTA 181

Course Descriptions

CS 1001: Introduction to Computing (2-2-3)

Prerequisite(s): Co-requisite GCS 182

This course introduces students to computing as a discipline that has changed the world: new ways for people to connect, design, research, play, create, and express themselves. The course will introduce the idea of moving from a simple user of computing to the real empowering experience of translating real-life problems and ideas into computer solutions. The course will cover the main concepts of computing, such as abstraction, design, recursion, concurrency, problem-solving skills, simulations, and the limits of computation. Applications of computing that have changed the world, The history of computing, and where it will go in the future will be discussed. The overall theme of the course is to enjoy and appreciate the computing discipline. Moreover, the main concepts of Security, Privacy, Artificial Intelligence, and Machine Learning are introduced to students in this course.

CS 1021: Computer Architecture and Organization (2-2-3)

Prerequisite(s): CS 1001

This course provides an overview of the architecture and organization of a computer hardware system and its components. Control Processing unit (CPU), memory architecture, instruction sets, assembly language, control units and data paths, basic computer organization, and memory systems are examined in details and how all these are combined to form a computer system.

CS 1131: Advanced Programming (2-2-3)

Prerequisite(s): GCS182

This course exposes students to the depth and breadth of modern programming practice, with the goal of making students better programmers. Topics include: Program Development Process, Abstract Data Types, Classes and Objects, Functions, Arrays, Pointers and Addressing, New and Delete Operators, Copy Constructor, Operator Overloading, Memory Leaks and Destructor Calls, Simple File I/O and Arguments, and Testing and Debugging.

CS 2011: Data Structures and Algorithms (2-2-3)

Prerequisite(s): CS 2132

This course covers the design, analysis, and implementation of Data Structures and Algorithms to solve engineering problems using an object-oriented programming language. Topics include elementary data structures, (including arrays, stacks, queues, and lists), advanced data structures (including trees and graphs), the algorithms used to manipulate these structures, and their application to solving practical engineering problems. This course will use C++ as a main programming language.

CS 2041: Multimedia (2-2-3)

Prerequisite(s): CS 1001

This course introduces students to the exciting world of Multimedia hardware and software. The study of basic design concepts and the use of different multimedia elements, text, graphics, video, sound, animation and interactivity to develop full multimedia applications will be covered. Students will be exposed to several multimedia development applications such as Adobe Photoshop. Project based learning will be used in this course.

CS 2071: Database Systems (2-2-3)

Prerequisite(s): GCS182

This course introduces database concepts, conceptual data modelling, relational modelling, normalization, database design, query languages, and implementation issues. It also introduces the components of a database system, its functions, and database architecture and data dependency.

CS 2091: Computer Networks (2-2-3)

Prerequisite(s): CS 1021

This course introduces data communication fundamentals and network architectures. It examines the layered approach to networks specifying the OSI and TCP/IP models focusing on the functions performed at each layer of network architectures. It studies various networking protocols, network devices and network addressing schemes. Different types of transmission media are studied as well.

CS 2111: Web Application Development (2-2-3)

Prerequisite(s): CS 2071

This course covers the multidisciplinary process that is used to create quality web applications. Topics covered include: web application development process, limits of current web technologies, service architectures, content management, and testing. The course outcome is a project in cloud computing, location based services, mobile web or mobile application development.

CS 2132: Object Oriented Programming (2-2-3)

Prerequisite(s): CS 1131

This course introduce students to object-oriented programming. The fundamental concepts of object-oriented programming will be studied using the Java programming language. The course covers the definition and use of classes, inheritance, and overloading. The principles of object-oriented design are emphasized. It focuses also on abstraction, interfaces and java collections. In addition, it includes the exceptions use, UML notions and the justification of OO paradigm The course focuses on hands-on programming assignments and projects based on graphical user interfaces programming.

CS 2171 (Ethics in Computing) (2-0-2)

Prerequisite(s): None

This course studies the ethical, social, and professional concerns of the computer science and information systems fields. It covers the impact of computers on society as well as the responsibility of computing professionals towards society. Case studies show the ethical foundations, the intellectual property, privacy, security, and the professional responsibility of computing professionals. This course should finally highlight the danger of some computing practices.

CS 3002: AI and Security Seminar 1 (2-2-3)

Prerequisite(s): Junior Standing

The objective of the course is to introduce the students to a new subject in the field that is not covered by the program offerings such as the latest trends in the field of computing. This course content changes according to student interests and needs. This course is offered at the junior level. The course outline will be specified in the course syllabus for the semester where the course is offered.

CS 3012: Algorithm Analysis (2-2-3)

Prerequisite(s): CS 2011

This course emphasizes the understanding of visual computing data structures and algorithms from an analytical perspective using mathematical techniques. A number of content-relevant areas such as designing efficient algorithms, asymptotic notation, recurrences, worst and average cases, dynamic programming, divide and conquer algorithms, branch and bound, and graph algorithms will be presented throughout this course. Students will also be introduced to NP-complete problems, heuristics and greedy algorithms. There is no restriction in this course on the programming language that the student wants to use.

CS 3061: Computer Networks Security (2-2-3)

Prerequisite(s): CS 2091

Objectives of this course are to learn how to manage the network security aspects of an organization. It explores network vulnerabilities, attacks monitoring and WLAN security, policies and implementation of firewall policies, viruses protection, physical security, risk and disaster recovery or contingency planning issues, policies for avoidance and proactive measure, reduce casual security breaches, and protecting assets and housekeeping procedures.

CS 3062: Cryptography (2-2-3)

Prerequisite(s): MATH 307

This course examines modern cryptography and communication security. The course focuses on classic historical ciphers including Caesar, Vigenere and Vernam ciphers; modern ciphers including DES, AES, public key cryptography (RSA, elliptic curve cryptosystems) and digests; key exchange; simple protocols; block and stream ciphers; digital certificates and cryptographic systems (SSL/TLS, VPNs, and Kerberos). Efficient hardware and software implementations of cryptographic primitives, copyright protection, data integrity and authentication. Basic cryptanalytic techniques and examples of practical security solutions are explored to understand how to design and evaluate modern security solutions.

CS 3063: Web Security (2-2-3)

Prerequisite(s): CS 2111

This course discusses the basic issues, principles, concepts and techniques in web security, like the hacking of web applications and its analysis. Topics related to understanding and fixing the vulnerabilities will be discussed with respect to confidentiality, identity, authenticity and availability of data, different protocols and basic security applications/features needed to integrate in a web-based application, identifying common logic flaws in web apps, database and network exploits, and command and SQL injections. The need for web security in software development with respect to cloud computing will also be covered in this course

CS 3067: Information and Cyber Security (2-2-3)

Prerequisite(s): CS 1001

A study of the Information and Cyber Security. Topics include cyber architecture, cyber services, protocols, algorithms, hardware components, software components, programming languages, various cybersecurity mechanisms, business continuity planning, security management practices, security architecture, operations security, physical security, cyber terrorism, and national security.

CS 3072: Data Sciences (2-2-3)

Prerequisite(s): CS 2071

The course provides an overview of Data Science, covering a broad selection of key challenges in and methodologies for working with big data. Topics to be covered include data collection, integration, management, modelling, analysis, visualization, prediction and informed decision-making, as well as data security and data privacy. This course is integrative across the core disciplines of Data Science, including databases, data warehousing, statistics, data mining, data visualization, high performance computing, cloud computing, and business intelligence. Professional skills, such as communication, presentation, and storytelling with data, will be fostered. Students will acquire a working knowledge of data science through hands-on projects and case studies in a variety of business, engineering, social sciences, or life sciences domains. Issues of ethics, leadership, and teamwork are highlighted.

CS 3081: Artificial Intelligence (2-2-3)

Prerequisite(s): STAT 201 & CS 2011

The course covers basic elements of Artificial Intelligence. Topics featured in this course include search, adversarial search, constraint satisfaction, knowledge representation, inference, uncertain knowledge, making decisions under uncertainty, introduction to machine learning, game playing and robotics.

CS 3101: Operating Systems (2-2-3)

Prerequisite(s): CS 1021 & CS 2011

This course focuses on objectives and structures of operating systems. It includes topics about processes (synchronization and scheduling), threads, multiprogramming and multiprocessing concepts, memory management, paging and segmentation, storage management, input / output and file management and virtual machines.

CS 3133: Programming Languages (3-0-3)

Prerequisite(s): CS 2011

Programming languages evaluation criteria. Programming languages evolution and history. Topics featured in this course include syntax, semantics, names, binding, type checking, and scopes, data types, assignment statement, subprogram implementation. A project applying learned concepts is required.

CS 3151: Software Engineering (2-2-3)

Prerequisite(s): CS 2011

This course covers the concepts and methodologies of software engineering. It emphasizes the main phases of the software lifecycle, such as requirements, design, implementation, testing, project planning. Also, it stresses the difference between the software product and process. The course incorporates a class project. Students will work in groups to design and build a robot, according to specifications given in class.

CS 3172: Research Projects in Computing (2-2-3)

Prerequisite(s): GSEM 201

This course helps students develop technical writing skills in the field of computing. Essentials skills are taught to students to develop their ability to write a research proposal and to build a research methodology. Students are required to produce at the end of the course a research proposal that may be used as a framework for their senior project.

CS 3173: Summer Training (0-0-2)

Prerequisite(s): CS 3172

This course requires the completion of 180 hours of training in industry where the students will experience a real job environment while being involved in a CS related project. They apply their academic knowledge and acquired skills by working on CS related tasks. This course requires students to document and report on their work experience.

CS 4003: Independent Study in AI and Cyber Security (3-0-3) Prerequisite(s): Junior Standing

The course features students' participation in discussions held by faculty members and invited guests. Course content changes according to student interests and needs. This course is offered at the senior level. The course allows a student to focus on a computing issue of personal interest, under the supervision of a Computer Science faculty member. The course outline will be specified in the course syllabus for the semester where the course is offered.

CS 4004: Advanced Topics in AI and Cyber Security (3-0-3) Prerequisite(s): Junior Standing

Course content changes according to the new trends in the field of computer science. This course is offered at the senior level.

CS 4064: Penetration Testing (2-2-3)

Prerequisite(s): CS 3061

This course will introduce students to the principles and techniques of penetration testing/ethical hacking. Topics covered will include planning, reconnaissance, scanning, exploitation, post-exploitation, and result reporting. The student discovers how system vulnerabilities can be exploited and learns to avoid such problems. The course will typically use Linux platforms and the tools associated with it.

CS 4065: Digital Forensics (2-2-3)

Prerequisite(s): CS 3061

The objectives of this course are to explore the threats/cybercrime, to learn how to conduct computer forensics investigations, and to understand the overall investigative process. Students will gain an understanding of the best practices used to acquire, assemble, secure, process, examine, analyze and report on digital evidences. The course includes the ethical issues, data presentation and chain of evidence procedures and different techniques used to protect copyrights.

CS 4066: Wireless Infrastructure Security (2-2-3)

Prerequisite(s): CS 3061

This course will cover the architecture, protocols and standards of modern wireless communication systems. Specifically, The course will discuss various wireless protocols/standards such as IEEE 802.11 a/b/g/n/ac) and security techniques and protocols (including WEP, WPA, WPA2, and etc.). The course vulnerabilities, attacks, and countermeasures. Other topics include spectrum allocation, signal propagation, modulation, antennas, network planning and management, troubleshooting etc.

CS 4073: Analyzing and Visualizing Data (2-2-3)

Prerequisite(s): CS 3072

This course covers various methods for analysing and visualizing the data. It addresses the analysis and visualization principles and practical issues such as data pre-processing, data imputation, data cleaning, data transformation, data visualization, the generation of images based on experimental data or gathered data. The visualization pipeline is introduced covering scalar data visualization, vector data visualization, volume visualization and information visualization. The importance of the use of visualization in understanding observations and theories is emphasized in the course. Applications are taken from science and engineering.

CS 4082: Machine Learning (2-2-3)

Prerequisite(s): CS 3081

This course covers many topics in Machine Learning such as classification, linear and non-linear regression, statistical pattern recognition, non-parametric methods, hidden Markov models, Bayesian networks, support vector machines and artificial neural networks, and Deep Learning.

CS 4083: Text Mining and Natural Language Processing (2-2-3)

Prerequisite(s): CS 3081

Natural language processing (NLP) is one of the most significant technologies of the information age, and a critical part of artificial intelligence. In this course, students will learn how to build models, which can understand and generate language, for applications such as information extraction, machine translation, automatic summarization, question-answering, and interactive dialogue systems. The course will cover linguistic (knowledge-based) and statistical approaches to language processing in the three major subfields of NLP: syntax (language structures), semantics (language meaning), and pragmatics/discourse (the interpretation of language in context). In this course, students will be given a thorough overview of Natural Language Processing and how to use classic machine learning methods. They will also learn about Statistical Machine Translation as well as Deep Semantic Similarity Models (DSSM) and their applications.

CS4084 Internet of Things and Smart Cities: (2-2-3)

Prerequisite(s): CS 4111

This course includes in-depth coverage on existing and emerging IoT application domains, machine learning and deep neural networks, GPU and FPGA programming and optimization techniques for deep learning acceleration, and various computing systems that facilitate the rapid realization and growth of IoT. machine problems working with Raspberry Pi, embedded system (FPGA and GPU), and Node-RED together with homework assignments will be given to reinforce the understanding and learning of the techniques and topics.

CS 4092: Personal Area Networks (2-2-3)

Prerequisite(s): CS 3061

Basics of mobile and wireless networking. Architectures and communication protocols for wireless sensor networks, wireless local area networks, ad-hoc networks, cellular systems, WiMAX, and Wireless Mesh Networks.

CS4102: Embedded Operating Systems: (2-2-3)

Prerequisite(s): CS 3101

This course is intended to provide a practical understanding of embedded operating systems. The emphasis is on the hardware and software aspects of embedded computing encompassing the composition of the embedded operating system and the development of embedded systems. It also provides students with the knowledge and skills to begin developing and implementing embedded applications with the practical aspects of embedded computing.

CS4111: Programming Embedded Systems (2-2-3)

Prerequisite(s): CS 3081

Embedded system is combination of computer hardware and software for specifically designed for a particular function. Embedded systems has been playing important roles in various application areas such as Industrial machines, automobiles, medical equipment, cameras, household appliances, airplanes, vending machines, toys and other uses embedded system.

Students will learn fundamental concepts of designing and programming embedded computer systems, including requirements specifications, architectural and detailed design, and implementation, focusing on real-time aspects of programming languages, operating system kernels, and hardware architectures.

CS 4112: Cloud Computing (3-0-3)

Prerequisite(s): CS 3101

This course describes important concepts of cloud computing such as distributed data, cloud file systems, virtualization, security and privacy, Amazon Web services, and interactive web-based applications. Students are expected to perform research work as well as use one of the available web services for cloud computing.

CS 4121: High Performance Computing (2-2-3)

Prerequisite(s): CS 3012

This course introduces important concepts of cloud computing such as distributed data, cloud file systems, virtualization, security and privacy, Amazon Web services, and interactive web-based applications. Students are expected to perform research work as well as use one of the available web services for cloud computing.

CS 4166: Robotics (2-2-3)

Prerequisite(s): CS 2011

This course gives a practical knowledge on robotics including an overview of robot control technology from open-loop manipulators and sensing systems, to single-joint servo-valves and servomotors, to integrated adaptive force and position control using feedback. The course focuses on sensors, transducers and motors. The course exposes the students to data acquisition, analysis and decision-making. It also introduces the machine vision and touch sensing systems. Design emphasis on accurate tracking accomplished with minimal algorithm complexity.

CS 4174: Senior Project 1 (0-0-3)

Prerequisite(s): CS 3172

Students work on a real-world project of their interest that integrates and demonstrates skills and knowledge gained in their university courses, which includes both the General Education and Computing components of their education. The focus in this course is on the analysis and design phases of the project.

CS 4175: Senior Project 2 (0-0-3)

Prerequisite(s): CS 4173

Continuation of the senior project-1, focusing on the implementation, evaluation, and documentation phases of their work.

CS 4177: AI and Security Seminar 2 (3-0-3)

Prerequisite(s): Junior Standing

Course content changes according to student interests and needs. The course emphasizes the various social and ethical responsibilities of the computing professional. It teaches students about the nature of computing as a profession, codes of professional conduct, and ethics & responsibility. The course features students' participation in discussions held by faculty members and invited guests. This course is offered at the senior level.

Basic Science and Mathematics Course Descriptions

BIO 112 – Introduction to Biology (2-3-3)

Prerequisite(s): None

This course will introduce the biochemical basis of living organisms, describe the cell and its components, compare plant and animal cells and their metabolism, include the study of chromosomes and cell division (mitosis and meiosis), present some of the principles of genetics, and survey some samples of plant and animal biodiversity.

MATH 101 - Calculus for Engineers I (3-0-3)

Prerequisite(s): Placement or GMTH 181E

Topics for this course include functions, limits, and continuity; differentiation with applications including maxima and minima, Rolle's Theorem, the Mean Value Theorem; related rates; the theory of integration (with applications and approximations); transcendental functions including logarithmic and exponential functions, trigonometric functions, inverse trigonometric functions, hyperbolic functions, and inverse hyperbolic functions.

MATH 201 - Calculus for Engineers II (3-0-3)

Prerequisite(s): MATH 101

Topics for this course include theory of integration with applications, including areas, volumes, and arc length; integration techniques, indeterminate forms, L'Hopital's rule and improper integrals; sequences and infinite series and its convergence and divergence, power series, parameterized curves, polar coordinates and integration in polar coordinates.

MATH 203 - Discrete Mathematics (3-0-3)

Prerequisite(s): MATH 201

This course mainly covers topics considered as backbone for computing. Topics included: logic and proof techniques, mathematical induction, set theory, recursion, relations, functions, graph theory, trees, and Boolean algebra. Topics are covered with emphasis on applications in computing.

MATH 310 – Numerical Analysis (3-0-3)

Prerequisite(s): MATH 201

Numerical Solution of Non-linear Equations: Bisection method, Newton-Raphson method, Secant method, Convergence. Interpolation: Lagrange, Newton divided difference formula. Numerical Differentiation: First Derivatives, Higher Derivatives. Numerical Integration: Trapezoidal Rule, Gaussian Integration. Numerical solution of initial value problems: Euler's method, Taylor's method, Ruge-Kutta method.

MATH 307 - Linear Algebra (3-0-3)

Prerequisite(s): MATH 201

System of linear equations, matrix operations, vectors, vector spaces, linear transformations, orthogonality, determinants, eigenvalues and eigenvectors, diagonalization, linear differential equations and systems with constant coefficients and applications, computer simulation.

STAT 201 - Statistics for Computing (3-0-3)

Prerequisite(s): MATH 201 and GSTA 181

This course has been designed to extend the student's depth of knowledge in statistical analyses of data. Topics included: probability theory, statistical inference, sampling statistics, modeling, analysis of variance, random variables (discrete and continuous random variables), distributions, estimation theory, and hypotheses testing. The course has practical sessions to facilitate the understanding.

Technical Electives From Effat College of Business Course Descriptions

ENTP 350: Entrepreneurship (3-0-3)

Prerequisite(s): MGT 220

This course offers students the opportunity to learn from case studies why and how some businesses are successful while others fail. Lectures will focus on specific entrepreneurs, their businesses, characteristics, environment, and strategies for success. The course will cover the full range of relevant issues from conception and start-up phase, financial issues, valuation techniques, and exit strategies. Special issues such as ethical considerations, not-for-profit sector entrepreneurship, and turnaround management will also be addressed.

MGT 220: Principles of Management (3-0-3)

Prerequisite(s): None

The basic principles and practices of management in all kinds of enterprises. Such functions as planning, organizing, directing, and controlling are given particular attention. The problems of developing countries including Saudi Arabia are given emphasis.

MGT 326: Organizational Behavior (3-0-3)

Prerequisite(s): MGT 220

This course will examine and develop the interpersonal and social skills needed to effectively direct the activities of others to attain organizational goals. The first step to obtaining these skills is to understand the complexities of human behavior. In this course students will study human behavior in an organizational context with emphasis on: individual characteristics, motivation, learning, communication, leadership, decision making, and group dynamics. Upon completion of this course, students will be able to: 1) understand the factors that influence behavior in organizations; 2) apply behavioral theory to organizational settings; 3) diagnose human resource issues in organizations through the process of observation, interpretation, and analysis of contributing factors; and 4) communicate theoretically sound, yet practical, recommendations in a persuasive and timely manner.

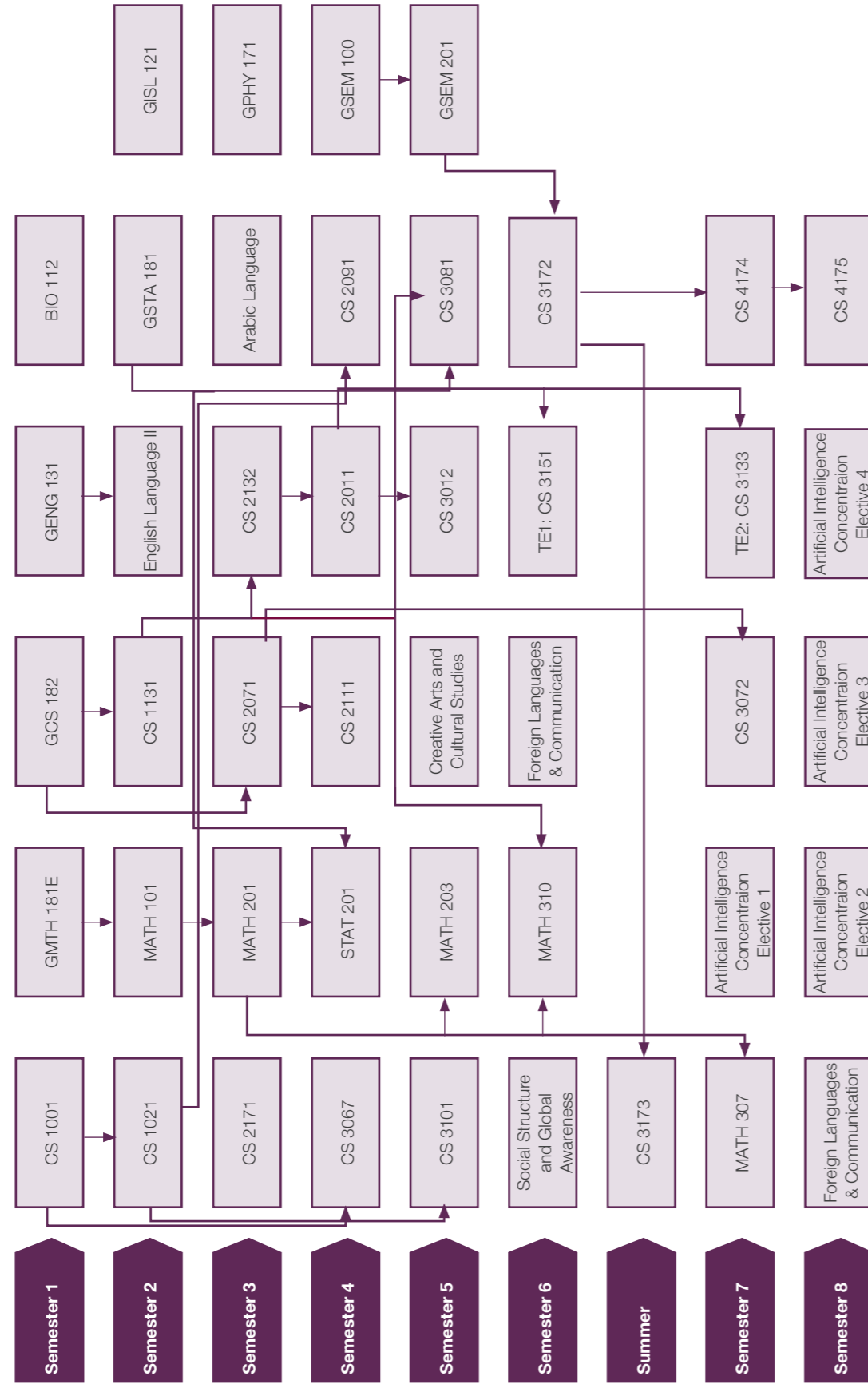
MKT 210: Principles of Marketing (3-0-3)

Prerequisite(s): None

The course provides a broad conceptual introduction to the study of marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific marketing issues will be addressed within a decision-making framework that puts the marketing function at the centre of an organization's strategic direction. Course objectives include: defining the strategic role of marketing as well as its functional concerns; developing basic marketing decision-making and analytical skills in applied organizational settings; and providing a forum for open debate and critical examination of peers' insights and analyses. By the end of the semester, each student will be able to coherently discuss generic issues of marketing strategy and devise a well-backed marketing plan.

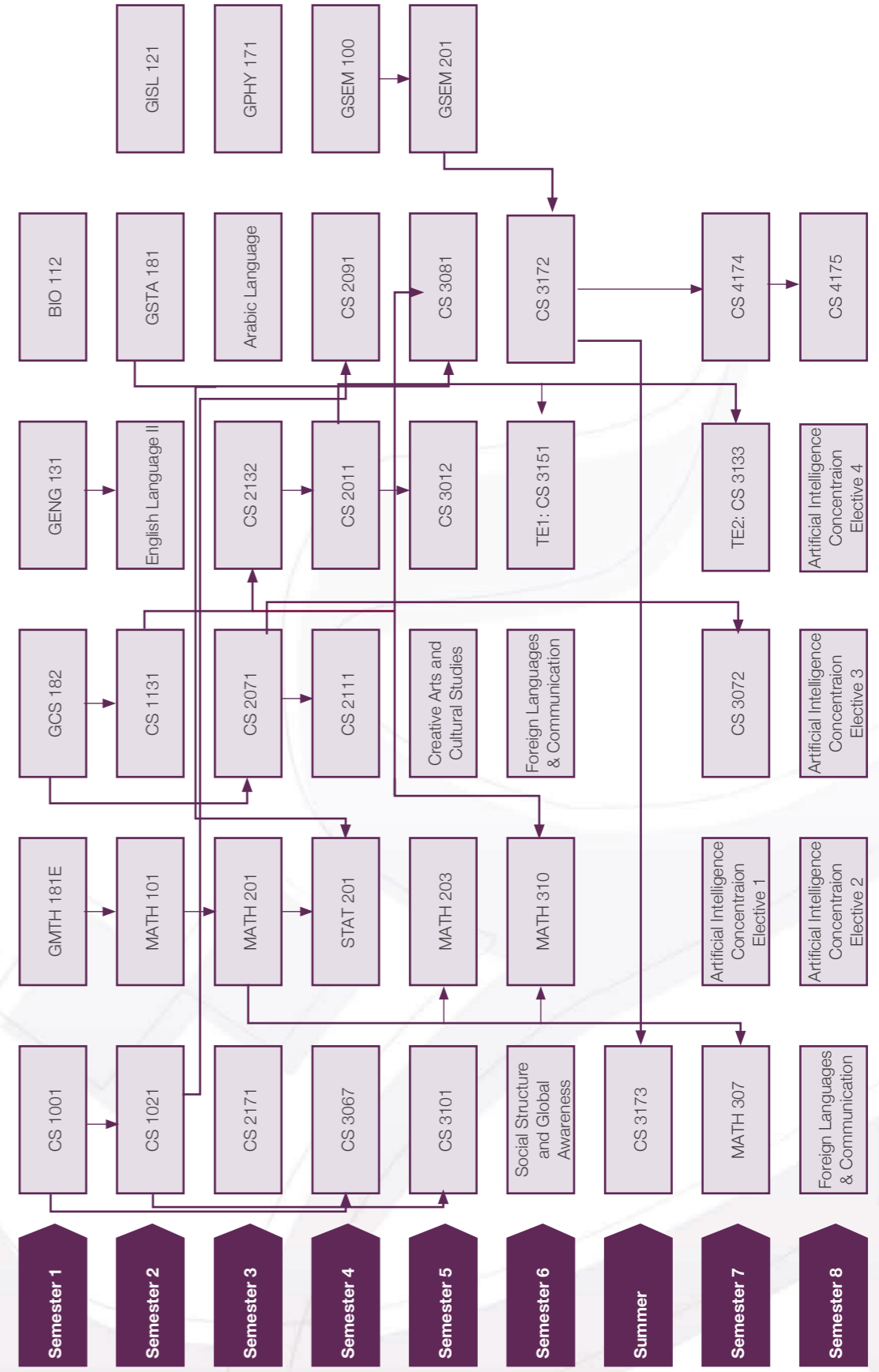
Computer Science – Artificial Intelligence Concentration

Advising flowchart



Computer Science – Cyber Security Concentration

Advising flowchart



Electrical and Computer Engineering



Duke
UNIVERSITY



المركز الوطني للتقويم والاعتماد الأكاديمي
National Center for Academic Accreditation and Assessment

Program description

The department of Electrical and Computer Engineering (ECE) at Effat University offers a Bachelor of Science degree in Electrical and Computer Engineering. Students in the ECE program must have a strong background in mathematics and physics and a command of the English language to provide the breadth essential for optimum professional growth. The curriculum offered by the Department of ECE meets these objectives because it consists of several curricular components that allow the students to build a solid foundation of basic physical principles and obtain experience in design as well as an insight into the profession and practice of electrical engineering.

Electrical and computer engineers are the technical driving force behind the progress of technology, electronics industries, and many other forms of technology that impact the quality of our lives. Electrical engineers design, develop, test, and oversee the manufacturing and maintenance of electrical and electronic systems. The ECE program emphasizes developing problem-solving skills applied to analysing and designing real-world problems. It encompasses all areas of development, design, and operation of electrical and electronic systems and their components.

Students in the ECE program will be introduced to topics important to the computer engineering field, such as computer hardware design, computer networks, and software engineering, as well as topics in electrical engineering, such as communications and signal processing, microelectronics and integrated circuits, wireless communications, microwave electronics, computer-aided design, control systems, electromagnetism, and several technical and nontechnical support courses will be examined. Students obtain a broad education necessary to understand the impact of electrical engineering solutions in a global, social, and environmental context.

Educational objectives

The ECE program's educational objectives align with the university's mission and the missions of the College of Engineering and the Electrical and Computer Engineering department. The ECE program aims at producing graduates who, after a few years from graduation, will have:

- PEO 1 - Contributed in the development of products and processes in electrical and computer engineering and related fields that help satisfy various demands of the society;
- PEO 2 - Demonstrated continuous professional and career growth
- PEO 3 - Demonstrated high ethical and responsibility values.
- PEO 4 - Ability to pursue their professional development through self-learning and advanced degrees.

Learning outcomes

Students who complete the program shall be able to:

- Formulate and solve complex engineering problems by applying principles of engineering, science, and mathematics
- Design a system to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors
- Communicate effectively with a range of audiences
- Recognize ethical and professional responsibilities in engineering situations and make informed judgments, which must consider the impact of engineering solutions in global, economic, environmental, and societal contexts
- Function effectively on a team whose members together provide leadership, create a collaborative and inclusive environment, establish goals, plan tasks, and meet objectives
- Develop and conduct appropriate experimentation through analyzing, interpreting data, and using engineering judgment to draw conclusions
- Acquire new knowledge as needed, using appropriate learning strategies
- Use the techniques, skills, and modern engineering tools necessary for analysis and design of a system
- Demonstrate an integrated body of knowledge and comprehension of the underlying theories, principles, and concepts in Engineering
- Conduct investigations and research for complex engineering issues and problems

Career opportunities

Electrical engineers are heavily involved in designing, developing, supervising, and manufacturing electronic/electrical systems. Computer engineers do similar work with the hardware, software, and networks in computer systems. Graduates find challenging positions in general as follows:

Areas of concentration

1. Computer Engineering

Overview

Computer engineers are trained to address critical interface issues between hardware and software essential to many current and future applications. They may work on discrete large board-level systems or smaller systems-on-a-chip. Applications of computer engineering systems include all domains of commercial and industrial enterprise. Typical products include supercomputers, personal computers, appliances, cellular phones, video and audio products, data acquisition, process control, instrumentation, and automobile and aviation systems. Examples of career opportunities include

Career opportunities

Computer engineers are trained to address critical interface issues between hardware and software essential to many current and future applications. They may work on discrete large board-level systems or smaller systems-on-a-chip. Applications of computer engineering systems include all domains of commercial and industrial enterprise. Typical products include supercomputers, personal computers, appliances, cellular phones, video and audio products, data acquisition, process control, instrumentation, and automobile and aviation systems. Examples of career opportunity include

- Designing, constructing, managing, and maintaining computer networks
- Working in specialized computer labs
- Interfacing computers in measurement and control applications and data logging applications
- Managing computerized automotive systems
- Operating computer-aided design and computer-aided manufacturing systems
- Developing operating systems for special computer applications
- Designing, operating, and maintaining database systems
- Designing digital and embedded systems
- Designing and managing information security systems

2. Communications and Electronics

Overview

Communication, signal processing, and image processing engineers are trained to design and maintain communication systems using the latest technologies. Students will also use testing and measuring instruments to acquire data, identify, analyze and solve technical problems, and analyze and implement hardware and software components systems. Their skills are of particular importance to the following areas/processes:

Career opportunities

- Managing satellite-based worldwide cellular telephone systems
- Using satellite-based direct home broadcasting of audio and video data
- Restructuring telephone networks
- Updating wired and wireless computer networks
- Refining smart-house systems and security systems
- Producing telecommunication device designs
- Working in wired and wireless telecommunication companies
- System Development and Integration Engineer
- Communication Design Engineer
- Electronics Research Engineer
- Medical Electronics Engineer
- Integration and Verification Engineer

3. Power and Control Systems

Overview

Energy and control systems are essential in all engineering disciplines; Power and Control engineers have a broad employment market. Their study covers automatic control devices and techniques required in most modern industries. Important power subjects are included in the program. Therefore, the graduates are qualified to work in power stations, energy companies, and power system utility companies. Graduates of the program will be able to work productively in the following areas:

Career opportunities

- Power Generation Operation Engineer
- Power Supply QA/QC Engineer
- Power Engineer.
- Power Protection Engineer.
- Instrumentation and Control Engineer.
- Power Transformer Design Engineer.
- Power System Design and Analysis Engineer
- Control system Engineer.
- Electrical Energy Transmission Engineer.
- Electrical Power scheduling engineer.
- Electrical distribution planning Engineer.
-

4. Electrical and Computer Engineering General Track

Overview

Students who choose the Electrical and Computer Engineering general track will be able to work productively in the following areas:

Career opportunities

- Circuits Engineer
- Design Engineer
- Electrical Project Engineer
- Test engineer
- Instrumentation Engineer

Graduation requirements

The program is designed to be completed in five years with 154 credit hours. The General Education Program (GEP) requirements form the core foundation for students throughout the university.

	Compulsory	Technical Elective	Total
GEP Requirements	42	-	42
ECE Major Requirements	97	15	112
TOTAL	139	15	154

ECE major requirements: 112 credit hours

ECE major requirements	Category	Credits
ECE Compulsory Courses	Collateral Basics Science and Mathematics Requirements	30
	ECE General Requirements	67
	ECE Concentration Electives	15
TOTAL		112

General Education requirements: 42 credit hours

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL 121: Islam and Civil Society	3
			Any course from the category	3
		Arabic Language	Any course from the category	3
			English Language	GENG 131- Advanced English Language Skills and Critical Thinking
		Any course from the category		3
Foreign Languages	Any two courses from the category	4		
	Social Sciences	Social Structure and Global Awareness	GSEM 100: Research Seminar	2
Any two courses from the category			6	
Research	3	Research Skills and Innovation	GSEM 201: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	GPHY 171: Foundations in Physics	3
			Computer Science and Technology	GCS 182: Principles of Computing, Data and Algorithms
		Quantitative Sciences	GMTH 181E: Pre-calculus Engineering	3
			GSTA 181: Introductory Statistics	
TOTAL	42		15 Courses	

Compulsory courses

1. Collateral Basic Science and Mathematics Requirements: 30 Credit Hours

To fulfil graduation requirements, all ECE students must complete the following courses.

Course no.	Course title	Credits	Prerequisite(s)
CHEM 113L	Principles of Chemistry	2-3-3	None
MATH 101	Calculus for Engineers I	3-0-3	GMTH 181E
MATH 201	Calculus for Engineers II	3-0-3	MATH 101
MATH 202	Calculus for Engineers III	3-0-3	MATH 201
MATH 203	Discrete Mathematics	3-0-3	MATH 201
MATH 225	Differential Equations	3-0-3	MATH 201
MATH 307	Linear Algebra	3-0-3	GSTA 181 and MATH 201
MATH 310	Numerical Analysis	3-0-3	MATH 201 and (CS 1131 or ECE102L)
PHYS 113L	Principles of Electricity and Magnetism	2-3-3	GPHY 171
STAT 321	Probabilistic Methods in Engineering	3-0-3	GSTA 181 and MATH 202
TOTAL		30	

2. ECE General Requirements: 67 Credit Hours

All ECE students must complete the following ECE courses to fulfil graduation requirements.

Course no.	Course title	Credits	Prerequisite(s)
ECE 102L	Programming I	2-3-3	GCS 182
ECE 106L	Introduction to ECE	1-2-2	NONE
ECE 109L	Programming II	2-2-3	ECE 102L
ECE 202L	Electric Circuits Analysis I	3-2-4	PHYS 113L
ECE 203	Electric Circuits Analysis II	3-0-3	ECE 202L
ECE 205	Signals and Systems	3-0-3	ECE 202L and MATH 225
ECE 210L	Electronics I	3-2-4	ECE 202L
ECE 213L	Electronics II	2-3-3	ECE 210L
ECE 251L	Digital Logic Design	3-2-4	ECE 106L
ECE 254L	Microprocessor Systems	2-2-3	ECE 251L
ECE 320L	Communication Systems	2-3-3	ECE 205
ECE 323	Engineering Economics	3-0-3	GSTA 181
ECE 333	Introduction to Artificial Intelligence	2-2-3	GSTA 181 and ECE 102L
ECE 342L	Analog Control Systems	2-2-3	ECE 205
ECE 356	Computer Organization and Architecture		ECE 254L
ECE 362L	Basic Electrical Machines and Transformers	2-2-3	PHYS 113L and ECE 210L
ECE 363L	Digital Signal Processing	2-2-3	ECE 205
ECE 370L	Introduction to Electromagnetic Fields	2-2-3	MATH 307
ECE 388	Summer Internship I	0-0-2	Department approval and Completion of 65 Credit Hours
ECE 460	Power System Analysis	3-0-3	ECE 362L
ECE 488	Summer Internship II	0-0-2	ECE 388 and Dept. approval
ECE 491	ECE Capstone Design Project I	1-2-2	Senior Standing and Department approval
ECE 492	ECE Capstone Design Project II	1-2-2	ECE 491
TOTAL		67	

Note: ECE students may take ECE 489 Co-Op course instead of the two Summer Internships, ECE 388 and ECE 488.

Course no.	Course title	Credits	Prerequisite(s)
ECE 489	Co-Op in electrical and Computer Engineering	0-0-4	Dept. approval & Completion of 65 credit hours

Technical elective requirements: 15 credit hours

ECE students, in consultation with an academic advisor, must complete technical courses that total 15 credit hours as follows:

- **15** credit hours of ECE Electives Requirements.

1. ECE concentration requirements: 15 credit hours

(A) Computer Engineering

All students in Computer Engineering Concentration are required to select any five courses (15 Credit Hours) from the ECE courses below:

Course no.	Course title	Credits	Prerequisite(s)
ECE 255L	Object Oriented Programming in C++	2-2-3	ECE 102L
ECE 312L	Analog Integrated Circuits	2-2-3	ECE 213L
ECE 314L	Digital Integrated Circuits	2-2-3	ECE 213L
ECE 316	Optics and Modern Physics	3-0-3	PHYS 113L
ECE 354L	Advanced Digital System Design	2-2-3	ECE 254L
ECE 358L	Operating Systems	2-2-3	ECE 356
ECE 385	Special Topics in Computer Engineering	3-0-3	Dept. Approval
ECE 410L	Digital VLSI Design	2-2-3	ECE 213L
ECE 452	Advanced Digital Computer Architecture	3-0-3	ECE 356
ECE 454L	Embedded Systems Design	2-2-3	ECE 102L and ECE 254L
ECE 456L	Computer Network Architecture	2-2-3	ECE 356

(B) Communication and Electronics

Students in the Communication and Electronics Concentration are required to select any five courses (15 Credit Hours) from the ECE courses below:

Course no.	Course title	Credits	Prerequisite(s)
ECE 331L	Optical Communication Systems	2-2-3	ECE 320L
ECE 365L	Power Electronics	2-2-3	ECE 213L
ECE 386	Special Topics in Communication and Electronics	3-0-3	Dept. Approval
ECE 414	CAD for Mixed Signal Electronics	3-0-3	ECE 320L
ECE 415	Optoelectronic Devices	3-0-3	ECE 320L
ECE 433L	Digital Communication Systems	2-2-3	ECE 320L
ECE 435L	Wireless Communications Systems	2-2-3	ECE 320L
ECE 463L	Analog VLSI design	2-2-3	ECE 213L
ECE 471L	Microwave and RF Communication Systems	2-2-3	ECE 320L
ECE 472	Radar Systems	3-0-3	ECE 320L
ECE 474L	Antenna Theory and Design	2-2-3	ECE 370L

(C) Power and Control Systems

Students in the Power and Control Systems are required to select any five courses (15 Credit Hours) from the ECE courses below:

Course no.	Course title	Credits	Prerequisite(s)
ECE 349	Modern Control	3-0-3	ECE 341L
ECE 364	Renewable Electrical Energy	3-0-3	PHYS 113L
ECE 365L	Power Electronics	2-2-3	ECE 213L
ECE 369L	Electromechanical Systems	2-2-3	ECE 213L
ECE 387	Special Topics in Power and Control Systems	3-0-3	Dept. Approval
ECE 465	Electric Drives Systems	3-0-3	ECE 369L
ECE 469L	Robot Kinematics	2-2-3	ECE 341L
ECE 475L	Robotics Dynamics and Control	2-2-3	ECE 469L
ECE 476L	Mobile Robotics and Vision	2-2-3	ECE 469L

(D) No concentration Electives

Students who choose to have a no-concentration career path are required to fulfil 15 credits of technical electives from any concentration electives listed above.

Proposed Plan for Foundation Year

The score of the English Placement test (Linguaskill (162), iBT TOEFL (53), or IELTS (5.5)) will decide whether to enter the college directly or register first in the foundation program, as shown in the below table:

Foundation Year – Semester 1									
SEMESTER 1 - First 8 weeks					SEMESTER 1 - Second 8 weeks				
Course No.	Course Title	LEC	LAB	CR	Course No.	Course Title	LEC	LAP	CR
EEW 011	Beginner Writing Skills	4	4	6	EEW 012	Elementary Writing Skills	4	4	6
EER 021	Beginner Reading Skills	2	4	4	EER 022	Elementary Reading Skills	2	4	4
EELS 031	Beginner Listening and Speaking Skills	3	4	5	EELS 032	Elementary Listening and Speaking Skills	3	4	5
EECL 041	Beginner CALL Lab	0	2	1	EECL 042	Elementary CALL Lab	0	2	1
TOTAL		16			TOTAL		16		
Foundation Year – Semester 2									
SEMESTER 2 - First 8 weeks					SEMESTER 2 - Second 8 weeks				
Course No.	Course Title	LEC	LAB	CR	Course No.	Course Title	LEC	LAP	CR
EEW 013	Intermediate Writing Skills	4	4	6	EEW 014	Upper Intermediate Writing Skills	4	4	6
EER 023	Intermediate Reading Skills	2	4	4	EER 024	Upper Intermediate Reading Skills	2	4	4
EELS 033	Intermediate Listening and Speaking Skills	3	4	5	EELS 034	Upper Intermediate Listening and Speaking Skills	3	4	5
EECL 043	Intermediate CALL Lab	0	2	1	EECL 044	Upper Intermediate CALL Lab	0	2	1
					EEOE 094	Optional Elective	0	0	0
TOTAL		16			TOTAL		16		
Total credit hours required for EEA Program:									64

Proposed Academic Plan For Electrical And Computer Engineering (Ece) Major

The Department of Electrical and Computer Engineering requires its students to develop an individual graduation plan. The purpose of these plans is to help students work efficiently towards their goals and maximize their academic achievements. Usually, students are expected to complete their degree requirements in five years or ten trimesters. The following is a proposed five-year plan for ECE students to meet their degree requirements:

A) Program Study Plan for Computer Engineering Concentration

Semester 1			
Course no.	Course title	Credits	Prerequisite(s)
GENG 131	Advanced English Language Skills and Critical Thinking	None	3-0-3
GMTH 181E	Pre-Calculus for Engineering	None	3-0-3
GCS 182	Principles of Computing, Data and Algorithms	None	2-2-3
GPHY 171	Foundation in Physics	None	2-2-3
CHEM 113L	Principles of Chemistry	None	2-3-3
TOTAL		15	
Semester 2			
Course no.	Course title	Credits	Prerequisite(s)
Choice	English Language II	GENG 131	3-0-3
GSTA 181	Introductory Statistics	None	3-0-3
ECE 106L	Introduction to ECE	None	1-2-2
ECE 102L	Programming I	GCS 182	2-3-3
MATH 101	Calculus for Engineers I	GMTH 181E	3-0-3
PHYS 113L	Principles of Electricity and Magnetism	GPHY 171	2-3-3
TOTAL		17	
Semester 3			
Course no.	Course title	Credits	Prerequisite(s)
GISL 121	Islam and Civil Society	None	3-0-3
ECE 109L	Programming II	ECE 102L	2-2-3
ECE 202L	Electric Circuits Analysis I	PHYS113L	3-2-4
ECE 251L	Digital Logic Design	ECE 106L	3-2-4
MATH 201	Calculus for Engineers II	MATH 101	3-0-3
TOTAL		17	
Semester 4			
Course no.	Course title	Credits	Prerequisite(s)
ECE 203	Electric Circuits Analysis II	ECE 202L	3-0-3
ECE 210L	Electronics I	ECE 202L	3-2-4
ECE 254L	Microprocessor Systems	ECE 251L	2-2-3
MATH 202	Calculus for Engineers III	MATH 201	3-0-3
MATH 225	Differential Equations	MATH 201	3-0-3
TOTAL		16	
Semester 5			
Course no.	Course title	Credits	Prerequisite(s)
GSEM 100	Research Seminar	None	1-2-2
ECE 205	Signals and systems	ECE 202L and MATH 225	3-0-3
ECE 213L	Electronics II	ECE 210L	2-3-3
MATH 307	Linear Algebra	GSTA 181, MATH 201	3-0-3
STAT 321	Probabilistic Methods in Engineering	GSTA 181 and MATH 202	3-0-3
TOTAL		14	

Semester 6			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Creative Arts and Cultural Studies	None	3-0-3
GSEM 201	Research and Innovation and Intellectual Property	GSEM 100	3-0-3
ECE 320L	Communication Systems	ECE 205	2-3-3
ECE 342L	Analog Control Systems	ECE 205	2-2-3
ECE 356	Computer Organization and Architecture	ECE 254L	3-0-3
TOTAL		15	

Summer 1			
Course no.	Course title	Credits	Prerequisite(s)
ECE 388	Summer Internship I	Department approval and Completion of 65 Credit Hours	0-0-2
TOTAL		2	

Semester 7			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Arabic Language	None	3-0-3
ECE 333	Introduction to Artificial Intelligence	GSTA 181 and ECE102L	2-2-3
ECE 362L	Basic Electrical Machines and Transformers	PHYS 113L and ECE 210L	2-2-3
ECE 370L	Introduction to Electromagnetic Fields	MATH 307	2-2-3
MATH 203	Discrete Mathematics	MATH 201	3-0-3
TOTAL		15	

Semester 8			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Social Structure and Global Awareness		3-0-3
ECE 323	Engineering Economics	GSTA 181	3-0-3
ECE 363L	Digital Signal Processing	ECE 205	2-2-3
ECE 460	Power Systems Analysis	ECE 362L	3-0-3
MATH 310	Numerical Analysis	MATH 201 and (CS 1131 or ECE102L)	3-0-3
TOTAL		15	

Summer 2			
Course no.	Course title	Credits	Prerequisite(s)
ECE 488	Summer Internship II	ECE 388 and Dept. approval	0-0-2
TOTAL		2	

Semester 9			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Social Structure and Global Awareness	None	3-0-3
Choice	Foreign Languages and Communication		1-2-2
ECE 491	ECE Capstone Design Project 1	Senior standing and Dept. approval	1-2-2
	Computer Engineering Concentration Elective 1		3
	ECE Concentration Elective 2		3
TOTAL		13	

Semester 10			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Foreign Languages and Communication	None	1-2-2
ECE 492	ECE Capstone Design Project II	ECE 491	1-2-2
	Computer Engineering Concentration Elective 3		3
	Computer Engineering Concentration Elective 4		3
	Computer Engineering Concentration Elective 5		3
TOTAL		13	

B) (B)Program Study Plan for Communications and Electronics Concentration

Semester 1			
Course no.	Course title	Credits	Prerequisite(s)
GENG 131	Advanced English Language Skills and Critical Thinking	None	3-0-3
GMTH 181E	Pre-Calculus for Engineering	None	3-0-3
GCS 182	Principles of Computing, Data and Algorithms	None	2-2-3
GPHY 171	Foundation in Physics	None	2-2-3
CHEM 113L	Principles of Chemistry	None	2-3-3
TOTAL		15	

Semester 2			
Course no.	Course title	Credits	Prerequisite(s)
Choice	English Language II	GENG 131	3-0-3
GSTA 181	Introductory Statistics	None	3-0-3
ECE 106L	Introduction to ECE	None	1-2-2
ECE 102L	Programming I	GCS 182	2-3-3
MATH 101	Calculus for Engineers I	GMTH 181E	3-0-3
PHYS 113L	Principles of Electricity and Magnetism	GPHY 171	2-3-3
TOTAL		17	

Semester 3			
Course no.	Course title	Credits	Prerequisite(s)
GISL 121	Islam and Civil Society	None	3-0-3
ECE 109L	Programming II	ECE 102L	2-2-3
ECE 202L	Electric Circuits Analysis I	PHYS113L	3-2-4
ECE 251L	Digital Logic Design	ECE 106L	3-2-4
MATH 201	Calculus for Engineers II	MATH 101	3-0-3
TOTAL		17	

Semester 4			
Course no.	Course title	Credits	Prerequisite(s)
ECE 203	Electric Circuits Analysis II	ECE 202L	3-0-3
ECE 210L	Electronics I	ECE 202L	3-2-4
ECE 254L	Microprocessor Systems	ECE 251L	2-2-3
MATH 202	Calculus for Engineers III	MATH 201	3-0-3
MATH 225	Differential Equations	MATH 201	3-0-3
TOTAL		16	

Semester 5			
Course no.	Course title	Credits	Prerequisite(s)
GSEM 100	Research Seminar	None	1-2-2
ECE 205	Signals and systems	ECE 202L and MATH 225	3-0-3
ECE 213L	Electronics II	ECE 210L	2-3-3
MATH 307	Linear Algebra	GSTA 181, MATH 201	3-0-3
STAT 321	Probabilistic Methods in Engineering	GSTA 181 and MATH 202	3-0-3
TOTAL		14	

Semester 6			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Creative Arts and Cultural Studies	None	3-0-3
GSEM 201	Research and Innovation and Intellectual Property	GSEM 100	3-0-3
ECE 320L	Communication Systems	ECE 205	2-3-3
ECE 342L	Analog Control Systems	ECE 205	2-2-3
ECE 356	Computer Organization and Architecture	ECE 254L	3-0-3
TOTAL		15	

Summer 1			
Course no.	Course title	Credits	Prerequisite(s)
ECE 388	Summer Internship I	Department approval and Completion of 65 Credit Hours	0-0-2
TOTAL		2	

Semester 7			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Arabic Language	None	3-0-3
ECE 333	Introduction to Artificial Intelligence	GSTA 181 and ECE102L	2-2-3
ECE 362L	Basic Electrical Machines and Transformers	PHYS 113L and ECE 210L	2-2-3
ECE 370L	Introduction to Electromagnetic Fields	MATH 307	2-2-3
MATH 203	Discrete Mathematics	MATH 201	3-0-3
TOTAL		15	

Semester 8			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Social Structure and Global Awareness		3-0-3
ECE 323	Engineering Economics	GSTA 181	3-0-3
ECE 363L	Digital Signal Processing	ECE 205	2-2-3
ECE 460	Power Systems Analysis	ECE 362L	3-0-3
MATH 310	Numerical Analysis	MATH 201 and (CS 1131 or ECE102L)	3-0-3
TOTAL		15	

Summer 2			
Course no.	Course title	Credits	Prerequisite(s)
ECE 488	Summer Internship II	ECE 388 and Dept. approval	0-0-2
TOTAL		2	

Semester 9			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Social Structure and Global Awareness	None	3-0-3
Choice	Foreign Languages and Communication		1-2-2
ECE 491	ECE Capstone Design Project 1	Senior standing and Dept. approval	1-2-2
	Communications and Electronics Concentration Elective 1		3
	Communications and Electronics Concentration Elective 2		3
TOTAL		13	
Semester 10			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Foreign Languages and Communication	None	1-2-2
ECE 492	ECE Capstone Design Project II	ECE 491	1-2-2
	Communications and Electronics Concentration Elective 3		3
	Communications and Electronics Concentration Elective 4		3
	Communications and Electronics Concentration Elective 5		3
TOTAL		13	

C) Program Study Plan for Power and Control Systems Concentration

Semester 1			
Course no.	Course title	Credits	Prerequisite(s)
GENG 131	Advanced English Language Skills and Critical Thinking	None	3-0-3
GMTH 181E	Pre-Calculus for Engineering	None	3-0-3
GCS 182	Principles of Computing, Data and Algorithms	None	2-2-3
GPHY 171	Foundation in Physics	None	2-2-3
CHEM 113L	Principles of Chemistry	None	2-3-3
TOTAL		15	

Semester 2			
Course no.	Course title	Credits	Prerequisite(s)
Choice	English Language II	GENG 131	3-0-3
GSTA 181	Introductory Statistics	None	3-0-3
ECE 106L	Introduction to ECE	None	1-2-2
ECE 102L	Programming I	GCS 182	2-3-3
MATH 101	Calculus for Engineers I	GMTH 181E	3-0-3
PHYS 113L	Principles of Electricity and Magnetism	GPHY 171	2-3-3
TOTAL		17	

Semester 3			
Course no.	Course title	Credits	Prerequisite(s)
GISL 121	Islam and Civil Society	None	3-0-3
ECE 109L	Programming II	ECE 102L	2-2-3
ECE 202L	Electric Circuits Analysis I	PHYS113L	3-2-4
ECE 251L	Digital Logic Design	ECE 106L	3-2-4
MATH 201	Calculus for Engineers II	MATH 101	3-0-3
TOTAL		17	

Semester 4			
Course no.	Course title	Credits	Prerequisite(s)
ECE 203	Electric Circuits Analysis II	ECE 202L	3-0-3
ECE 210L	Electronics I	ECE 202L	3-2-4
ECE 254L	Microprocessor Systems	ECE 251L	2-2-3
MATH 202	Calculus for Engineers III	MATH 201	3-0-3
MATH 225	Differential Equations	MATH 201	3-0-3
TOTAL		16	

Semester 5			
Course no.	Course title	Credits	Prerequisite(s)
GSEM 100	Research Seminar	None	1-2-2
ECE 205	Signals and systems	ECE 202L and MATH 225	3-0-3
ECE 213L	Electronics II	ECE 210L	2-3-3
MATH 307	Linear Algebra	GSTA 181, MATH 201	3-0-3
STAT 321	Probabilistic Methods in Engineering	GSTA 181 and MATH 202	3-0-3
TOTAL		14	

Semester 6			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Creative Arts and Cultural Studies	None	3-0-3
GSEM 201	Research and Innovation and Intellectual Property	GSEM 100	3-0-3
ECE 320L	Communication Systems	ECE 205	2-3-3
ECE 342L	Analog Control Systems	ECE 205	2-2-3
ECE 356	Computer Organization and Architecture	ECE 254L	3-0-3
TOTAL		15	

Summer 1			
Course no.	Course title	Credits	Prerequisite(s)
ECE 388	Summer Internship I	Department approval and Completion of 65 Credit Hours	0-0-2
TOTAL		2	

Semester 7			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Arabic Language	None	3-0-3
ECE 333	Computer Organization and Architecture	GSTA 181 and ECE102L	2-2-3
	Introduction to Artificial Intelligence	PHYS 113L and ECE 210L	2-2-3
ECE 362L	Basic Electrical Machines and Transformers	MATH 307	2-2-3
ECE 370L	Introduction to Electromagnetic Fields	MATH 201	3-0-3
MATH 203		15	

Semester 8			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Social Structure and Global Awareness		3-0-3
ECE 323	Engineering Economics	GSTA 181	3-0-3
ECE 363L	Digital Signal Processing	ECE 205	2-2-3
ECE 460	Power Systems Analysis	ECE 362L	3-0-3
MATH 310	Numerical Analysis	MATH 201 and (CS 1131 or ECE102L)	3-0-3
TOTAL		15	

Summer 2			
Course no.	Course title	Credits	Prerequisite(s)
ECE 488	Summer Internship II	ECE 388 and Dept. approval	0-0-2
TOTAL		2	

Semester 9			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Social Structure and Global Awareness	None	3-0-3
Choice	Foreign Languages and Communication		1-2-2
ECE 491	ECE Capstone Design Project 1	Senior standing and Dept. approval	1-2-2
	Power and Control Systems Concentration Elective 1		3
	Power and Control Systems Concentration Elective 2		3
TOTAL		13	

Semester 10			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Foreign Languages and Communication	None	1-2-2
ECE 492	ECE Capstone Design Project II	ECE 491	1-2-2
	Power and Control Systems Concentration Elective 3		3
	Power and Control Systems Concentration Elective 4		3
	Power and Control Systems Concentration Elective 5		3
TOTAL		13	

D) Program Study Plan for ECE General Track

Semester 1			
Course no.	Course title	Credits	Prerequisite(s)
GENG 131	Advanced English Language Skills and Critical Thinking	None	3-0-3
GMTH 181E	Pre-Calculus for Engineering	None	3-0-3
GCS 182	Principles of Computing, Data and Algorithms	None	2-2-3
GPHY 171	Foundation in Physics	None	2-2-3
CHEM 113L	Principles of Chemistry	None	2-3-3
TOTAL		15	

Semester 2			
Course no.	Course title	Credits	Prerequisite(s)
Choice	English Language II	GENG 131	3-0-3
GSTA 181	Introductory Statistics	None	3-0-3
ECE 106L	Introduction to ECE	None	1-2-2
ECE 102L	Programming I	GCS 182	2-3-3
MATH 101	Calculus for Engineers I	GMTH 181E	3-0-3
PHYS 113L	Principles of Electricity and Magnetism	GPHY 171	2-3-3
TOTAL		17	

Semester 3			
Course no.	Course title	Credits	Prerequisite(s)
GISL 121	Islam and Civil Society	None	3-0-3
ECE 109L	Programming II	ECE 102L	2-2-3
ECE 202L	Electric Circuits Analysis I	PHYS113L	3-2-4
ECE 251L	Digital Logic Design	ECE 106L	3-2-4
MATH 201	Calculus for Engineers II	MATH 101	3-0-3
TOTAL		17	

Semester 4			
Course no.	Course title	Credits	Prerequisite(s)
ECE 203	Electric Circuits Analysis II	ECE 202L	3-0-3
ECE 210L	Electronics I	ECE 202L	3-2-4
ECE 254L	Microprocessor Systems	ECE 251L	2-2-3
MATH 202	Calculus for Engineers III	MATH 201	3-0-3
MATH 225	Differential Equations	MATH 201	3-0-3
TOTAL		16	

Semester 5			
Course no.	Course title	Credits	Prerequisite(s)
GSEM 100	Research Seminar	None	1-2-2
ECE 205	Signals and systems	ECE 202L and MATH 225	3-0-3
ECE 213L	Electronics II	ECE 210L	2-3-3
MATH 307	Linear Algebra	GSTA 181, MATH 201	3-0-3
STAT 321	Probabilistic Methods in Engineering	GSTA 181 and MATH 202	3-0-3
TOTAL		14	

Semester 6			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Creative Arts and Cultural Studies	None	3-0-3
GSEM 201	Research and Innovation and Intellectual Property	GSEM 100	3-0-3
ECE 320L	Communication Systems	ECE 205	2-3-3
ECE 342L	Analog Control Systems	ECE 205	2-2-3
ECE 356	Computer Organization and Architecture	ECE 254L	3-0-3
TOTAL		15	

Summer 1			
Course no.	Course title	Credits	Prerequisite(s)
ECE 388	Summer Internship I	Department approval and Completion of 65 Credit Hours	0-0-2
TOTAL		2	

Semester 7			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Arabic Language	None	3-0-3
ECE 333	Computer Organization and Architecture	GSTA 181 and ECE102L	2-2-3
	Introduction to Artificial Intelligence	PHYS 113L and ECE 210L	2-2-3
ECE 362L	Basic Electrical Machines and Transformers	MATH 307	2-2-3
ECE 370L	Introduction to Electromagnetic Fields	MATH 201	3-0-3
TOTAL		15	

Semester 8			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Social Structure and Global Awareness	None	3-0-3
ECE 323	Engineering Economics	GSTA 181	3-0-3
ECE 363L	Digital Signal Processing	ECE 205	2-2-3
ECE 460	Power Systems Analysis	ECE 362L	3-0-3
MATH 310	Numerical Analysis	MATH 201 and (CS 1131 or ECE102L)	3-0-3
TOTAL		15	

Summer 2			
Course no.	Course title	Credits	Prerequisite(s)
ECE 488	Summer Internship II	ECE 388 and Dept. approval	0-0-2
TOTAL		2	

Semester 9			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Social Structure and Global Awareness	None	3-0-3
Choice	Foreign Languages and Communication		1-2-2
ECE 491	ECE Capstone Design Project 1	Senior standing and Dept. approval	1-2-2
	ECE Concentration Elective 1		3
	ECE Concentration Elective 2		3
TOTAL		13	

Semester 10			
Course no.	Course title	Credits	Prerequisite(s)
Choice	Foreign Languages and Communication	None	1-2-2
ECE 492	ECE Capstone Design Project II	ECE 491	1-2-2
	ECE Concentration Elective 3		3
	ECE Concentration Elective 4		3
	ECE Concentration Elective 5		3
TOTAL		13	

Summary Table Of Electrical And Computer Engineering Courses

Course no.	Course title	Credits	Prerequisite(s)
ECE 102L	Programming I	2-3-3	GCS 182
ECE 106L	Introduction to ECE	1-2-2	None
ECE 109L	Programming II	2-2-3	ECE 102L
ECE 202L	Electric Circuit Analysis I	3-2-4	PHYS 113L
ECE 203	Electric Circuit Analysis II	3-0-3	ECE 201L
ECE 205	Signals and systems	3-0-3	ECE 201L and MATH 225
ECE 210L	Electronics I	3-2-4	ECE 201L
ECE 213L	Electronics II	2-3-3	ECE 210L
ECE 251L	Digital Logic Design	3-2-4	ECE 106L
ECE 254L	Microprocessor Systems	2-2-3	ECE 251L
ECE 255L	Object Oriented Programming in C++	2-2-3	ECE102L
ECE 312L	Analog Integrated Circuits	2-2-3	ECE 213L
ECE 314L	Digital Integrated Circuits	2-2-3	ECE 213L
ECE 316	Optics and Modern Physics	3-0-3	PHYS 113L
ECE 320L	Communication Systems	2-3-3	ECE 205
ECE 323	Engineering Economics	3-0-3	GSTA 181
ECE 331L	Optical Communication Systems	2-2-3	ECE 320L
ECE 333	Introduction to Artificial Intelligence	2-2-3	GSTA 181 and ECE 102L
ECE 342L	Analog Control Systems	2-2-3	ECE 205
ECE 349	Modern Control	3-0-3	ECE 341L
ECE 354L	Advanced Digital System Design	2-2-3	ECE 254L
ECE 356	Computer Organization and Architecture	3-0-3	ECE 254L
ECE 358L	Operating Systems	2-2-3	ECE 356
ECE 362L	Basic Electrical Machines and Transformers	2-2-3	ECE 210L and PHYS 113L
ECE 363L	Digital Signal Processing	2-2-3	ECE 205
ECE 364	Renewable Electrical Energy	3-0-3	PHYS 113L
ECE 365L	Power Electronics	2-2-3	ECE 213L
ECE 369L	Electromechanical Systems	2-2-3	ECE 213L
ECE 370L	Introduction to Electromagnetic Fields	2-2-3	MATH 307
ECE 385	Special Topics in Computer Engineering	3-0-3	Dept. Approval
ECE 386	Special Topics in Communication and Electronics	3-0-3	Dept. Approval
ECE 387	Special Topics in Power and Control	3-0-3	Dept Approval
ECE 388	Summer Internship I	0-0-2	Department approval and Completion of 65 Credit Hours
ECE 410L	Digital VLSI Design	2-2-3	ECE 213L
ECE 414	CAD for Mixed Signal Electronics	3-0-3	ECE 320L
ECE 415	Optoelectronic Devices	3-0-3	ECE 320L
ECE 433L	Digital Communication Systems	2-2-3	ECE 320L
ECE 435 L	Wireless Communication Systems	2-2-3	ECE 320L

Course no.	Course title	Credits	Prerequisite(s)
ECE 452	Advanced Digital Computer Architecture	3-0-3	ECE 356
ECE 454L	Embedded Systems Design	2-2-3	ECE102L and ECE 254L
ECE 456L	Computer Network Architecture	2-2-3	ECE 356
ECE 460	Power System Analysis	3-0-3	ECE 362L
ECE 463L	Analog VLSI design	2-2-3	ECE 213L
ECE 465	Electric Drives Systems	3-0-3	ECE 369L
ECE 469L	Robot Kinematics	2-2-3	ECE 341L
ECE 471L	Microwave and RF Communication Systems	2-2-3	ECE 320L
ECE 472	Radar Systems	3-0-3	ECE 320L
ECE 474L	Antenna Theory and Design	2-2-3	ECE 370L
ECE 475L	Robotics Dynamics and Control	2-2-3	ECE 469L
ECE 476L	Mobile Robotics and Vision	2-2-3	ECE 469L
ECE 488	Summer Internship II	0-0-2	ECE 388 & Dept. approval
ECE 489	Co-op in Electrical and Computer Engineering	0-0-4	Department approval and completion of 65 credit hours
ECE 491	ECE Capstone Design Project I	1-2-2	Senior Standing & Dept. Approval.
ECE 492	ECE Capstone Design Project II	1-2-2	ECE 491

Course Descriptions For ECE General Requirements And ECE Concentration Requirements

ECE 102L: Programming I (2-3-3)

Prerequisite(s): GCS 182

This course introduces undergraduate students to the fundamental principles of programming for solving engineering problems using the C++ programming language. It familiarizes students with the process of computational thinking and the translation of real-life engineering problems to computation problems. It further describes the basic techniques of systematic software design. It provides fundamental knowledge in basic programming concepts such as program flow control, memory management, and elementary data structure and algorithm designs.

ECE 106L: Introduction to ECE (1-2-2)

Prerequisite(s): None

In this course, students are introduced to the basic concepts of ECE through laboratory experiments. Students get familiar with the basic measurement instruments in the labs in the ECE department. Simple experiments include DC circuits, electromagnets, DC motors, and electronic devices such as diodes, LEDs, transistors, operational amplifiers, sensors, feedback control circuits, digital logic circuits, pulse-width modulation, and communication circuits, and basic computer organization.

ECE 109L: Programming II (2-2-3) ECE102L

Prerequisite(s):
ECE102L

In this course, students are introduced to computational methods in engineering such as programming flowcharts, an introduction to MATLAB, MATLAB commands, and applications of MATLAB in solving the engineering and mathematical problems such as finding the roots of equations solving simultaneous linear equations, and matrix operations.

ECE 201L: Electric Circuit Analysis I (3-2-4)

Prerequisite(s): PHYS 113L

Circuit variables and elements; simple resistive circuits with the use of Ohm's law and Kirchhoff's laws; techniques for analyzing linear circuits: Nodal and mesh analysis, superposition and linearity, star-delta and delta-star transformations, Thevenin and Norton equivalent circuits, source transformation and the concept of maximum power transfer; operational amplifiers; energy-storage elements: inductance, capacitance, and mutual inductance; introduction to phasors and impedances, sinusoidal steady-state analysis. Simulating circuits using available software such as ORCAD or MULTISIM.

ECE 203: Electric Circuit Analysis II (3-0-3)

Prerequisite(s): ECE 202L

Electric circuit techniques for the analysis of linear AC electric circuits and measurements of their properties, including AC sources, RMS, Average value, sinusoids and phasors, sinusoidal steady-state analysis using Node, mesh, the Thevenin's method, AC power analysis, mutually-coupled inductor circuits, balanced three-phase circuit analysis: phase sequence- star and delta connection - relation between line and phase voltages and currents - measurement of active and reactive power, two-port-network analysis.

ECE 205: Signals and Systems (3-0-3)

Prerequisite(s): ECE 202L and MATH 225

This course introduces continuous, discrete signal representation and classification, system classification and response, and transfer functions. Topics include Fourier series, Fourier transform, Laplace transform, and Z transform. Applications include convolution, stability, phasors, frequency response, modulation, sampling, filtering, and digital signal processing with active filters and AM radio applications.

ECE 210L: Electronics I (3-2-4)

Prerequisite(s): ECE 202L

Fundamentals of semiconductor physics, Semiconductors materials and properties, Energy levels, Current in semiconductors (Drift and Diffusion), P and N-type semiconductors. PN Junction, Forward and Reverse bias junction, Diode I-V characteristics, Diode equation, Breakdown, Temperature effect, Transition and diffusion capacitance, Diode Circuits, DC Analysis and Models, AC Analysis and Equivalent Circuits, Special Purpose Diodes, Diode Applications, Half and Full wave rectifiers, Clipper, Clamper, Bipolar Junction Transistors (BJT) Operation, BJT I-V characteristics, BJT Bias Techniques, BJT amplifiers configurations, Common emitter BJT Amplifier, Common Collector BJT Amplifier, Common base BJT Amplifier, BJT applications. Simulation using Spice-based software.

ECE 213L: Electronics II (2-3-3)

Prerequisite(s): ECE 210L

The field- Effect transistor Theory, MOS field – Effect transistor IV Characteristics, MOSFET large signal (DC) Circuit Analysis, Non idealities, Basic MOSFET applications, Multistage MOSFET DC analysis, MOSFET Amplifier, Small-signal (ac) model, Common-Source MOSFET Amplifier, Common Drain MOSFET Amplifier, Common Gate MOSFET Amplifier, Multistage MOSFET Amplifiers, Differential Amplifier, CMOS Technology, Frequency response, Analogue- Circuits Applications, Digital-circuits implementation, static logic circuits and gates, dynamic logic circuits and gates, Combinational and sequential circuits & memory circuits. Extensive use of SPICE-based software for simulation.

ECE 251L: Digital Logic Design (3-2-4)

Prerequisite(s): ECE 106L

Introduction to digital concepts and number systems. Representation of functions using canonical forms: sum of minterms and product of maxterms. Boolean algebra and switching theory. Manipulation and minimization of entirely and incompletely specified Boolean functions. Timing diagram and propagation delay. Implementations of functions using universal gates such as NAND and NOR gates. Design of combinational networks: adder/subtractor, code converter, magnitude comparator, decoder, encoder, and multiplexer. Design of combinational circuits using MSI devices. Sequential circuit analysis and design: basic flip-flops, clocking, and timing diagrams. Registers, shift registers, counters, and their applications. ROMs, PALs, and PLAs. Computer simulation will be used to validate designs. Prototypes will be constructed to demonstrate design functionality.

ECE 254L: Microprocessor Systems (2-2-3)

Prerequisite(s): ECE 251L

Introduction to microcomputer systems, microprocessor architecture, assembly language programming, instruction formats, and types, addressing modes, memory, I/O subsystems, memory interfacing, basic I/O interfacing, the practice of the design of a microprocessor system design, testing, and debugging.

ECE 255L: Object Oriented Programming in C++ (2-2-3)

Prerequisite(s): ECE 102L

This course presents the C++ programming language. The language constructs discussed include classes, inheritance, encapsulation, polymorphism, class derivation, abstract classes, interfaces, static class members, object construction and destruction, namespaces, exception handling, function overloading and overriding, function name overload resolution, container classes, template classes.

ECE 312L: Analog Integrated Circuits (2-2-3)

Prerequisite(s): ECE 213L

Analog integrated circuits biasing and active loads; differential amplifiers; ideal operational amplifier structures, circuits, applications and building blocks for analog signal processing including operational trans conductance amplifiers; application and design of integrated circuits: active filters, oscillators, comparators, voltage regulators, Schmitt trigger and timers; Extensive use of industry-standard computer aided design (CAD) tools.

ECE 314L: Digital Integrated Circuits (2-2-3)

Prerequisite(s): ECE 213L

Characteristics of ideal and practical digital integrated circuits; IC logic families; Switching characteristics, power consumption, noise margin, propagation delay, fan in, and fan out in metal oxide semiconductor (MOS) devices; interconnect between different families; analysis of digital circuits implemented in n-channel metal oxide semiconductor (NMOS); Complementary metal oxide semiconductor (CMOS); analysis of logic (inverters, gates) and memory circuits such as static random access memory (SRAM) and dynamic random access memory (DRAM); Common types of mixed-signal circuits and applications, including digital-to-analog (D/A) and analog-to-digital (A/D) converters and sample-and-hold circuits; influence of technology and device structure on performance and reliability of digital integrated circuits; simulation programs with integrated circuit emphasis (SPICE) are considered.

ECE 316: Optics and Modern Physics (3-0-3)

Prerequisite(s): PHYS 113L

Geometric Optics, Physical Optics, Paraxial Theory, Lenses, Mirrors, Prism, Fiber-optics, Analytical way tracing, Superposition of Waves, Polarization, Interference, Diffraction, Coherence Theory, Particle properties of waves, Wave properties of Particles, atomic Structure, Bohr Model of the Atom, Schrödinger's Equation, Atomic Spectra, Molecular Spectra, Quantum Statistics, Applications of Quantum Mechanics.

ECE 320L: Communication Systems (2-3-3)

Prerequisite(s): ECE 205

Basic components of a Communication System, Digital Low-pass, band-pass and high-pass filters. Continuous-time Fourier Transform and its properties. Sine wave Amplitude modulation, Suppressed Carrier and Double side band Amplitude modulation, Frequency modulation, and Phase modulation. Frequency Division Multiplexing. Phase synchronization issues with Carrier. Frequency shift keying and pulse amplitude modulation. Concept of digital modulation.

ECE 323: Engineering Economics (3-0-3)

Prerequisite(s): GSTA 181

This course is designed to present engineering students the major concepts and techniques of engineering economic analysis that are needed in the decision-making process. The emphasis of this course is on the analytical analysis of money and its impact on decision making. The student will be exposed to the concepts of the "time value of money" and the methods of discounted cash flow. Students are prepared to make decisions regarding money as capital within a technological or engineering environment.

ECE 333: Introduction to Artificial Intelligence (2-2-3) Prerequisite(s): GSTA 181 and ECE 102L

The course covers basic elements of Artificial Intelligence. Topics featured in this course include search, adversarial search, constraint satisfaction, knowledge representation, inference, uncertain knowledge, making decisions under uncertainty, introduction to machine learning, game playing and robotics.

ECE 331L: Optical Communication Systems (2-2-3)**Prerequisite(s):
ECE 320L**

This course deals with the operating principles of optical communications systems and fiber optic communication technology. Topics covered include an Overview of optical fibers and light transmission, attenuation and dispersion in fibers, optical sources (LED), optical modulators, optical receivers, optical amplifiers, wavelength division multiplexing concepts, and Optical Networks.

ECE 342L: Analog Control Systems (2-2-3)**Prerequisite(s): ECE 205**

Introduction to control system. Advantages of closed-loop feedback systems. Sensitivity to parameter variations and disturbance signals. Block diagram and signal flow graphs. Time-domain: analysis, performance specifications, and design. Steady-state errors. Stability using Routh-Hurwitz criterion, Nyquist Stability. Root locus analysis. Elementary lead-lag compensation.

ECE 349: Modern Control (3-0-3)**Prerequisite(s): ECE 341L**

Mathematical modelling of systems in state space, Transfer functions decomposition, Minimal realization, Similarity transformations, Responses and stability, Controllability and observability, introduction to controller design: Pole placement technique. Extensive use of MATLAB.

ECE 354L: Advanced Digital System Design (2-2-3)**Prerequisite(s): ECE
254L**

Designing of digital circuits and systems. Logic minimization techniques, hazards, design of clocked sequential circuits, analysis and design of asynchronous circuits, Finite state machines. The use of modern EDA tools in the design, simulation, synthesis and implementation is explored. Application of a hardware description language such as Verilog or VHDL to model digital systems at Behavior and RTL level is studied. Field programmable gate arrays (FPGA) are used in the laboratory exercises as a tool to understand complete design-flow.

ECE 356: Computer Organization and Architecture (3-0-3)**Prerequisite(s): ECE
254L**

This course covers the basic Building Blocks, CPU Architecture, register transfer logic (RTL) with applications, design, implementation and simulation of simplified control unit and CPU modules by using the hardware description languages, memory categories, internal structure of memories, building bigger memories from small memory modules, memory hierarchy (cache, main memory and secondary memory) operation and performance, simple pipelines, basic performance analysis, virtual memory, computer I/O concepts, including interrupt and DMA mechanisms.

ECE 358L: Operating Systems (2-2-3)**Prerequisite(s): ECE 356**

This course covers the topics to design and construct operating systems (OSs) for both individual computers and distributed (networked) systems. Basic concepts and methods for managing processor, main memory, cache, interrupts, processes, threads, and block-structured storage are covered. The trade-offs that can be made between performance and functionality during the design and implementation of an operating system will be covered. The major OS subsystems: process management, memory management and file systems will be covered along with the operating system support for parallel and distributed processing.

ECE 362L: Basic Electrical Machines and Transformers (2-2-3)**Prerequisite(s): ECE 210L
and PHYS 113L**

This course deals with various types of electric machines and transformers. It includes the following topics: Review of electric circuits; theory of rotating magnetic field; DC machines: construction, equivalent circuit, operation as a generator and as a motor: operating characteristics, starting procedure, and speed control; single-phase transformers. 3-phase systems; Synchronous generator: construction, equivalent circuit, operation. Induction motors: construction, equivalent circuit, operating characteristics, and starting procedure.

ECE 363L: Digital Signal Processing (2-2-3)**Prerequisite(s):
ECE 205**

An introduction to theory and application of digital signal processing. Concepts, analytical tools and design techniques to process signals in digital form. Topics cover: Discrete-time signals and systems, z-transform, Fourier representation of signals, transform analysis of LTI systems, sampling of continuous-time signals, discrete Fourier transform, computation of discrete Fourier transform, and structures of discrete-time systems. Discrete system simulation and description in addition to course projects are required.

ECE 364: Renewable Electrical Energy (3-0-3)**Prerequisite(s): PHYS 113L**

Energy conversion, utilization, and storage for renewable technologies such as wind, solar, biomass, fuel cells, hybrid systems, and thermodynamics concepts (including the first and second law) will form the basis for modelling the renewable energy systems. The course also touches upon the environmental consequences of energy conversion and how renewable energy can reduce air pollution and global climate change.

ECE 365L: Power Electronics (2-2-3)**Prerequisite(s): ECE
213L**

Power electronics device characteristics and their applications, important circuit component design and analysis concepts, uncontrolled and phase-controlled rectifier circuits, DC to DC converters, switching power supply, pulse width modulation, AC to DC Converter, utility interference, and harmonic issues for power electronics Circuits.

ECE 369L: Electromechanical Systems (2-2-3)**Prerequisite(s):
ECE 213L**

Students learn the analytical methods and modern tools for solution of problems associated with design and operation of transformers, motors and generators. They acquire the basic skills of how to approach and deal with real life situations and solve operating problems. Students must also utilize knowledge of mathematics, physics, system's control, circuits and basic engineering sciences in order to effectively analyse a diverse set of fundamental problems in electrical machines.

ECE 370L: Introduction to Electromagnetic Fields (2-2-3)**Prerequisite(s): MATH
307**

Vector analysis, coordinate systems, Coulomb's law, electrostatic field, Gauss's law, electrostatic potential, and capacitance. Biot savart law, magneto static field, Ampere's law, magnetic vector potential, and inductance. Maxwell's equation, solution of Maxwell's equations, and wave propagation in different media. Electromagnetic wave reflection and transmission from boundaries between two different media at normal and oblique incidence.

ECE 385: Special Topics in Computer Engineering (3-0-3)**Prerequisite(s): Dept.
Approval**

This course presents special topics of study related to the Computer Engineering concentration tailored to fit the needs of small groups. The course topics may include any materials related to the concentration.

ECE 386: Special Topics Communication and Electronics (3-0-3)**Prerequisite(s): Dept.
Approval**

This course presents special topics of study related to Communication and Electronics concentration tailored to fit the needs of small groups. The course topics may include any materials related to the concentration.

ECE 387: Special Topics Power and Control Systems (3-0-3)**Prerequisite(s): Dept.
Approval**

This course presents special topics of study related to Power and Control Systems concentration tailored to fit the needs of small groups. The course topics may include any materials related to the concentration.

ECE 388: Summer Internship I (0-0-2)**Prerequisite(s): Department approval and
Completion of 65 Credit Hours**

This course requires the completion of 120 hours of training in the industry, where the students will experience a real job environment while being involved in an ECE-related project. They apply their academic knowledge and acquired skills by working on ECE-related tasks. This course requires students to document and report on their work experience.

ECE 410L: Digital VLSI Design (2-2-3)**Prerequisite(s): ECE 213L**

This course covers basic theories and techniques of digital VLSI design in CMOS technology. Topics to be covered include: CMOS transistor operation and the manufacturing process for CMOS VLSI chips, logic gates implementation in CMOS technology, layout, design rules, layout verification, circuit families, timing and power analysis, clocking techniques, combinational and sequential circuits design. A project is required to provide students with a complete hands-on experience in the design of custom digital VLSI circuits and train them in the Extensive use of state-of-the-art design tools.

ECE 414: CAD for Mixed Signal Electronics System Design (3-0-3)**Prerequisite(s): ECE
320L**

This covers modern mixed-signal system design methodologies. The focus is on the industrial CAD-based mixed-signal electronics design and verification and mixed-signal conditioning and processing concept building. It covers system description, components choice, schematic design, and CAD-based electric simulations for functional verification. Structural design of the system analog and digital modules. System modules design simulation with the analog mixed-signal CAD tools and hardware description languages. The CAD-based design, automation, and synthesis simplify the system implementation. The system, analog, and digital modules, integration strategies, and testing methodologies will also be covered.

ECE 415: Optoelectronic Devices (3-0-3)**Prerequisite(s): ECE 320L**

This course provides a complete overview of the different optoelectronic devices employed in light wave systems and networks. Topics include the design and operation of optical LEDs, the basic physics and operation of lasers and photodetectors, details of the basic physics and operation of solar cells, and the operation of quantum well electro-absorption modulators electro-optic modulators, and the design and operation of optoelectronic integrated circuits.

ECE 433L: Digital Communication Systems (2-2-3)**Prerequisite(s): ECE 320L**

System-level analysis and design for digital communications systems: analog-to-digital conversion, quantization, pulse code modulation, differential pulse code modulation, delta modulation, digital baseband communications, carrier modulation formats, matched filters, bandwidth efficiency, receiver design, link budgets, signal-to-noise ratio, bit error rates in additive-white-noise Gaussian (AWGN) channels, and code division multiple access.

ECE 435L: Wireless Communication Systems (2-2-3)**Prerequisite(s): ECE 320L**

Wireless Propagation, shadowing, multipath fading, Multiple access schemes: FDMA, TDMA, CDMA, Cellular communications, Diversity, Equalization, Channel coding, Performance Analysis, Error Probability, Wireless systems, and standards (1G/2G/3G/4G systems).

ECE 452: Advanced Digital Computer Architecture (3-0-3)**Prerequisite(s): ECE 356**

It covers the architecture and organization of modern computing systems, including pipelined machines, multiprocessing, superscalar architectures, Cache mapping, and replacement algorithms, Cache coherence phenomenon, Very Long Instruction Word architecture, Architectures for Parallel Computation, and Architectures for Low Power Consumption, techniques and tools for quantitative analysis and evaluation of modern computing systems and their components.

ECE 454L: Embedded Systems Design (2-2-3)**Prerequisite(s): ECE 102L and ECE 254L**

This course covers Embedded systems design methodologies. It covers the hardware and software co-design of embedded systems. The embedded systems elementary components, register, memory, ports, timer, power supply, processor, etc., study, design and integration. Structured programming techniques for high- and low-level design. The Microcontrollers and FPGAs along with their Computer-Aided Design (CAD) tools. Their application for the illustrative embedded systems design, development, and testing. Hardware and CAD based simulation laboratory exercises with microcontrollers and FPGAs evaluation boards.

ECE 456L: Computer Networks Architecture (2-2-3)**Prerequisite(s): ECE 356**

This course introduces the design, use and analysis of computer networks. The course is focused on the following areas: fundamental concepts of computer network architecture and topologies, TCP/IP and Open System Interconnection (OSI) models and standards, analysis of transport protocol specification, network program interface, network management, and emerging computer network applications, network standards (Ethernet, token ring, and Fiber Distributed Data Interface).

ECE 460: Power Systems Analysis (3-0-3)**Prerequisite(s): ECE 362L L**

Analysis of power flow (using Gauss Seidel and Newton Raphson methods), balanced fault, fault analysis, symmetrical components and unbalanced fault, power system stability (using equal area criterion), Simulation using MATLAB and SIMULINK is used through the course.

ECE 463L: Analog VLSI design (2-2-3)**Prerequisite(s): ECE 213L**

This course covers the fundamentals of CMOS and BICMOS analog circuit design techniques used in today's advanced mixed-signal integrated-circuit applications. Topics to be covered include device/process background, IC passives, analog amplifiers, current mirrors, op-amp design, noise fundamentals, RF design basics, switched capacitor circuits, comparators, A/D and D/A converters. The course will Provide students with a complete hands-on experience in the design, layout, and simulation of RF/analog integrated circuits using state-of-the-art design tools such as Cadence SpectreRF CAD.

ECE 465: Electric Drives Systems (3-0-3)**Prerequisite(s): ECE 369L**

Introduction to Electrical Drive Systems. Elements of drive systems. Requirements for servo and industrial drives. Drive system representation. DC motor drives. Converters for DC motor drives, Brushless DC drives, Synchronous motor drives, Induction motor drives, Controller design for electrical drives.

ECE 469L: Robot Kinematics (2-2-3)**Prerequisite(s): ECE 341L**

This course covers topics in robotics, basic configurations of manipulator arm design; coordinate transformations, forward and inverse kinematics; velocity kinematics; motion planning; trajectory generation; sensing, vision; feedback control.

ECE 471L: Microwave and RF Communication Systems (2-2-3)**Prerequisite(s): ECE 320L**

This course covers the principles of Microwave and RF communications. Topics include: RF filter design, active microwave diode and transistors, S-parameters, microwave amplifier design, microwave oscillator, microwave receiver and transmitter. Microwave mixer and modulator.

ECE 472: Radar Systems (3-0-3)**Prerequisite(s): ECE 320L**

This course introduces the principles of radar systems. Topics include radar equation and definition of RCS, basic concepts and measurements, radar equation, examples of simple radar systems, analysis of system noise rejection (SNR), detection theory, parametric description of antennas, range and range ambiguity, Doppler and velocity measurements, images from Range-Doppler mapping, imaging with SLR and SAR, signal coding in imaging, ambiguity function.

ECE 474L: Antenna Theory and Design (2-2-3)**Prerequisite(s): ECE 370L**

This course is focused on wave propagation in free-space, polarization, antenna parameters, directive gain, power gain; effective area, effective length; input impedance, radiation resistance; antenna temperature, basic antenna types: dipole antenna; reflector antenna; dielectric rod antenna, antenna array, broadband antenna design: spiral antenna, log-periodic antenna. Microstrip-patch antenna, antenna measurements.

ECE 475L: Robotics Dynamics and Control (2-2-3)**Prerequisite(s): ECE469L**

This course covers topics in control of robotic systems with motion constraints. A variety of applications are considered and for each case, the control problems are discussed and solved. Software packages such as MATLAB and other programming languages such as Python are used. The course evaluation is mostly project-based.

ECE 476L: Mobile Robotics and Vision (2-2-3)**Prerequisite(s): ECE 469L**

This robotics and machine vision course covers many algorithms that have been developed to efficiently solve large-scale problems in perception, planning, control and localization. Software packages such as MATLAB and other programming languages such as Python are used. The course evaluation is mostly project-based.

ECE 488: Summer Internship II (0-0-2)**Prerequisite(s): ECE 388 and Dept. approval**

This course requires the completion of 120 hours of training in the industry of summer work in the electrical and computer engineering design area. The students must work on a project design related to their field of study and benefit the hosting company. The writing of a field experience report is required. The report should emphasize duties assigned and completed during the period.

ECE 489: Co-op in Electrical and Computer Engineering (0-0-4)**Prerequisite(s): Department approval and Completion of 65 Credit Hours**

This course offers students the opportunity to spend one entire semester in industry or research settings where she develops teamwork, responsibility, and work ethics skills. The student is expected to work in a team on a project where she demonstrates a substantial contribution.

ECE 491: ECE Capstone Design Project I (1-2-2)**Prerequisite(s): Senior standing & Dept. Approval**

Students will design, document, and analyze a proposed prototype. Topics include Iteration in design, design review, reviewing previous design, communicating with other institutions and/or industry, making effective presentations, project management, ethics and standards, written proposal, and oral presentations.

ECE 492: ECE Capstone Design Project II (1-2-2)**Prerequisite(s): ECE 491**

Students are required to complete a design project that complements the technical content of the curriculum. This project will prepare for engineering practice by demonstrating the integration of knowledge and skills acquired in earlier coursework. This project will incorporate appropriate and identified engineering standards using multiple realistic constraints outlined in the project's specifications.

Course Descriptions for Collateral Basic Sciences and Mathematics Courses

CHEM 113L: Principles of Chemistry (2-3-3)

Prerequisite(s): None

The main themes of chemistry – the study of materials and the study of the changes that materials can be made to undergo – are discussed. As these themes are developed, a considerable emphasis is placed on a variety of simple laboratory investigations.

MATH 101: Calculus for Engineers I (3-0-3)

Prerequisite(s): GMTH 181E

Functions, limits, continuity, trigonometric functions, tangents, instantaneous rates of change, velocities and, derivatives, the chain rule, implicit differentiation, higher derivatives, exponential functions, inverse functions, the mean value theorem, monotonic functions, concavity, points of inflection, applied maximum and minimum problems, definite and indefinite integrals, and the fundamental theorem of calculus.

MATH 201: Calculus for Engineers II (3-0-3)

Prerequisite(s): MATH 101

Techniques of Integration including substitutions, integration by parts, trigonometric substitutions, and partial fractions. Improper integrals. Applications of integration including area, volume and arc length. Sequences, series, convergence tests. Power series, Taylor and Maclaurin.

MATH 203: Discrete Mathematics (3-0-3)

Prerequisite(s): MATH 201

This course covers elementary discrete mathematics for computer science and engineering. The topics included are logic, proof methods, mathematical induction, recurrence relations, sets and functions, relations, counting techniques and the pigeonhole principle, elementary graph and number theory.

MATH 202: Calculus for Engineers III (3-0-3)

Prerequisite(s): MATH 201

Introduction to vectors and the geometry of space, including lines, planes and surfaces. Functions of two and three variables, and their limits, and continuity. Partial derivatives, directional derivatives. Extrema of functions of two variables. Double integrals, double integrals in polar coordinates. Triple integrals, triple integrals in cylindrical and spherical coordinates.

MATH 225: Differential Equations (3-0-3)

Prerequisite(s): MATH 201

First order and first-degree differential equations. Linear differential equations. Homogeneous differential equations with constant coefficients. Undetermined coefficients: reduction of order, variation of parameters, and Euler equation. Solving differential equations using Laplace transform. Series solutions. Introduction to partial differential equations.

MATH 307: Linear Algebra (3-0-3)

Prerequisite(s): GSTA 181, MATH 201

System of linear equations, matrix operations, vector space, linear transformations, orthogonality, determinants, eigenvalues and eigenvectors with applications, and diagonalization.

MATH 310: Numerical Analysis (3-0-3)

Prerequisite(s): MATH 201 and (CS 1131 or ECE102L)

Numerical Solution of Non-linear Equations: Bisection method, Newton-Raphson method, Secant method, Convergence. Interpolation: Lagrange, Newton divided difference formula. Numerical Differentiation: First Derivatives, Higher Derivatives. Numerical Integration: Trapezoidal Rule, Gaussian Integration. Numerical solution of initial value problems: Euler's method, Taylor's method, Ruge-Kutta method.

PHYS 113L: Principles of Electricity and Magnetism (2-3-3)

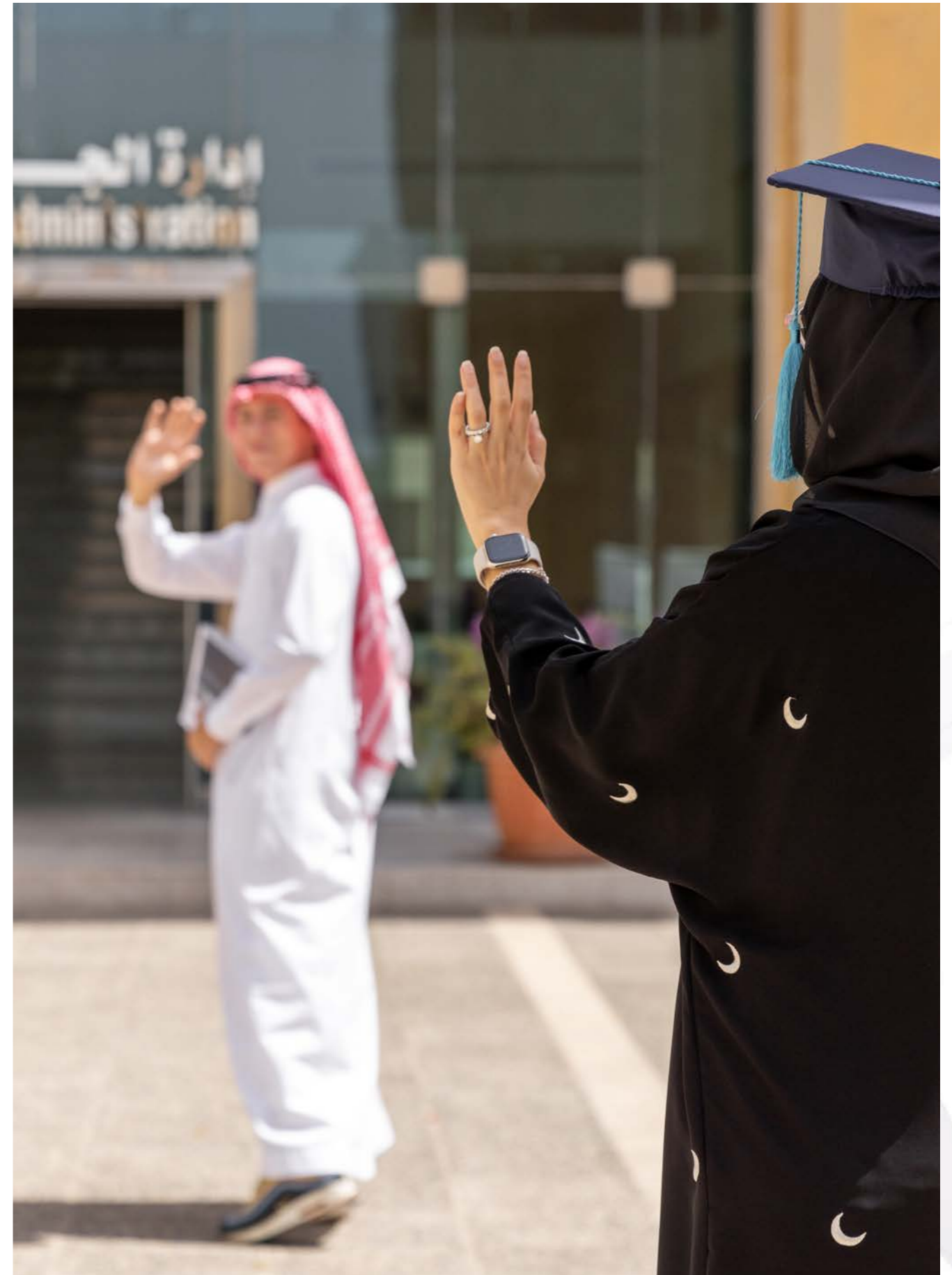
Prerequisite(s): GPHY 171

Topics covered include principles and applications of electrostatics, current, electromotive force, potential difference, resistance, DC circuits, series and parallel circuits, principles of magnetic field and electromagnetic induction, magnetic properties of matter, AC circuits, electromagnetic waves, the nature of light, geometrical optics, interference of light waves, diffraction and polarization.

STAT 321: Probabilistic Methods in Engineering (3-0-3)

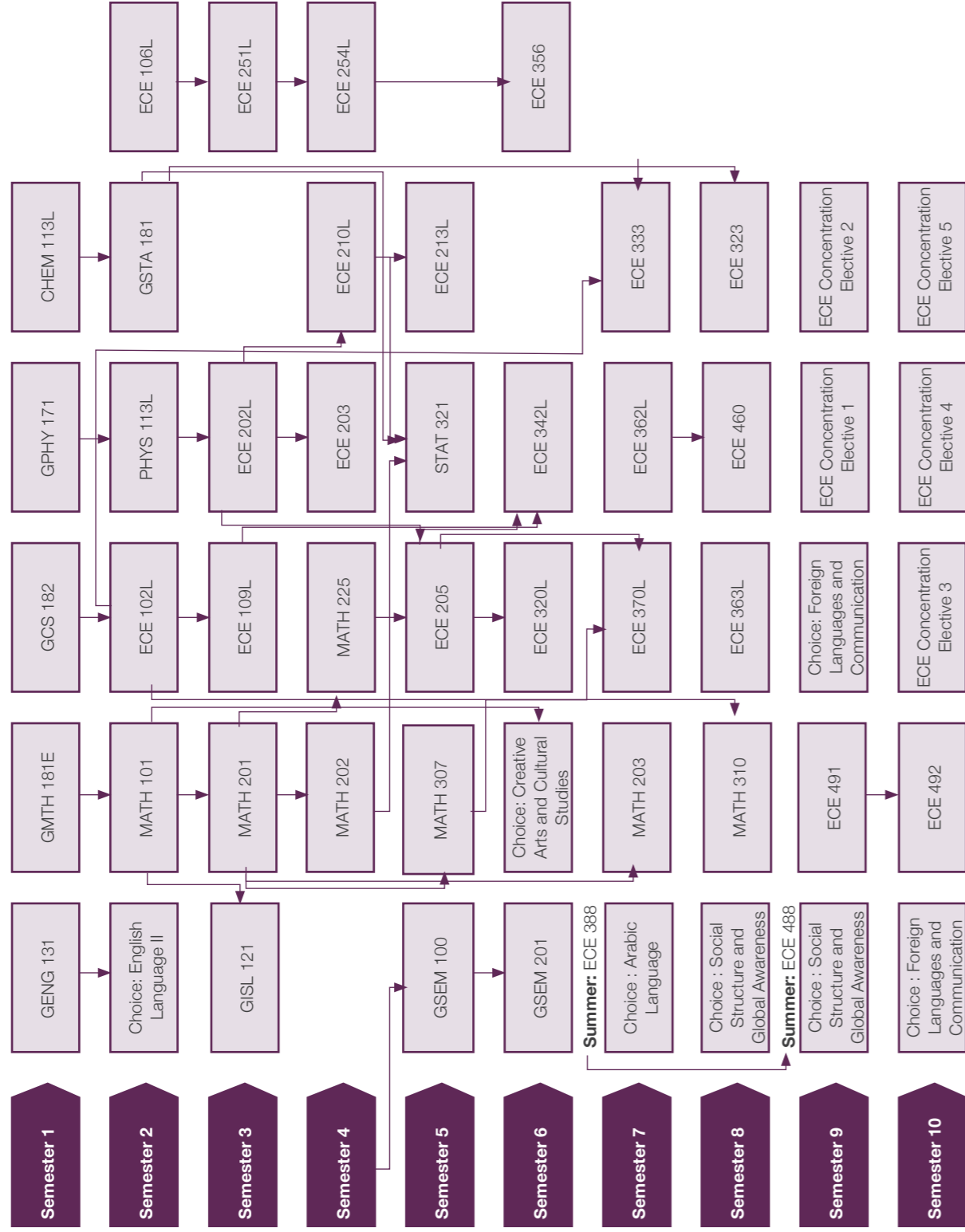
Prerequisite(s): GSTA 181 and MATH 202

Basic Concepts of Probability Theory, Random Variables, Special probability distributions such as Binomial, Geometric, Poisson, exponential Weibull and Normal distributions, Multiple Random Variables, Sums of Random Variables. Some sampling distributions. Point and interval parameter estimations. Testing hypothesis and Regression.



Electrical and Computer Engineering – General plan

Advising flowchart





VISION

ECoB will lead business innovation through education, impactful research and society engagement.

MISSION

The ECoB commits to business transformation, incubate ideas, instill decision making, through data driven multidisciplinary curriculum and practice to create leaders, entrepreneurs, and scholars who will effectively engage and contribute to the local and global socio-economic growth.



Accounting and Finance



GEORGETOWN
UNIVERSITY
McDonough
SCHOOL of BUSINESS



Program description

The Accounting and Finance (AF) program provides a comprehensive knowledge of the main theories, concepts, and tools in the areas of accounting, corporate finance, investments, financial markets and institutions in a global setting. The program emphasizes on the implications of important accounting and finance issues from the perspective of various stakeholders such as individual investors, corporations, financial institutions, and policy makers. Students will acquire knowledge and skills covering a broad range of accounting and finance topics needed for successful careers in these fields.

Educational objectives

Students who undertake this program will:

- Demonstrate an understanding of the key terms, theories, practices and latest trends in the field of Accounting and Finance.
- Demonstrate problem-solving skills in the field of Accounting and Finance.
- Provide innovative solutions to problems in the field of Accounting and Finance.
- Demonstrate ability to conduct research in the field of Accounting and Finance.
- Demonstrate the understanding of ethical issues in Accounting and Finance reporting.
- Demonstrate the understanding of ethical issues in Accounting and Finance reporting.

Learning outcomes

Upon graduating from our Accounting and Finance Program, you'll be able to:

Knowledge

1. Demonstrate in-depth knowledge and comprehension of materials, techniques, practices, and terminologies of Finance, Accounting and Economics. (Itqan)
2. Comprehension and ability to conduct research applying various methodologies related to Finance, Accounting and Economics. (Itqan)

Skills

3. Use critical thinking to develop creative solutions to current issues and problems within the field. (Itqan)
4. Utilize advanced processes, tools and techniques to solve complex problems within the discipline. (Itqan)
5. Communicate effectively theoretical knowledge through application of IT, mathematics and statistics software in analyzing and presenting data and results. (Ambassador)

Values

6. Demonstrate personal, professional, and ethical competencies expected for good leadership. (Ihsan)
7. Demonstrate ability to work independently and in group, responsibly and constructively, on tasks and activities related to the discipline and/or work. (Stewardship)

Career opportunities

Graduates will be able to pursue their careers as:

- Accounting and Finance Officer
- Loans Officer
- Auditor
- Financial Statement Analyst
- Fund/Investment Manager
- Finance Business Analyst and Consultant
- Finance Manager / Officer
- Accounts Manager / Officer
- Purchase officer
- Sales Ledger Officer

Graduation requirements

Graduation requirements include the successful completion of a minimum of 132 credit hours.

General Education Requirements	Business Core Requirements	Business Elective Requirements	Technical Core Requirements	Technical Elective Requirements	Field Experience Requirements	Research Requirements	Total Credit Requirements
Finance							
42	57	6	15	6	3	3	132

General education requirements: 42 credit hours

List of Required General Education Courses:

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
			Any course from the category	3
		Arabic Language	Any course from the category	3
		English Language	GENG 131- Advanced English Language Skills and Critical Thinking	3
			Any course from the category	3
Foreign Languages	Any two courses from the category	4		
Social Sciences	8	Social Structure and Global Awareness	GSEM100: Research Seminar	2
			Any two courses from the category	6
Research	3	Research Skills and Innovation	GSEM201: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	Any course from the category	3
		Computer Science and Technology	Any course from the category	3
		Quantitative Sciences	GMTH181H/E/A/B	3
			GSTA181: Introductory Statistics	3
TOTAL	42		15 Courses	42

Business Core Requirements: 57 Credit Hours.

Core courses are completed by all students irrespective of their major program. In order to ensure that all students get maximum exposure to a diverse range of subjects that broaden their horizons, core courses have been selected from seven distinctly different discipline areas.

Course no.	Course title	Credits	Prerequisites
ACCT 101	Financial Accounting	2-1-3	None
ACCT 202	Managerial Accounting	3-0-3	ACCT101
BAN 101	Business Analytics using Excel	2-1-3	None
BAN 202	Foundations of Data Analytics	2-1-3	GSTA181
BAN 304	Predictive data analytics	2-1-3	BAN 202, OSCM 201
ECON 201	Microeconomics	3-0-3	None
ECON 202	Macroeconomics	3-0-3	ECON 201
ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia	3-0-3	None
ENTP 406	Launching a New Entrepreneurial Venture	3-0-3	ENTP201, Senior standing
FIN 201	Finance	3-0-3	ACCT 101
HRM 201	Human Resources Management	3-0-3	MGT 201
MATH 101	Business Mathematics	3-0-3	GMTH 181B
MGT 201	Fundamentals of Management and OB	3-0-3	GENG 131
MGT 302	Business Law and Ethics	3-0-3	MGT 201
MGT 403	Strategic Management	3-0-3	Senior Standing
MKT 201	Principles of Marketing	3-0-3	GENG 131
OSCM 201	Decision Sciences	2-1-3	GMTH 181B, GSTA 181
OSCM 302	Operations Management	3-0-3	OSCM 201
OSCM 407	Project Management	3-0-3	OSCM 302, BAN 304, FIN201
TOTAL CREDIT HOURS		57	

Accounting and Finance Requirements: 21 credit hours

In order to complete the technical requirement, students must complete 7 accounting and finance courses (21 credit hours). The required technical courses are grouped into 5 technical core (15 credits) and 2 technical electives (6 credits).

Accounting and Finance Technical Core Requirements: 15 credit hours

Students pursuing an Accounting and Finance major must successfully complete the five required courses.

List of required Finance major courses

Course no.	Course title	Credits	Prerequisite(s)
ACCT 303	Intermediate Accounting	3-0-3	ACCT 101 & ACCT 202
ACCT 404	Tax & Zakat Accounting	3-0-3	ACCT 101 & ACCT 202
FIN 302	Corporate Finance	3-0-3	FIN 201
FIN 303	Principles of Investment	3-0-3	FIN 201
FIN 406	International Finance	3-0-3	FIN 201
TOTAL MAJOR REQUIRED COURSE CREDIT HOURS		15	

Accounting and Finance Technical Elective Requirements: 6 credit hours

Students pursuing an Accounting and Finance major must select two courses from the list of elective Accounting and Finance courses.

List of Finance major elective courses

Course no.	Course title	Credits	Prerequisite(s)
ACCT 405	Advanced Accounting	3-0-3	ACCT 101, ACCT 202
ACCT 406	Cost Accounting	3-0-3	ACCT 101, ACCT 202
ACCT 407	Government and Non-Profit Organizations Accounting	3-0-3	ACCT 101, ACCT 202
ACCT 408	Auditing Principles & Procedures	3-0-3	ACCT 101, ACCT 202
FIN 304	Financial Statement Analysis	3-0-3	ACCT 202 and FIN 201
FIN 405	Management of Financial Institutions	3-0-3	FIN 201
FIN 407	Money, Banking & Capital Markets	3-0-3	FIN 201 & FIN 302
FIN 408	Real Estate Finance	3-0-3	FIN 201
FIN 409	Risk Management	3-0-3	FIN 201
FIN 410	FinTech & innovation	3-0-3	FIN 201
FIN 411	Financial Policy	3-0-3	FIN 201
Total Credit Hours		6	

Field Experience Requirement: 3 credit hours

Students are required to complete 300 hours of Supervised Internship. This will carry three (03) credit hours and will involve practical placement and work in an organization. Students are encouraged to complete minimum of 95 credit hours before pursuing the internship.

Course no.	Course title	Credits	Prerequisite(s)
FIN 400	Field Experience in ACCT & FIN	0-0-3	Dept. approval

Research Project Requirement: 3 credit hours

Students are required to undertake research project as graduation requirement in the final year.

Course no.	Course title	Credits	Prerequisite(s)
RES 400	Research Project	0-0-3	Dept. Approval; Senior Standing
Total Credit Hours		3	

Elective Courses: 6 credit hours

To complete this requirement, students must select a total of 6 credit hours from a list of approved business electives including courses from all the majors offered at the College of Business, except Accounting and Finance.

Course no.	Course title	Credits	Prerequisite(s)
BAN 203	Systems in Business	2-1-3	None
BAN 405	Digital Transformation in Business	2-1-3	BAN 202, Senior Standing
ENTP302	Raising Money: Venture capital and private equity	3-0-3	ENTP 201, FIN 201
ENTP303	Small Business Management	3-0-3	ENTP 201, MKT 201, HRM201, ACCT 101, FIN 201
ENTP304	Microfinance	3-0-3	ENTP 201, FIN 201
ENTP 305	Social Media Marketing for Entrepreneurs	3-0-3	ENTP 201, MKT 201
ENTP 407	Social Entrepreneurship	3-0-3	Senior standing

Course no.	Course title	Credits	Prerequisite(s)
ENTP 408	Digital Entrepreneurship	2-1-3	ENTP 201; BAN 202
ENTP 409	Family Business Management	3-0-3	ENTP 201
ENTP 410	Design Thinking	3-0-3	ENTP 201
ENTP 411	Creativity and Innovation	3-0-3	ENTP 201
ENTP 412	Personal Selling	3-0-3	MKT 201
MKT 302	Brand management	3-0-3	MKT 201
MKT 303	Marketing research methods	3-0-3	MKT 201 & BAN 202
MKT 304	Consumer behavior	3-0-3	MKT 201
MKT 305	Digital marketing	3-0-3	MKT 201
MKT 306	Integrated Marketing Communications	2-1-3	MKT 201
MKT 407	Personal Selling	3-0-3	MKT 201
MKT408	Public Relations	3-0-3	MKT 201
MKT 409	Marketing strategy	3-0-3	MKT 201
MKT 420	Social media marketing	3-0-3	MKT 201
MKT421	MKT Analytics	3-0-3	MKT 201
MKT422	Special topics in MKT	3-0-3	MKT 201
OSCM 303	Management of Service Operations	3-0-3	OSCM 201
OSCM 304	Supply Chain Management	3-0-3	OSCM 201
OSCM 305	Sourcing, Logistics and Transportation	3-0-3	OSCM 201
OSCM 408	Quality Management and Control	2-1-3	BAN 202, OSCM 201
OSCM 409	Modelling and Simulation in Operations and Supply Chain Management	2-1-3	BAN 202, OSCM 201
OSCM 306	Procurement management	3-0-3	OSCM 201
OSCM 410	Six sigma and lean operations	3-0-3	BAN 302, OSCM 201
OSCM 411	Special topics in operations and supply chain management	3-0-3	BAN 302, OSCM 201
Total Credit Hours		06	

Accounting and Finance: Study plan

Freshman Year – Semester 1		Credits	Prerequisite
GMTH 181B	Pre-calculus B	3-0-3	None
GENG 131	Advanced English Language Skills & Critical Thinking	3-0-3	None
GISL 121	Islam and Civil Society (Mandatory)	3-0-3	None
GCS 182	Principles of Computing and Programming	3-0-3	None
ACCT 101	Financial Accounting	2-1-3	None
TOTAL		15	
Freshman Year – Semester 2		Credits	Prerequisite
MATH 162	Business Mathematics	3-0-3	GMTH 181B
GSTA 181	Business Statistics	2-2-3	None
GENG 133	English for Professional Purposes	3-0-3	GENG 131
BAN 101	Business Analytics Using Excel	2-1-3	None
CACS xxx	Creative Arts and Cultural Studies	3-0-3	None
TOTAL		15	

Sophomore Year – Semester 3		Credits	Prerequisite
ACCT 202	Managerial Accounting	3-0-3	ACCT101
ECON 201	Microeconomics	3-0-3	None
OSCM 201	Decision Sciences	2-1-3	GMTH181B, GSTA181
MGT 201	Fundamentals of Management and OB	3-0-3	GENG 131
MKT 201	Principles of Marketing	3-0-3	GENG 131
FL xxx I	Foreign Languages I	1-2-2	None
TOTAL		17	
Sophomore Year – Semester 4		Credits	Prerequisite
BAN 202	Foundations of Data Analytics	2-1-3	GSTA181
ECON 202	Macroeconomics	3-0-3	ECON201
GSEM 100	Research Seminar	1-2-2	None
HRM 201	Human Resources Management	3-0-3	MGT201
FIN 201	Finance	3-0-3	ACCT101
ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia	3-0-3	None
TOTAL		17	
Junior Year – Semester 5		Credits	Prerequisite
MGT 302	Business Law and Ethics	3-0-3	MGT 201
OSCM 302	Operations Management	3-0-3	OSCM 201
FIN 302	Corporate Finance	3-0-3	FIN 201
BAN 304	Predictive data analytics	2-1-3	BAN202, OSCM201
BUS xxx I	Business Elective I	3-0-3	None
FL xxx II	Foreign Languages II	1-2-2	None
TOTAL		17	
Junior Year – Semester 6		Credits	Prerequisite
PES xxx	Physical & Environmental Sciences	3-0-3	None
FIN 303	Principles of Investment	3-0-3	FIN 201
ACCT 303	Intermediate Accounting	3-0-3	ACCT101, ACCT202
GSEM 201	Research, Innovation and Intellectual Property	3-0-3	GSEM100
GARB xxx	Arabic Language	3-0-3	None
SSGA xxx I	Social Structure and Global Awareness I	3-0-3	None
TOTAL		18	
Summer 1		Credits	Prerequisite
FIN 400	Field Experience in ACCT & FIN	0-0-3	Dept. Approval
TOTAL		3	
Senior Year – Semester 7		Credits	Prerequisite
ENTP 406	Launching Entrepreneurial Venture	3-0-3	ENTP 201, Senior standing
ACCT 404	Tax & Zakat Accounting	3-0-3	ACCT 101 & ACCT 202
ACCT&FIN xxx I	ACCT & FIN Elective I	3-0-3	
OSCM 407	Project Management	3-0-3	OSCM302, BAN304, FIN201
BUS xxx II	Business Elective II	3-0-3	None
TOTAL		15	
Senior Year – Semester 8		Credits	Prerequisite
MGT 403	Strategic Management	3-0-3	Senior standing
FIN 406	International Finance	3-0-3	FIN 201
ACCT&FIN xxx II	ACCT & FIN Elective II	3-0-3	
RES 400	Research Project	0-0-3	Dept.Approval; Senior Standing
SSGA xxx II	Social Structure and Global Awareness II	3-0-3	None
TOTAL		15	

Total credit hours required for Finance Program: 132

Summary of Accounting and Finance Courses:

Course no.	Course title	Credits	Prerequisite(s)
ACCT 101	Financial Accounting	2-1-3	None
ACCT 202	Managerial Accounting	3-0-3	ACCT101
ACCT 303	Intermediate Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 404	Tax & Zakat Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 405	Advanced Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 406	Cost Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 407	Government and Non-Profit Organizations Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 408	Auditing Principles & Procedures	3-0-3	ACCT 101 and ACCT 202
BAN 101	Business Analytics using Excel	2-1-3	None
BAN 202	Foundations of Data Analytics	2-1-3	GSTA181
BAN 203	Systems in Business	2-1-3	None
BAN 304	Predictive data analytics	2-1-3	BAN 202, OSCM 201
BAN 405	Digital Transformation in Business	2-1-3	BAN 202, Senior Standing
ECON 201	Microeconomics	3-0-3	None
ECON 202	Macroeconomics	3-0-3	ECON 201
ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia	3-0-3	None
ENTP302	Raising Money: Venture capital and private equity	3-0-3	ENTP 201, FIN 201
ENTP303	Small Business Management	3-0-3	ENTP 201, MKT 201, HRM201, ACCT 101, FIN 201
ENTP304	Microfinance	3-0-3	ENTP 201, FIN 201
ENTP 305	Social Media Marketing for Entrepreneurs	3-0-3	ENTP 201, MKT 201
ENTP 406	Launching a New Entrepreneurial Venture	3-0-3	ENTP201, Senior standing
ENTP 407	Social Entrepreneurship	3-0-3	Senior standing
ENTP 408	Digital Entrepreneurship	2-1-3	ENTP 201; BAN 202
ENTP 409	Family Business Management	3-0-3	ENTP 201
ENTP 410	Design Thinking	3-0-3	ENTP 201
ENTP 411	Creativity and Innovation	3-0-3	ENTP 201
ENTP 412	Personal Selling	3-0-3	MKT 201
FIN 201	Finance	3-0-3	ACCT 101
FIN 302	Corporate Finance	3-0-3	FIN 201
FIN 303	Principles of Investment	3-0-3	FIN 201
FIN 304	Financial Statement Analysis	3-0-3	ACCT 202, FIN 201
FIN 405	Management of Financial Institutions	3-0-3	FIN 201
FIN 406	International Finance	3-0-3	FIN 201
FIN 407	Money, Banking & Capital Markets	3-0-3	FIN 201 & FIN 302
FIN 408	Real Estate Finance	3-0-3	FIN 201
FIN 409	Risk Management	3-0-3	FIN 201
FIN 410	FinTech & innovation	3-0-3	FIN 201
FIN 411	Financial policy	3-0-3	FIN 201
HRM 201	Human Resources Management	3-0-3	MGT 201
MATH 162	Business Mathematics	3-0-3	GMTH 181B
MGT 201	Fundamentals of Management and OB	3-0-3	GENG 131
MGT 302	Business Law and Ethics	3-0-3	MGT 201
MGT 403	Strategic Management	3-0-3	Senior Standing
MKT 201	Principles of Marketing	3-0-3	GENG 131
MKT 302	Brand management	3-0-3	MKT 201
MKT 303	Marketing Research Methods	3-0-3	MKT 201, BAN 202
MKT 304	Consumer Behavior	3-0-3	MKT 201
MKT 305	Digital Marketing	3-0-3	MKT 201
MKT 306	Integrated Marketing Communications	3-0-3	MKT 201

Summary of Accounting and Finance Courses: (continued)

Course no.	Course title	Credits	Prerequisite(s)
MKT 409	Marketing Strategy	3-0-3	MKT 201
MKT 407	Personal Selling	3-0-3	MKT 201
MKT408	Public Relations	3-0-3	MKT 201
MKT420	Social media marketing	3-0-3	MKT 201
MKT421	MKT Analytics	3-0-3	MKT 201
MKT422	Special topics in MKT	3-0-3	MKT 201
MKT 400	Field Experience in Marketing	0-0-3	Dept. Approval
OSCM 201	Decision Sciences	2-1-3	GMTH 181B, GSTA 181
OSCM 302	Operations Management	3-0-3	OSCM 201
OSCM 303	Management of Service Operations	3-0-3	OSCM 201
OSCM 304	Supply Chain Management	3-0-3	OSCM 201
OSCM 305	Sourcing, Logistics and Transportation	3-0-3	OSCM 201
OSCM 306	Procurement management	3-0-3	OSCM 201
OSCM 407	Project Management	3-0-3	OSCM 302, BAN 304, FIN201
OSCM 408	Quality Management and Control	2-1-3	BAN 202, OSCM 201
OSCM 409	Modelling and Simulation in Operations and Supply Chain Management	2-1-3	BAN 202, OSCM 201
OSCM 410	Six sigma and lean operations	3-0-3	BAN 302, OSCM 201
OSCM 411	Special topics in operations and supply chain management	3-0-3	BAN 302, OSCM 201
RES 400	Research Project	0-0-3	Dept. Approval; Senior Standing

Course Descriptions for Accounting and Finance

ACCT 101 Financial Accounting (2-1-3)**Prerequisite(s): None**

This course is an introduction to financial accounting. Financial accounting is the process by which an organization reports financial information to interested parties. This information includes details about the organization's assets, its debts, and its financial performance. The information is used for decision-making purposes by managers, stock investors, bankers, labour unions, and suppliers. In this class, students will learn to prepare, analyse, and use financial accounting information based on US GAAP and IFRS standards.

ACCT 202 Managerial Accounting (3-0-3)**Prerequisite(s): ACCT 101**

Managerial accounting is concerned with providing information to managers for use within the organization. Managerial accounting is a company's internal language, and is used for decision-making, production management, product design and pricing, marketing, and for motivating and evaluating employees. This course stresses the use of information in making business decisions. Main topics include general price level adjusted financial statements, analysis of financial statements, cost accounting systems, cost-volume-profit analysis, cost-revenue analysis, efficiency analysis, product pricing, investment decisions, and capacity utilization.

ACCT 303 Intermediate Accounting (3-0-3)**Prerequisite(s): ACCT 101 & ACCT 202**

This course continues the study of introductory financial accounting principles begun in Accounting 140. The areas of coverage in this course include issues concerning the operation of Partnerships, Business Combinations and Consolidated Financial Statements, and International Accounting Issues. These topics require a working knowledge of GAAP and Professional Pronouncements. The course is designed to provide an understanding of the technical requirements as well as developing an appreciation for working with accounting pronouncements and research of accounting issues.

ACCT 404 Tax and Zakat Accounting (3-0-3)**Prerequisite(s): ACCT 101 & ACCT 202**

The course introduces students to the accounting principles of Zakat (obligatory alms) and taxes in Saudi Arabia. In the course, students will learn how to prepare taxes and Zakat returns. Laws regulating taxation, such as Zakat, contain legal aspects, which govern the imposition of taxes and the calculation of taxes. Consequently, the course is intended to provide a critical analysis of the significance of Zakat law in the hierarchy of Islamic law branches, as well as how it evolved and developed.

ACCT 405 Advanced Accounting (3-0-3)**Prerequisite(s): ACCT 101 & ACCT 202**

The course examines selected advanced accounting topics. It deals with advanced issues in accounting most particularly related to big companies with many branches and which need a process of consolidation to establish the whole company financial statements. In addition, the course highlights the activities of multinational corporates, the partnerships and the accounting of governmental general and special funds.

ACCT 406 Cost Accounting (3-0-3)**Prerequisite(s): ACCT 101 & ACCT 202**

This course focuses on accounting for costs and other financial variables within a firm. This is a highly technical course on managerial accounting and is solely intended for students who plan to work in accounting. The entire course revolves around cost measurement, allocation and management, budgeting and performance measurement and control in a manufacturing and service organization.

ACCT 407 Government and Non Profit Organizations Accounting (3-0-3)**Prerequisite(s):
ACCT 101 & ACCT 202**

This course is designed to provide a framework for understanding the special accounting and reporting requirements of non-profit organizations. The emphasis is on reporting concepts and budgeting principles for governmental and non-profit economic entities.

ACCT 408 Auditing Principles and Procedures (3-0-3)**Prerequisite(s): ACCT 101 &
ACCT 202**

This course is an introduction to the auditing profession. Its primary emphasis is the auditor's decision-making process and the auditor's the professional ethics and responsibility. Concepts, objectives, standards, and procedures used to audit the financial statements and operations of a business organization are featured in the class. Students will be given opportunities to determine the nature and amount of evidence an auditor should accumulate, the objectives to be achieved in a given audit area, the circumstances of engagement, and the decisions to be made related to evidence collection and evaluation. Topics include: financial statement auditing, legal liability, computerized auditing, statistical sampling, and risk assessment.

BAN 101 Business Analytics Using Excel (2-1-3)**Prerequisite(s): None**

This course aims to provide core skills to transform raw data into insights for decision making. This course is based on interactive and practical contents to instil the data analysis techniques. The course entails the topics such as building sophisticated spreadsheets, perform What-If analyses, apply functions, manipulate PivotTables, and use the advanced features of Excel to make and present better business decisions.

BAN 202 Foundations of Data Analytics (2-1-3)**Prerequisite(s): GSTA 181**

This course introduces the fundamentals of data analytics applied in various business aspects to assist decision-making. Students will investigate and explore the data management process, which includes identifying, collecting, organizing, pre-processing, and analysing data gathered from various sources. Data visualization techniques are introduced to help students gain hands-on experience with software tools.

BAN 203 Systems in Business (2-1-3)**Prerequisite(s): None**

Learn about the various systems used in business, starting with how information systems work by analysing those used in different business aspects. Explore how each system operates from the user and customer perspective, design aspects, usage, and administration—starting with the simplest system components: inputs, processes, and outputs and ending with corporate and enterprise systems in various industries.

BAN 304 Predictive Data Analytics (2-1-3)**Prerequisite(s): BAN 202, SCM 201**

The Predictive Data Analytics course teaches variety of predictive models using statistical techniques, and machine learning used in business to make predictions about future outcomes using historical data. Computers software will be used for modelling and interpretation.

BAN 405 Digital Transformation in Business (2-1-3)**Prerequisite(s): Prerequisite: BAN
202, Senior Standing**

The business world is constantly changing with accelerated and rapid speed, and Information Technology is the heart of this change. IT, which is being taken out of the data centres and warehouses into the executive conference room, demands how to control information technology to a greater degree, integrating it with strategic business goals. Practice the needed skills to cross the ever-changing landscape of today's critical business and technology relationships and how to achieve business value using disruptive digital technologies successfully. By the end of this course, you will be prepared to make savvy business-IT decisions that will enable digital technology to strengthen your business resilience and growth.

ECON 201 Microeconomics (3-0-3)**Prerequisite(s): None**

This course introduces the economic way of thinking and the analytical tools to apply in the business decision making. Topics include, demand and consumer behaviour, the theory of the firm's production cost and output decisions, and market structures.

ECON 202 Macroeconomics (3-0-3)**Prerequisite(s): ECON 201**

This course provides a framework to understand the aggregate behaviour of the economy and various interactions among the households, corporate sector and the government. This course includes the analysis of aggregate output, employment, inflation, exchange rates and the role of macroeconomic policies (monetary and fiscal policy) to influence the macroeconomic outcomes.

ENTP 201 Introduction to Entrepreneurial Ecosystem of Saudi Arabia (3-0-3)**Prerequisite(s): None**

This course introduces the six domains of the ecosystem of Saudi Arabia, i.e. Roles of Policy (Government), Culture, Finance (including Islamic Finance), Support Institutions, Markets and Human Capital in success of an entrepreneurial venture. The start-ups (students) would be able to understand Intellectual property and its several types, along with the procedures and services provided by the Saudi Authority of Intellectual Property (SAIP).

ENTP 302 Raising Money: Venture capital and private equity (3-0-3)**Prerequisite(s):
ENTP 201, FIN 201**

The course focuses on the analysis of the private equity and venture capital business. It provides a deep understanding of the mechanism underpinning the creation and/or development of a firm and the financial support it can get from the financial system through venture capital investment. This course identifies and discusses the critical stages in the engagement between entrepreneurs soliciting investment, and the venture capital/private equity firms that select, invest in, nurture, and often refinance fast growing new companies or later-stage ventures with a focus on the regional and national financial regulatory structures.

ENTP 303 Small Business Management (3-0-3)**Prerequisite(s): ENTP 201, MKT 201,
HRM201, ACCT 101, FIN 201**

In this course students will learn about small business management. The course covers topics such as forms of ownership, managing the business, selecting employees, products, pricing, managing cash flow, creating sales forecast, income statements, breakeven analysis, sources of funds, international operations, contracts, risk, and international opportunities.

ENTP 304 Microfinance (3-0-3)**Prerequisite(s): ENTP 201, FIN 201**

This course provides an understanding of the basic principles, practices, tools and services of microfinance industry in Saudi Arabia. The course covers rationale for microcredits, microfinance lending methods, micro-savings, micro-insurance, microfinance institutions, the role of microfinance in the development of different sectors of an economy, and the regulatory regime in Saudi Arabia. It's a project based course where students will develop a business plan suitable for micro financing.

ENTP 305 Social media marketing for entrepreneurs (3-0-3)**Prerequisite(s): ENTP 201, MKT
201**

This course covers the concepts of social media and other networks utilized by customers, as well as the differences between traditional marketing and Electronic-Marketing via social networks, and the importance of social networks as tools that are used for building brand awareness and promoting the business sector. This course also requires students to develop and submit a written marketing plan that would help a company achieve its objectives through social media.

ENTP 406 Launching Entrepreneurial Venture (3-0-3)**Prerequisite(s): NTP 201, Senior
standing**

Develop a business plan to launch a new venture. Investigate proper instruments to find sufficient financing for the new ventures so that they can convince the outside world that these opportunities are viable, with substantial potential for success. Students assimilate the ideas and information from different functional aspects of their projects into coherent and persuasive mini-business plans that serve as roadmaps for building their businesses. It is a project-based learning course where students are required to launch their business idea.

ENTP 407 Social Entrepreneurship (3-0-3)**Prerequisite(s): Senior standing**

The course introduces students to key concepts associated with social entrepreneurship and the process in creating a social venture. The course will introduce the topics such as identifying an opportunity or social need, formulating a strategy to address the social problem, the legal framework for a social enterprise, mobilizing resources, managing growth, tracking results, and maximizing impact. This course is relevant to entrepreneurs that have a social, environmental or non-profit focus. It's a project based course where students will work individually or in teams on social issues they care about.

ENTP 408 Digital Entrepreneurship (2-1-3)**Prerequisite(s): ENTP 201; BAN 202**

The manufacturing industry is facing transformation with regard to industry 4.0 revolution. The automation processes are being introduced where the entrepreneurs support and complement this transformation. The industry 4.0 elements introduced would include, Internet of Things, Cyber Security, Artificial Intelligence, Cloud Computing, Big Data Analytics and Augmented Reality. It is a project-based learning course.

ENTP 409 Family Business Management (3-0-3)**Prerequisite(s): ENTP 201**

Majority of businesses in the world are family owned driving the national and global economies. In Saudi Arabia more than 80% of all companies are families owned. More than 60% of the Kingdom's largest 100 firms are owned by families. The students will learn their role, conflicts among family members, succession and estate planning, leadership, women participation, family business constitution, challenges and opportunities in FOB and more in the course. The strategies of family businesses in business expansion, diversification and exit would be important part of the course. Majority of topics would be discussed and delivered through case studies. It is a project-based learning course.

ENTP 410 Design Thinking (3-0-3)

Prerequisite(s): ENTP 201

This course will help the students create an innovation following Design Thinking and Innovation Ecosystem of Saudi Arabia. Design thinking is a powerful process of problem solving that begins with understanding unmet customer needs. From that insight emerges a process for innovation that encompasses concept development, applied creativity, prototyping, and experimentation. When design thinking approaches are applied to business, the success rate for innovation improves substantially. The course will help students understand how to resolve problems in organizations and of the customers by placing customers' needs at the centre of a product, service, process, or business model, you can reframe strategic challenges and develop more effective solutions. Drawing on right-brained creativity and left-brained analytics, this design thinking program enables you to broaden your strategic perspective, find novel opportunities for innovation, and keep your business moving forward.

ENTP 411 Creativity and Innovation (3-0-3)

Prerequisite(s): ENTP 201

This course will help overcome the challenge of envisioning a new product or service, knowing how to inspire customers and bring it to market. This course examines the role of innovation and creativity in business. Innovations are at the heart of the entrepreneurial success in contemporary business world. Particular focus will be placed on the development of the innovation process. The Students will explore their personal level of creativity, the management practices that enhance or suppress creativity, the relationship between creativity and innovation, and the process of innovation in a business setting. It is a problem-based learning course.

ENTP 412 Personal Selling (3-0-3)

Prerequisite(s): MKT 201

This course will provide students with an insight to the selling process including needed skills to complete selling cycle. This course will include topics such as identification of the communication process between buyers and sellers and how to understand different types of buyers, examination of the sales dialogue and its importance in building a trust-based sales relationship, and concluding with the importance of addressing buyers' concern and ways to earn commitment.

FIN 201 Finance (3-0-3)

Prerequisite(s): ACCT 101

Finance is an undergraduate course that covers foundational financial concepts, including financial statements, time value of money, risk and return, financial markets and institutions, and financial decision-making. Students will learn to understand the role of finance in business and the economy, analyse and interpret financial statements, evaluate risk and return in financial decisions, and make informed financial decisions using appropriate tools and techniques. Upon completion of the course, students will have a solid foundation in finance that they can build upon in the rest of their academic and professional careers.

FIN 302 Corporate Finance (3-0-3)

Prerequisite(s): FIN 201

This course highlights the manager's role in creating value by managing the firm's assets in the long-term and in the short-term. Main topics include project and firm valuation, project analysis, value added strategies and measures, business and financial risks, working capital management, capital structure theory, and dividends policy.

FIN 303 Principles of Investment (3-0-3)

Prerequisite(s): FIN 201

This course provides the tools to analyse the financial investment decisions within the framework of modern portfolio theory (MPT). Students are introduced to the scope and characteristics of financial markets and institutions. This course covers the various equilibrium pricing theories such as the capital asset pricing model and the arbitrage pricing model. The course also covers an introduction to the futures and options contracts and their role in mitigating the investment risk.

FIN 304 Financial Statement Analysis (3-0-3)

Prerequisite(s): ACCT 202 & FIN 201

Financial Statement Analysis is an elective course for undergraduate students that teaches the principles and techniques of analysing financial statements. Students will learn how to read, interpret, and analyse the balance sheet, income statement, and cash flow statement. They will also learn how to use financial ratios and other tools to evaluate a company's financial health and performance. Upon completion of the course, students will be able to use financial statement analysis to make informed decisions about investing, financing, and working capital management.

FIN 400 Field Experience in Accounting & Finance (0-0-3)

Prerequisite(s): Dept. Approval

Students are required to complete an internship of 300 hours with an approved company for completing the graduation requirements. The Department will assign a supervisor to the students in the related field who will monitor their progress during internship period. The student will submit a report about her/his work experience followed by an oral presentation.

FIN 405 Management of Financial Institutions (3-0-3)

Prerequisite(s): FIN 201

This course discusses the management and role of financial institutions in the economy. Considerable emphasis will be placed on the management of assets and liabilities of banks, investment dealers, and fund managers. The management of such institutions consists of: asset and liability management, liquidity management, capital adequacy policies, credit evaluation and lending policies, and product development and pricing. The course also discusses the performance of a financial institution and the factors affecting their performance such as competition, regulation, and economy of scale must be considered.

FIN 406 International Finance (3-0-3)

Prerequisite(s): FIN 201

In this course, we examine the interaction between capital flows, interest rates, inflation, monetary and fiscal policies, cross-border trade, and economic growth. We will discuss how these components may affect local, regional, and global markets. There are several main topics covered in this course, including foreign exchange markets, international equity and bond markets, currency and financial crises, risk loss valuations, risky international assets, capital budgeting, corporate governance, and raising capital internationally.

FIN 407 Money, Banking and Capital Markets (3-0-3)

Prerequisite(s): FIN 201 & FIN 302

The purpose of this course is to provide a framework for understanding the role of money in the economy and the institutional characteristics of the banking system. The course focuses on the financial system, financial institutions, central banks, monetary policy, and financial stability. The course examines the role money and interest rates play in the economy. It is intended to give students an overview of the financial system and an understanding of money and banking theory and practice. This course examines how monetary policy affects interest rates, prices, and the overall level of economic activity in the changing financial environment.

FIN 408 Real Estate Finance (3-0-3)

Prerequisite(s): FIN 201

Real Estate Finance is a course that teaches students about the financial aspects of the real estate industry. It covers topics like market analysis, appraisal, mortgage financing, and investment. Students will learn about financial instruments and strategies used in real estate, as well as the risks and opportunities of investing in real estate. The course includes case studies and hands-on exercises to help students develop the skills to analyse and evaluate real estate investment opportunities and make financial decisions in the market.

FIN 409 Risk Management (3-0-3)

Prerequisite(s): FIN 201

Risk Management is an undergraduate elective course that focuses on the principles and practices of managing financial risks. It covers topics such as financial risk assessment, risk management tools and techniques, and risk management in different financial contexts. Students will learn about different types of financial risks and how to identify, assess, and manage them through case studies and hands-on exercises. This course is ideal for finance and business students who want to develop the skills and knowledge needed to identify, analyse, and mitigate financial risks in their future careers.

FIN 410 FinTech and Innovation (3-0-3)

Prerequisite(s): FIN 201

This elective course covers the principles and concepts of financial technology, its role in the financial industry, and the potential impacts of fintech on traditional financial services. Students will learn about various types of fintech applications and platforms, including payment systems, lending platforms, wealth management tools, and blockchain-based solutions. They will also be able to analyse and evaluate fintech trends and developments, design and prototype fintech solutions, and develop a critical and ethical perspective on technology in finance. The course emphasizes responsible and inclusive innovation, considering the impacts of fintech on different stakeholders and communities.

FIN 411 Financial Policy (3-0-3)

Prerequisite(s): FIN 201

This course examines practical problems in all areas of finance. The course emphasizes the application of financial theories and analytical techniques to solve business problems in both domestic and international settings. Topics covered in the course include financial analysis and planning; working capital management; capital budgeting and cash flow analysis; lease financing; long term financing and capital structure decisions; corporate restructuring, mergers & acquisitions, investment analysis, international finance. The course will be centered on business case analysis.

HRM 201 Human Resources Management (3-0-3)

Prerequisite(s): MGT 201

This course covers various aspects of managing human resources in the organizations. Coverage includes aspects such as planning human resources, staffing, learning and development, compensating employees, managing rewards, ensuring employee health and safety, and most importantly compliance to labour law.

MATH 162 Business Mathematics (3-0-3)

Prerequisite(s): GMTH 181 B

The course is designed to introduce the essential mathematical skills needed to understand, analyse, and solve business-related mathematical problems. The topics covered in this course include percentages, simple interest, trade, bank and cash discounts, payroll, annuities, sinking funds, bonds and stocks, and business loans.

MGT 201 Fundamentals of Management and OB (3-0-3)

Prerequisite(s): GENG 131

This course is familiarize students with the management of the modern organization. It, therefore, explores vital management concepts, processes and techniques from an organizational behavior perspective. Main topics include management history and evolution, management principles, motivation, decision-making, leadership, learning and perception, communication, managing groups and teams in the organization.

MGT 302 Business Law and Ethics (3-0-3)

Prerequisite(s): MGT 201

The course introduces students to the common business activities and the formation and function of commercial companies along with the related ethical principles. The topics include labour law, creditors' rights, bankruptcy, intellectual property, property law, finance law, corruption, fair trade, fraud, whistle-blowing, corporate social responsibility and the role of ethics in business decisions.

MGT 403 Strategic Management (3-0-3)**Prerequisite(s): Senior Standing**

This course examines how firms build and sustain superior competitive positions and profitability. Successful strategy design and implementation require a holistic understanding of the firm's external environment and its internal resources and capabilities, as well as an integrative view that spans functional areas such as operations, marketing, and finance. Strategic analysis draws on a number of academic disciplines, including economics, psychology, sociology, and political science. The primary objectives of this course are to improve a student's ability to: 1) evaluate the opportunities and threats in a firm's external environment and the strengths and weaknesses of its internal resources and capabilities; 2) assess the dynamics of competition and anticipate threats to the long-term sustainability of strategies for achieving superior performance; and 3) develop appropriate and superior strategies for particular firms within the domain of business unit strategy, corporate strategy, global strategy and non-market strategy.

RES 400 Research Project (0-0-3)**Prerequisite(s): Senior Standing; Dept. Approval**

The project is to be undertaken by every student in the final semester. This will be an original research in the relevant field. An instructor/professor will supervise the research project undertaken by the student. The aim of the project will be for the student to carry out genuine research and complete the write-up of the research report. Students must present and defend their research.

MKT 201 Principles of Marketing (3-0-3)**Prerequisite(s): GENG 131**

The course provides a broad conceptual introduction to the study of marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific marketing issues will be addressed within a decision-making framework that puts the marketing function at the Centre of an organization's strategic direction. Course objectives include: defining the strategic role of marketing as well as its functional concerns; developing basic marketing decision-making and analytical skills in applied organizational settings; and providing a forum for open debate and critical examination of peers' insights and analyses.

MKT 302 Brand Management (3-0-3)**Prerequisite(s): MKT 201**

Building and effectively maintaining brand equity is among the top priorities of high performing companies. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This course provides a broad conceptual understanding to the study of brand marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific branding issues will be addressed within a decision-making framework that puts the marketing function at the centre of an organization's strategic direction. Course objectives include: Defining brands and how they are managed in terms of its positioning and customer-based brand equity. Understanding how to plan and implement brand marketing programs and how to measuring and interpreting Brand Performance. Developing basic marketing decision-making and analytical skills in relation to branding; and by the end of the semester, each student will be able to coherently discuss generic issues of branding strategy and devise a well-backed branding marketing plan.

MKT 303 Marketing Research Methods (3-0-3)**Prerequisite(s): MKT 201, BAN 202**

This course explores the research process practices that are applied to the field of business. It equally aims at expanding the grasp of diverse research methodologies so as to train students to work on the research projects they will be handling in their different business disciplines. An analysis of pertinent research literature in business is conducted. Experience is acquired in making out and stating research problems, in deciding on and utilizing the suitable research methods, whether quantitative or qualitative, in devising a research project, as well as in gathering, investigating, recording, deciphering data and presenting the research outcomes. Students learn how to use "SPSS" which is the leading statistical software for social sciences. Through their practicing of the research process and "SPSS", students will become more proficient and assertive while assessing research findings in their respective areas of specialization.

MKT 304 Consumer Behavior (3-0-3)**Prerequisite(s): MKT 201**

To be successful in a market, a business must recognize and be able to foresee the consumers' behavior in various circumstances. This course will give students an understanding of how to analyse the actions and the decision-making processes of individuals and organizations when determining, assessing, obtaining, consuming, and disposing of products and services. Students will explore basic concepts from the fields of marketing, psychology, and sociology to understand how consumer behavior impacts managerial decision making. Concepts of operating in a digital world is also explored as well as a terminology of digital context is also covered.

MKT 305 Digital Marketing (3-0-3)**Prerequisite(s): MKT 201**

The course provides a broad conceptual introduction to the study of digital marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific marketing issues will be addressed within a decision-making framework that puts the marketing function at the centre of an organization's strategic direction. Course objectives include: Defining the strategic role of digital marketing as well as its functional concerns; The main concern is to understand digital marketing strategy development, implementation and practice; understanding the importance of digital marketing campaign tools, planning and implementation; Developing basic marketing decision-making and analytical skills in applied virtual settings; and providing a forum for open debate and critical examination of peers' insights and analyses. By the end of the semester, each student will be able to coherently discuss generic issues of digital marketing strategy and devise a well-backed marketing plan.

MKT 306 Integrated Marketing Communications (3-0-3)**Prerequisite(s): MKT 201**

Integrated Market Communications (IMC) provides the student with the tools, language, and skills necessary for the strategic management of communications within integrated contexts. The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. This course will help students become effective decision makers in companies centrally concerned with consumer/customer communication. Using the resources presented in class, students will be expected to make their own IMC strategies.

MKT 407 Personal Selling (3-0-3)**Prerequisite(s): MKT 201**

This course will provide students with an insight to the selling process including needed skills to complete selling cycle. This course will include topics such as identification of the communication process between buyers and sellers and how to understand different types of buyers, examination of the sales dialogue and its importance in building a trust-based sales relationship, and concluding with the importance of addressing buyers' concern and ways to earn commitment.

MKT 408 Public Relations (3-0-3)**Prerequisite(s): MKT 201**

This course will introduce the student to the PR function within an organization and give them a solid understanding of PR as a process and its place in a company's overall marketing mix. The student will learn how to identify PR opportunities; conduct the appropriate research; identify audiences and media; plan and create a PR campaign; work with the media; and evaluate a campaign's results.

MKT 409 Marketing Strategy (3-0-3)**Prerequisite(s): MKT 201**

This course will help students examine the entire marketing mix that can be integrated into a comprehensive marketing strategy. Students will analyse goods and services, the market, channel issues, the effects of consumer behavior, marketing policies, pricing and terms of trade, and brand name policies. As well, other external factors that affect the marketing process such as government legislation, administrative regulations, and international influences in a world economy will be highlighted. Students will also learn how to identify, evaluate, and develop marketing strategies; evaluate a firm's opportunities; anticipate competitive dynamics, and determine the sustainability of competitive advantages.

MKT 420 Social Media Marketing (3-0-3)**Prerequisite(s): MKT 201**

This course covers the concepts of social media and other networks utilized by customers, as well as the differences between traditional marketing and Electronic-Marketing via social networks, and the importance of social networks as tools that are used for building brand awareness and promoting the business sector. This course also requires students to develop and submit a written marketing plan that would help a company achieve its objectives through social media.

MKT 421 Marketing Analytics (3-0-3)**Prerequisite(s): MKT 201**

This course introduces students to the science of digital key performance indicators while casting a keen eye toward the artful use of numbers found in the digital space. The goal is to provide the foundation needed to apply data analytics to real-world challenges marketers confront daily. Students will learn to identify the web analytic tool right for their specific needs; understand valid and reliable ways to collect, analyse, and visualize data from the web; and utilize data in decision making for agencies, organizations, or clients.

MKT 422 Special Topics in Marketing (3-0-3)**Prerequisite(s): MKT 201**

This course introduces students to the latest trends and issues in marketing using the latest articles on a number of selected topics.

OSCM 201 Decision Sciences (2-1-3)**Prerequisite(s): GMTH181B, GSTA 181**

This course will demonstrate how quantitative modelling and data analysis techniques are used in managerial decision making. Topics explored include: Decisions theory, linear programming, integer programming, network models, transportation models, assignment models, maximal flow problem, shortest route models, spanning tree models, sensitivity analyses, PERT/CPM networks, and Decisions under risk and uncertainties. Emphasis on using spreadsheet modelling in solving problems.

OSCM 302 Operations Management (3-0-3)**Prerequisite(s): OSCM 201**

This course focuses on understanding and analysis of processes for production and delivery of goods and services. It covers Productivity management, Operations Strategy, Location strategies, project management (CPM, PERT & Crashing), product and services development, Quality Management, Inventory Management, Inventory Cost, Economic Order Quantity (EOQ), layout strategy, Line Balancing, and A-B-C Analysis. The concepts, models, and tools covered can be applied in a wide range of manufacturing and service companies- from retailers to restaurants, hospitals to factories, and consulting companies to government agencies. Several real cases are used to mesh theory with practice to illustrate the critical importance of aligning operations with other core business functions such as finance and marketing.

OSCM 303 Management of Service Operations (3-0-3) Prerequisite(s): OSCM 201

The service sector is a major segment of most industrial economies. Service operations management is the study of the design, delivery, and improvement of service products. It is a key function in service-based organizations, such as hotels, airlines, hospitals, and banks, as well as in service-oriented industries, such as consulting and education. In this course, students will learn the principles and best practices of service operations management, including how to design service processes and systems, how to manage service quality and customer satisfaction, and how to optimize service delivery and efficiency. Some of the key topics that may be covered in a course on service operations management include Service design and development, service quality and customer satisfaction, service delivery and efficiency, Service innovation and improvement and implementing techniques to optimize service delivery and efficiency, such as blueprint and queueing theories.

OSCM 304 Supply Chain Management (3-0-3) Prerequisite(s): JOSCM 201

This course introduces students to the strategic role of the supply chain and its impact on a company's overall performance. This course topics include Global Supply Chain Management, Designing Distribution Networks, Aggregate Planning, Coordination in a Supply Chain, Managing Economies of Scale in a Supply Chain, Achieving Strategic Fit, Supply Chain Drivers and Metrics, Material Requirement Planning (MRP), Bullwhip Effect, and Supply Chain Risk and Uncertainty.

OSCM 305 Sourcing, Logistics and Transportation (3-0-3) Prerequisite(s): OSCM 201

Sourcing, logistics and transportation is the subject that manages efficient, effective flow and storage goods, services, and related information in a supply chain. This course will focus on the business logistics approaches and provides in-depth knowledge of managing business activities associated with network design, material acquisition, transformation, inventory management, transportation, distribution, and information management. The key elements of sourcing, logistics and transportation covered include logistics planning and strategy, reverse logistics, customer service, procurement, transport, inventory, warehousing, and materials handling.

OSCM 306 Procurement Management (3-0-3) Prerequisite(s): OSCM 201

This course provides an understanding of the business role of procurement in relation to both operational and strategic organizational goals. Students will be able to identify alternative terms and conditions of sale, source suppliers and build supplier relationships. In addition, exposure to the purchasing and supply management, supply organization and strategy, make or buy decisions, insourcing and outsourcing, needs identification, price and cost analysis, cost management, supplier selection and evaluation, contracting, and negotiating with suppliers and total cost of ownership will be provided. Where appropriate, the unique nature of the Saudi context will be explored.

OSCM 407 Project Management (3-0-3) Prerequisite(s): OSCM 302, BAN 304, FIN201

Project management is the application of knowledge, skills, tools, and techniques to project activities to meet the project's requirements. Examine the application and integration of the project management body of knowledge (PMBOK). Understand and implement tools and techniques of the leading project management phases: initiation, planning, execution, control, and closure. Gain the tools and knowledge for delivering projects on time and within budget while meeting performance specifications. This course is consistent with CAPM® - Certified Associate in Project Management competencies and can partly contribute to preparation for the certification exam.

OSCM 408 Quality Management, and Control (2-1-3) Prerequisite(s): BAN 202, OSCM 201

This course will introduce students to advanced statistical process control techniques and Total Quality Management (TQM) concepts and procedures in manufacturing and service operations. The student will use the computer to construct control charts (X-bar and R and X-bar and Sigma), Pareto diagrams, scatter plots and others for quality management.

OSCM 409 Modelling and Simulation in Operations and Supply Chain Management (2-1-3) Prerequisite(s): BAN 202, OSCM 201

This course introduces the use of computer simulation for business decision making. Students are introduced to modelling in operations and supply chain management. Application of Operations Management, Inventory and Warehouse Management, Sourcing Management, Logistics / Transportation Management, Material Requirements Planning, using advanced spreadsheet modelling tools, and programming for manipulating big data.

OSCM 410 Six Sigma and Lean Operations (3-0-3) Prerequisite(s): BAN 302, OSCM 201

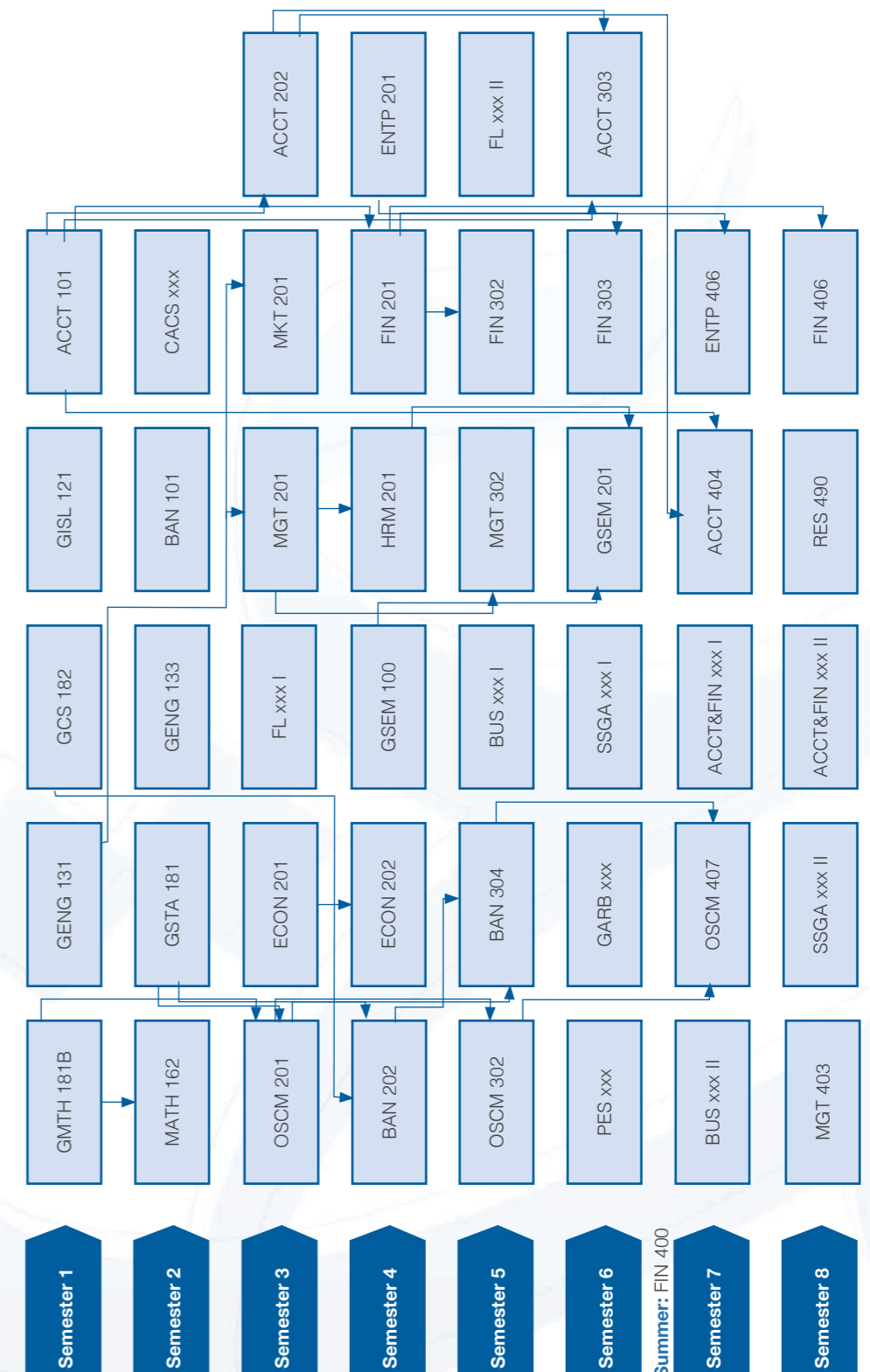
This course teaches Lean Six Sigma as a quality improvement methodology structured to reduce defects/failure rates and on lean operations methodology structured to reduce waste. Materials include an overview of lean six sigma processes, tools, metrics, and plan and execute a Lean Six Sigma project for process improvement. This course is consistent with Lean Six Sigma (Green Belt) competencies and can partly contribute to preparation for the certification exam.

OSCM 411 Special Topics in Operations and Supply Chain Management (3-0-3) Prerequisite(s): BAN 302, OSCM 201

The objective of this course is to provide students with a better and deeper understanding of a set of current topics in Operations and Supply Chain Management practice, trends, and technology.

Accounting and Finance

Advising flowchart



Marketing



Program description

The Bachelor of Science in Marketing (BSc in Marketing) degree provides an in-depth study of the major concepts, frameworks, and tools for understanding the theory and practice of modern marketing. Students acquire knowledge and skills covering a range of strategic marketing functions including consumer behaviour, digital marketing, marketing strategy, brand management, and marketing research. Additionally, marketing analytics, Integrated Marketing Communication, personal selling, and public relations will further give the Program a cutting edge in the new era of marketing both locally and internationally. Emphasis is placed on issues related to the Middle East. Also, the impact of globalization and information technology on marketing will be addressed.

Educational objectives

The program aims to provide the following educational objectives:

- Demonstrate an understanding of the key terms, theories, practices and latest trends in the field of Marketing.
- Demonstrate problem-solving skills in the field of Marketing.
- Provide innovative solutions to problems in the field of Marketing.
- Demonstrate ability to conduct research in the field of Marketing.
- Demonstrate the understanding of ethical issues in Marketing.

Learning outcomes

Knowledge:

- Demonstrate knowledge of a wide range of concepts, models, frameworks, and tools for understanding marketing functions and strategies. (Itqan)
- Demonstrate knowledge of key concepts, term, practices in marketing. (Itqan)

Skills:

- Use critical thinking to identify issues, collect and examine information, evaluate evidence, and draw conclusions. (Itqan)
- -Utilize and/or formulate simple and complicated models using appropriate technologies and tools to represent and solve business problems, compute results, and develop solutions. (Itqan)
- Demonstrate skills to communicate business and marketing ideas effectively both orally and in writing. (Ambassador)

Values:

- Demonstrate awareness and commitment of the importance of the ethical requirements of marketing activities. (Ihsan)
- Demonstrate ability to work within a group from diverse backgrounds. (Stewardship)

Career opportunities

- Digital Marketing Manager
- Marketing Manager/Executive/Assistant
- Digital and OMNI-Channel Manager/Specialist/Executive/Assistant
- Brand Manager/Executive/Assistant
- Online and Offline Media Planning Manager/Executive/Assistant
- Retail and Supply Chain Manager/Executive/Assistant
- Sales Manager/Executive/Assistant
- Advertising Manager/Executive/Assistant
- PR and Event Planning Manager/Executive/Assistant
- Strategic Planning Manager/Executive/Assistant
- Social Media Specialist
- Community Manager

Graduation requirements

Graduation requirements include the successful completion of a minimum of 132 credit hours.

General education requirements	Business Core Requirements	Business Elective Requirements	Technical Core Requirements	Technical Elective Requirements	Field Experience Requirements	Research Requirements	Total Credit Requirements
Marketing							
42	57	6	15	6	3	3	132

General education requirements: 42 credit hours

List of required general education courses:

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
			Any course from the category	3
		Arabic Language	Any course from the category	3
			English Language	GENG 131- Advanced English Language Skills and Critical Thinking
		Any course from the category		3
Foreign Languages	Any two courses from the category	4		
	Social Sciences	Social Structure and Global Awareness	GSEM100: Research Seminar	2
Any two courses from the category			6	
Research	3	Research Skills and Innovation	GSEM201: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	Any course from the category	3
			Computer Science and Technology	Any course from the category
		Quantitative Sciences		GMTH181H/E/A/B
			GSTA181: Introductory Statistics	3
TOTAL	42		15 Courses	42

Business core requirements: 57 credit hours

Core courses are completed by all students irrespective of their major program. In order to ensure that all students get maximum exposure to a diverse range of subjects that broaden their horizons, core courses have been selected from seven distinctly different discipline areas.

List of required Business courses

Course no.	Course title	Credits	Prerequisite(s)
ACCT 101	Financial Accounting	2-1-3	None
ACCT 202	Managerial Accounting	3-0-3	ACCT101
BAN 101	Business Analytics using Excel	2-1-3	None
BAN 202	Foundations of Data Analytics	2-1-3	GSTA181
BAN 304	Predictive data analytics	2-1-3	BAN 202, OSCM 201
ECON 201	Microeconomics	3-0-3	None
ECON 202	Macroeconomics	3-0-3	ECON 201
ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia	3-0-3	None
ENTP 406	Launching a New Entrepreneurial Venture	3-0-3	ENTP201, Senior standing
FIN 201	Finance	3-0-3	ACCT 101
HRM 201	Human Resources Management	3-0-3	MGT 201
MATH 162	Business Mathematics	3-0-3	GMTH 181B
MGT 201	Fundamentals of Management and OB	3-0-3	GENG 131
MGT 302	Business Law and Ethics	3-0-3	MGT 201
MGT 403	Strategic Management	3-0-3	Senior Standing
MKT 201	Principles of Marketing	3-0-3	GENG 131
OSCM 201	Decision Sciences	2-1-3	GMTH 181B, GSTA 181
OSCM 302	Operations Management	3-0-3	OSCM 201
OSCM 407	Project Management	3-0-3	OSCM 302, BAN 304, FIN201
TOTAL CREDIT HOURS		57	

Marketing requirements: 21 credit hours

Students majoring in Marketing will be required to take seven marketing courses (21 credit hours). These are grouped into five required courses (15 credit hours) and two elective courses (six credit hours).

Marketing Technical Core Requirements: 15 credit hours

Students pursuing a Marketing major must successfully complete the five required courses.

List of required Marketing major courses

Dept. or Section Prefix and Course Number	Course title	Credits (Lecture-Practical-Total)	Prerequisites
MKT 303	Marketing Research Methods	3-0-3	MKT 201, BAN 202
MKT 304	Consumer Behaviour	3-0-3	MKT 201
MKT 305	Digital Marketing	3-0-3	MKT 201
MKT 306	Integrated Marketing Communications	3-0-3	MKT 201
MKT 409	Marketing Strategy	3-0-3	MKT 201
TOTAL		15	

Marketing Technical Elective Requirements: 06 credit hours

Students pursuing a Marketing major must select two courses from the list of elective Marketing courses.

List of marketing major elective courses

Dept. or Section Prefix and Course Number	Course title	Credits (Lecture-Practical-Total)	Prerequisites
MKT 302	Brand management	3-0-3	MKT 201
MKT 407	Personal Selling	3-0-3	MKT 201
MKT408	Public Relations	3-0-3	MKT 201
MKT420	Social media marketing	3-0-3	MKT 201
MKT421	MKT Analytics	3-0-3	MKT 201
MKT422	Special topics in MKT	3-0-3	MKT 201

*The student is free to select any two courses (nine credit hours) from the list.

Field Experience Requirement: 03 credit hours

Students are required to complete 300 hours of Supervised Internship. This will carry three (03) credit hours and will involve practical placement and work in an organization. Students are encouraged to complete minimum of 95 credit hours before pursuing the internship.

Course no.	Course title	Credits	Prerequisite(s)
MKT 400	Field Experience in Marketing	0-0-3	Dept. Approval

Research Project Requirement: 03 credit hours

Students are required to undertake research project as graduation requirement in the final senior year.

Course no.	Course title	Credits	Prerequisite(s)
RES 400	Research Project	0-0-3	Dept. Approval; Senior Standing
Total Credits		03	

Elective Courses: 06 Credit Hours

Business electives

Students must take 02 courses (06 credit hours) as electives. Two courses (06 credit hours) must be taken from the list of approved business electives including courses from all the majors offered at the College of Business.

List of business electives for Marketing program

Course no.	Course title	Credits	Prerequisite(s)
ACCT 303	Intermediate Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 404	Tax & Zakat Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 405	Advanced Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 406	Cost Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 407	Government and Non-Profit Organizations Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 408	Auditing Principles & Procedures	3-0-3	ACCT 101 and ACCT 202
BAN 203	SYSTEMS IN BUSINESS	2-1-3	None
BAN 405	Digital Transformation in Business	2-1-3	BAN 202, Senior Standing
ENTP302	Raising Money: Venture capital and private equity	3-0-3	ENTP 201, FIN 201
ENTP303	Small Business Management	3-0-3	ENTP 201, MKT 201, HRM201, ACCT 101, FIN 201
ENTP304	Microfinance	3-0-3	ENTP 201, FIN 201
ENTP 305	Social Media Marketing for Entrepreneurs	3-0-3	ENTP 201, MKT 201
ENTP 407	Social Entrepreneurship	3-0-3	Senior standing

Course no.	Course title	Credits	Prerequisite(s)
ENTP 408	Digital Entrepreneurship	2-1-3	ENTP 201; BAN 202
ENTP 409	Family Business Management	3-0-3	ENTP 201
ENTP 410	Design Thinking	3-0-3	ENTP 201
ENTP 411	Creativity and Innovation	3-0-3	ENTP 201
ENTP 412	Personal Selling	3-0-3	MKT 201
FIN 302	Corporate Finance	3-0-3	FIN 201
FIN 303	Principles of Investment	3-0-3	FIN 201
FIN 304	Financial Statement Analysis	3-0-3	ACCT 202, FIN 201
FIN 405	Management of Financial Institutions	3-0-3	FIN 201
FIN 406	International Finance	3-0-3	FIN 201
FIN 407	Money, Banking & Capital Markets	3-0-3	FIN 201 & FIN 302
FIN 408	Real Estate Finance	3-0-3	FIN 201
FIN 409	Risk Management	3-0-3	FIN 201
FIN 410	FinTech & innovation	3-0-3	FIN 201
FIN 411	Financial policy	3-0-3	FIN 201
MKT 302	Brand management	3-0-3	MKT 201
OSCM 303	Management of Service Operations	3-0-3	OSCM 201
OSCM 304	Supply Chain Management	3-0-3	OSCM 201
OSCM 305	Sourcing, Logistics and Transportation	3-0-3	OSCM 201
OSCM 306	Procurement management	3-0-3	OSCM 201
OSCM 408	Quality Management and Control	2-1-3	BAN 202, OSCM 201
OSCM 409	Modelling and Simulation in Operations and Supply Chain Management	2-1-3	BAN 202, OSCM 201
OSCM 410	Six sigma and lean operations	3-0-3	BAN 302, OSCM 201
OSCM 411	Special topics in operations and supply chain management	3-0-3	BAN 302, OSCM 201
Total credit hours		06	

Marketing: Study plan

Freshman Year – Semester 1				LEC	LAB	CR
GMTH 181B	Quantitative Science	3	0	3		
GENG 131	Advanced English Language Skills & Critical Thinking	3	0	3		
GISL 121	Social and Moral Values in Islam	3	0	3		
GCS 182	Principles of Computing and Programming	3	0	3		
ACCT 101	Financial Accounting	2	1	3		
TOTAL				15		

Freshman Year – Semester 2				LEC	LAB	CR
MATH 162	Business Mathematics (GMTH181B)	3	0	3		
GSTA 181	Business Statistics	2	2	3		
GENG 133	English for Professional Purposes	3	0	3		
BAN 101	Data Analytics using Excel	2	1	3		
CACS xxx	Creative Arts and Cultural Studies	3	0	3		
TOTAL				15		

Sophomore Year – Semester 3				LEC	LAB	CR
ACCT 202	Managerial Accounting (ACCT140)	3	0	3		
ECON 201	Microeconomics	3	0	3		
OSCM 201	Decision Sciences (GMTH181B, GSTA181)	2	1	3		
MGT 201	Fundamentals of Management and OB (GENG131)	3	0	3		
MKT 201	Principles of Marketing (GENG131)	3	0	3		
FL xxx I	Foreign Languages I	1	2	2		
TOTAL				17		

Sophomore Year – Semester 4				LEC	LAB	CR
BAN 202	Foundations of Data Analytics (GSTA181, GCS182)	2	1	3		
ECON 202	Macroeconomics (ECON 201)	3	0	3		
GSEM 100	Research Seminar	1	2	2		
HRM 201	Human Resources Management (MGT201)	3	0	3		
FIN 201	Finance (ACCT 101)	3	0	3		
ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia	3	0	3		
TOTAL				17		

Junior Year – Semester 5				LEC	LAB	CR
MGT 302	Business Law and Ethics (MGT201)	3	0	3		
OSCM 302	Operations Management (OSCM 201)	3	0	3		
MKT 304	Consumer behaviour (MKT201)	3	0	3		
BAN 304	Predictive data analytics (BAN202, OSCM201)	2	1	3		
BUS xxx I	Business Elective I	3	0	3		
FL xxx II	Foreign Languages II	1	2	2		
TOTAL				17		

Junior Year – Semester 6				LEC	LAB	CR
PES xxx	Physical & Environmental Sciences	3	0	3		
MKT 303	Marketing research (MKT 201, BAN 200)	3	0	3		
MKT 305	Digital marketing (MKT 201)	3	0	3		
GSEM 201	Research, Innovation and Intellectual Property (GSEM 100)	3	0	3		
GARB xxx	Arabic Language	3	0	3		
SSGA xxx I	Social Structure and Global Awareness II	3	0	3		
TOTAL				18		

Summer Session				LEC	LAB	CR
MKT 400	Field Experience in Marketing	0	0	3		
TOTAL				3		

Senior Year – Semester 7				LEC	LAB	CR
ENTP 406	Launching a New Entrepreneurial Venture (ENTP 201 & Senior Standing)	3	0	3		
MKT 306	Integrated Marketing Com. (MKT 201)	2	1	3		
MKT xxx I	Technical Elective I	3	0	3		
OSCM 407	Project Management (OSCM302, BAN304, FIN201)	3	0	3		
BUS xxx II	Business Elective II	3	0	3		
TOTAL				15		

Senior Year – Semester 8				LEC	LAB	CR
MGT 403	Strategic Management (Senior Standing)	3	0	3		
MKT 409	Marketing strategy (MKT 201)	3	0	3		
MKT xxx II	Technical Elective II	3	0	3		
RES 400	Research Project (Senior Standing)	0	0	3		
SSGA xxx I	Social Structure and Global Awareness 1	3	0	3		
TOTAL				15		

Total credit hours required for Marketing Program: 132

Summary of courses

Course no.	Course title	Credits	Prerequisite(s)
ACCT 101	Financial Accounting	2-1-3	None
ACCT 202	Managerial Accounting	3-0-3	ACCT101
ACCT 303	Intermediate Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 404	Tax & Zakat Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 405	Advanced Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 406	Cost Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 407	Government and Non-Profit Organizations Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 408	Auditing Principles & Procedures	3-0-3	ACCT 101 and ACCT 202
BAN 101	Business Analytics using Excel	2-1-3	None
BAN 202	Foundations of Data Analytics	2-1-3	GSTA181
BAN 203	Systems in Business	2-1-3	None
BAN 304	Predictive data analytics	2-1-3	BAN 202, OSCM 201
BAN 405	Digital Transformation in Business	2-1-3	BAN 202, Senior Standing
ECON 201	Microeconomics	3-0-3	None
ECON 202	Macroeconomics	3-0-3	ECON 201
ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia	3-0-3	None
ENTP302	Raising Money: Venture capital and private equity	3-0-3	ENTP 201, FIN 201
ENTP303	Small Business Management	3-0-3	ENTP 201, MKT 201, HRM201, ACCT 101, FIN 201
ENTP304	Microfinance	3-0-3	ENTP 201, FIN 201
ENTP 305	Social Media Marketing for Entrepreneurs	3-0-3	ENTP 201, MKT 201
ENTP 406	Launching a New Entrepreneurial Venture	3-0-3	ENTP201, Senior standing
ENTP 407	Social Entrepreneurship	3-0-3	Senior standing
ENTP 408	Digital Entrepreneurship	2-1-3	ENTP 201; BAN 202
ENTP 409	Family Business Management	3-0-3	ENTP 201
ENTP 410	Design Thinking	3-0-3	ENTP 201
ENTP 411	Creativity and Innovation	3-0-3	ENTP 201
ENTP 412	Personal Selling	3-0-3	MKT 201
FIN 201	Finance	3-0-3	ACCT 101
FIN 302	Corporate Finance	3-0-3	FIN 201
FIN 303	Principles of Investment	3-0-3	FIN 201
FIN 304	Financial Statement Analysis	3-0-3	ACCT 202, FIN 201
FIN 405	Management of Financial Institutions	3-0-3	FIN 201
FIN 406	International Finance	3-0-3	FIN 201
FIN 407	Money, Banking & Capital Markets	3-0-3	FIN 201 & FIN 302
FIN 408	Real Estate Finance	3-0-3	FIN 201
FIN 409	Risk Management	3-0-3	FIN 201
FIN 410	FinTech & innovation	3-0-3	FIN 201
FIN 411	Financial policy	3-0-3	FIN 201
HRM 201	Human Resources Management	3-0-3	MGT 201
MATH 162	Business Mathematics	3-0-3	GMTH 181B
MGT 201	Fundamentals of Management and OB	3-0-3	GENG 131
MGT 302	Business Law and Ethics	3-0-3	MGT 201
MGT 403	Strategic Management	3-0-3	Senior Standing
MKT 201	Principles of Marketing	3-0-3	GENG 131
MKT 302	Brand management	3-0-3	MKT 201
MKT 303	Marketing Research Methods	3-0-3	MKT 201, BAN 202
MKT 304	Consumer Behavior	3-0-3	MKT 201

Course no.	Course title	Credits	Prerequisite(s)
MKT 306	Integrated Marketing Communications	3-0-3	MKT 201
MKT 409	Marketing Strategy	3-0-3	MKT 201
MKT 407	Personal Selling	3-0-3	MKT 201
MKT408	Public Relations	3-0-3	MKT 201
MKT420	Social media marketing	3-0-3	MKT 201
MKT421	MKT Analytics	3-0-3	MKT 201
MKT422	Special topics in MKT	3-0-3	MKT 201
MKT 400	Field Experience in Marketing	0-0-3	Dept. Approval
OSCM 201	Decision Sciences	2-1-3	GMTH 181B, GSTA 181
OSCM 302	Operations Management	3-0-3	OSCM 201
OSCM 303	Management of Service Operations	3-0-3	OSCM 201
OSCM 304	Supply Chain Management	3-0-3	OSCM 201
OSCM 305	Sourcing, Logistics and Transportation	3-0-3	OSCM 201
OSCM 306	Procurement management	3-0-3	OSCM 201
OSCM 407	Project Management	3-0-3	OSCM 302, BAN 304, FIN201
OSCM 408	Quality Management and Control	2-1-3	BAN 202, OSCM 201
OSCM 409	Modelling and Simulation in Operations and Supply Chain Management	2-1-3	BAN 202, OSCM 201
OSCM 410	Six sigma and lean operations	3-0-3	BAN 302, OSCM 201
OSCM 411	Special topics in operations and supply chain management	3-0-3	BAN 302, OSCM 201
RES 400	Research Project	0-0-3	Dept. Approval; Senior Standing

Course descriptions for Marketing

ACCT 101 Financial Accounting (2-1-3)

Prerequisite: None

This course is an introduction to financial accounting. Financial accounting is the process by which an organization reports financial information to interested parties. This information includes details about the organization's assets, its debts, and its financial performance. The information is used for decision-making purposes by managers, stock investors, bankers, labour unions, and suppliers. In this class, students will learn to prepare, analyse, and use financial accounting information based on US GAAP and IFRS standards.

ACCT 202 Managerial Accounting (3-0-3)

Prerequisite: ACCT 101

Managerial accounting is concerned with providing information to managers for use within the organization. Managerial accounting is a company's internal language, and is used for decision-making, production management, product design and pricing, marketing, and for motivating and evaluating employees. This course stresses the use of information in making business decisions. Main topics include general price level adjusted financial statements, analysis of financial statements, cost accounting systems, cost-volume-profit analysis, cost-revenue analysis, efficiency analysis, product pricing, investment decisions, and capacity utilization.

ACCT 303 Intermediate Accounting (3-0-3)

Prerequisite: ACCT 101 & ACCT 202

This course continues the study of introductory financial accounting principles begun in Accounting 140. The areas of coverage in this course include issues concerning the operation of Partnerships, Business Combinations and Consolidated Financial Statements, and International Accounting Issues. These topics require a working knowledge of GAAP and Professional Pronouncements. The course is designed to provide an understanding of the technical requirements as well as developing an appreciation for working with accounting pronouncements and research of accounting issues.

ACCT 404 Tax and Zakat Accounting (3-0-3)

Prerequisite: ACCT 101 & ACCT 202

The course introduces students to the accounting principles of Zakat (obligatory alms) and taxes in Saudi Arabia. In the course, students will learn how to prepare taxes and Zakat returns. Laws regulating taxation, such as Zakat, contain legal aspects, which govern the imposition of taxes and the calculation of taxes. Consequently, the course is intended to provide a critical analysis of the significance of Zakat law in the hierarchy of Islamic law branches, as well as how it evolved and developed.

ACCT 405 Advanced Accounting (3-0-3)

Prerequisite: ACCT 101 & ACCT 202

The course examines selected advanced accounting topics. It deals with advanced issues in accounting most particularly related to big companies with many branches and which need a process of consolidation to establish the whole company financial statements. In addition, the course highlights the activities of multinational corporates, the partnerships and the accounting of governmental general and special funds.

ACCT 406 Cost Accounting (3-0-3)

Prerequisite: ACCT 101 & ACCT 202

This course focuses on accounting for costs and other financial variables within a firm. This is a highly technical course on managerial accounting and is solely intended for students who plan to work in accounting. The entire course revolves around cost measurement, allocation and management, budgeting and performance measurement and control in a manufacturing and service organization.

ACCT 407 Government and Non Profit Organizations Accounting (3-0-3)

Prerequisite: ACCT 101 & ACCT 202

This course is designed to provide a framework for understanding the special accounting and reporting requirements of non-profit organizations. The emphasis is on reporting concepts and budgeting principles for governmental and non-profit economic entities.

ACCT 408 Auditing Principles and Procedures (3-0-3) Prerequisite: ACCT 101 & ACCT 202

This course is an introduction to the auditing profession. Its primary emphasis is the auditor's decision-making process and the auditor's the professional ethics and responsibility. Concepts, objectives, standards, and procedures used to audit the financial statements and operations of a business organization are featured in the class. Students will be given opportunities to determine the nature and amount of evidence an auditor should accumulate, the objectives to be achieved in a given audit area, the circumstances of engagement, and the decisions to be made related to evidence collection and evaluation. Topics include: financial statement auditing, legal liability, computerized auditing, statistical sampling, and risk assessment.

BAN 101 Business Analytics Using Excel (2-1-3)

Prerequisite: None

This course aims to provide core skills to transform raw data into insights for decision making. This course is based on interactive and practical contents to instil the data analysis techniques. The course entails the topics such as building sophisticated spreadsheets, perform What-If analyses, apply functions, manipulate PivotTables, and use the advanced features of Excel to make and present better business decisions.

BAN 202 Foundations of Data Analytics (2-1-3)**Prerequisite: GSTA 181**

This course introduces the fundamentals of data analytics applied in various business aspects to assist decision-making. Students will investigate and explore the data management process, which includes identifying, collecting, organizing, pre-processing, and analysing data gathered from various sources. Data visualization techniques are introduced to help students gain hands-on experience with software tools.

BAN 203 Systems in Business (2-1-3)**Prerequisite: None**

Learn about the various systems used in business, starting with how information systems work by analysing those used in different business aspects. Explore how each system operates from the user and customer perspective, design aspects, usage, and administration—starting with the simplest system components: inputs, processes, and outputs and ending with corporate and enterprise systems in various industries.

BAN 304 Predictive Data Analytics (2-1-3)**Prerequisite: BAN 202, SCM 201**

The Predictive Data Analytics course teaches variety of predictive models using statistical techniques, and machine learning used in business to make predictions about future outcomes using historical data. Computers software will be used for modelling and interpretation.

BAN 405 Digital Transformation in Business (2-1-3) Prerequisite: BAN 202, Senior Standing

The business world is constantly changing with accelerated and rapid speed, and Information Technology is the heart of this change. IT, which is being taken out of the data centres and warehouses into the executive conference room, demands how to control information technology to a greater degree, integrating it with strategic business goals. Practice the needed skills to cross the ever-changing landscape of today's critical business and technology relationships and how to achieve business value using disruptive digital technologies successfully. By the end of this course, you will be prepared to make savvy business-IT decisions that will enable digital technology to strengthen your business resilience and growth.

ECON 201 Microeconomics (3-0-3)**Prerequisite: None**

This course introduces the economic way of thinking and the analytical tools to apply in the business decision making. Topics include, demand and consumer behaviour, the theory of the firm's production cost and output decisions, and market structures.

ECON 202 Macroeconomics (3-0-3)**Prerequisite: ECON 201**

This course provides a framework to understand the aggregate behaviour of the economy and various interactions among the households, corporate sector and the government. This course includes the analysis of aggregate output, employment, inflation, exchange rates and the role of macroeconomic policies (monetary and fiscal policy) to influence the macroeconomic outcomes.

ENTP 201 Introduction to Entrepreneurial Ecosystem of Saudi Arabia (3-0-3)**Prerequisite: None**

This course introduces the six domains of the ecosystem of Saudi Arabia, i.e. Roles of Policy (Government), Culture, Finance (including Islamic Finance), Support Institutions, Markets and Human Capital in success of an entrepreneurial venture. The start-ups (students) would be able to understand Intellectual property and its several types, along with the procedures and services provided by the Saudi Authority of Intellectual Property (SAIP).

ENTP 302 Raising Money: Venture capital and private equity (3-0-3)**Prerequisite: ENTP 201, FIN 201**

The course focuses on the analysis of the private equity and venture capital business. It provides a deep understanding of the mechanism underpinning the creation and/or development of a firm and the financial support it can get from the financial system through venture capital investment. This course identifies and discusses the critical stages in the engagement between entrepreneurs soliciting investment, and the venture capital/private equity firms that select, invest in, nurture, and often refinance fast-growing new companies or later-stage ventures with a focus on the regional and national financial regulatory structures.

ENTP 303 Small Business Management (3-0-3)**Prerequisite: ENTP 201, MKT 201, HRM201, ACCT 101, FIN 201**

In this course students will learn about small business management. The course covers topics such as forms of ownership, managing the business, selecting employees, products, pricing, managing cash flow, creating sales forecast, income statements, breakeven analysis, sources of funds, international operations, contracts, risk, and international opportunities.

ENTP 304 Microfinance (3-0-3)**Prerequisite: ENTP 201, FIN 201**

This course provides an understanding of the basic principles, practices, tools and services of microfinance industry in Saudi Arabia. The course covers rationale for microcredits, microfinance lending methods, micro-savings, micro-insurance, microfinance institutions, the role of microfinance in the development of different sectors of an economy, and the regulatory regime in Saudi Arabia. It's a project based course where students will develop a business plan suitable for micro financing.

ENTP 305 Social media marketing for entrepreneurs (3-0-3) Prerequisite: ENTP 201, MKT 201

This course covers the concepts of social media and other networks utilized by customers, as well as the differences between traditional marketing and Electronic-Marketing via social networks, and the importance of social networks as tools that are used for building brand awareness and promoting the business sector. This course also requires students to develop and submit a written marketing plan that would help a company achieve its objectives through social media.

ENTP 406 Launching Entrepreneurial Venture (3-0-3) Prerequisite: ENTP 201, Senior standing

Develop a business plan to launch a new venture. Investigate proper instruments to find sufficient financing for the new ventures so that they can convince the outside world that these opportunities are viable, with substantial potential for success. Students assimilate the ideas and information from different functional aspects of their projects into coherent and persuasive mini-business plans that serve as roadmaps for building their businesses. It is a project-based learning course where students are required to launch their business idea.

ENTP 407 Social Entrepreneurship (3-0-3)**Prerequisite: Senior standing**

The course introduces students to key concepts associated with social entrepreneurship and the process in creating a social venture. The course will introduce the topics such as identifying an opportunity or social need, formulating a strategy to address the social problem, the legal framework for a social enterprise, mobilizing resources, managing growth, tracking results, and maximizing impact. This course is relevant to entrepreneurs that have a social, environmental or non-profit focus. It's a project based course where students will work individually or in teams on social issues they care about.

ENTP 408 Digital Entrepreneurship (2-1-3)**Prerequisite: ENTP 201; BAN 202**

The manufacturing industry is facing transformation with regard to industry 4.0 revolution. The automation processes are being introduced where the entrepreneurs support and complement this transformation. The industry 4.0 elements introduced would include, Internet of Things, Cyber Security, Artificial Intelligence, Cloud Computing, Big Data Analytics and Augmented Reality. It is a project-based learning course.

ENTP 409 Family Business Management (3-0-3)**Prerequisite: ENTP 201**

Majority of businesses in the world are family owned driving the national and global economies. In Saudi Arabia more than 80% of all companies are families owned. More than 60% of the Kingdom's largest 100 firms are owned by families. The students will learn their role, conflicts among family members, succession and estate planning, leadership, women participation, family business constitution, challenges and opportunities in FOB and more in the course. The strategies of family businesses in business expansion, diversification and exit would be important part of the course. Majority of topics would be discussed and delivered through case studies. It is a project-based learning course.

ENTP 410 Design Thinking (3-0-3)**Prerequisite: ENTP 201**

This course will help the students create an innovation following Design Thinking and Innovation Ecosystem of Saudi Arabia. Design thinking is a powerful process of problem solving that begins with understanding unmet customer needs. From that insight emerges a process for innovation that encompasses concept development, applied creativity, prototyping, and experimentation. When design thinking approaches are applied to business, the success rate for innovation improves substantially. The course will help students understand how to resolve problems in organizations and of the customers by placing customers' needs at the centre of a product, service, process, or business model, you can reframe strategic challenges and develop more effective solutions. Drawing on right-brained creativity and left-brained analytics, this design thinking program enables you to broaden your strategic perspective, find novel opportunities for innovation, and keep your business moving forward.

ENTP 411 Creativity and Innovation (3-0-3)**Prerequisite: ENTP 201**

This course will help overcome the challenge of envisioning a new product or service, knowing how to inspire customers and bring it to market. This course examines the role of innovation and creativity in business. Innovations are at the heart of the entrepreneurial success in contemporary business world. Particular focus will be placed on the development of the innovation process. The Students will explore their personal level of creativity, the management practices that enhance or suppress creativity, the relationship between creativity and innovation, and the process of innovation in a business setting. It is a problem-based learning course.

ENTP 412 Personal Selling (3-0-3)**Prerequisite: MKT 201**

This course will provide students with an insight to the selling process including needed skills to complete selling cycle. This course will include topics such as identification of the communication process between buyers and sellers and how to understand different types of buyers, examination of the sales dialogue and its importance in building a trust-based sales relationship, and concluding with the importance of addressing buyers' concern and ways to earn commitment.

FIN 201 Finance (3-0-3)

Prerequisite: ACCT 101

Finance is an undergraduate course that covers foundational financial concepts, including financial statements, time value of money, risk and return, financial markets and institutions, and financial decision-making. Students will learn to understand the role of finance in business and the economy, analyse and interpret financial statements, evaluate risk and return in financial decisions, and make informed financial decisions using appropriate tools and techniques. Upon completion of the course, students will have a solid foundation in finance that they can build upon in the rest of their academic and professional careers

FIN 302 Corporate Finance (3-0-3)

Prerequisite: FIN 201

This course highlights the manager's role in creating value by managing the firm's assets in the long-term and in the short-term. Main topics include project and firm valuation, project analysis, value added strategies and measures, business and financial risks, working capital management, capital structure theory, and dividends policy.

FIN 303 Principles of Investment (3-0-3)

Prerequisite: FIN 201

This course provides the tools to analyse the financial investment decisions within the framework of modern portfolio theory (MPT). Students are introduced to the scope and characteristics of financial markets and institutions. This course covers the various equilibrium pricing theories such as the capital asset pricing model and the arbitrage pricing model. The course also covers an introduction to the futures and options contracts and their role in mitigating the investment risk.

FIN 304 Financial Statement Analysis (3-0-3)

Prerequisite: ACCT 202 & FIN 201

Financial Statement Analysis is an elective course for undergraduate students that teaches the principles and techniques of analysing financial statements. Students will learn how to read, interpret, and analyse the balance sheet, income statement, and cash flow statement. They will also learn how to use financial ratios and other tools to evaluate a company's financial health and performance. Upon completion of the course, students will be able to use financial statement analysis to make informed decisions about investing, financing, and working capital management.

FIN 405 Management of Financial Institutions (3-0-3)

Prerequisite: FIN 201

This course discusses the management and role of financial institutions in the economy. Considerable emphasis will be placed on the management of assets and liabilities of banks, investment dealers, and fund managers. The management of such institutions consists of: asset and liability management, liquidity management, capital adequacy policies, credit evaluation and lending policies, and product development and pricing. The course also discusses the performance of a financial institution and the factors affecting their performance such as competition, regulation, and economy of scale must be considered.

FIN 406 International Finance (3-0-3)

Prerequisite: FIN 201

In this course, we examine the interaction between capital flows, interest rates, inflation, monetary and fiscal policies, cross-border trade, and economic growth. We will discuss how these components may affect local, regional, and global markets. There are several main topics covered in this course, including foreign exchange markets, international equity and bond markets, currency and financial crises, risk loss valuations, risky international assets, capital budgeting, corporate governance, and raising capital internationally.

FIN 407 Money, Banking and Capital Markets (3-0-3)

Prerequisite: FIN 201 & FIN 302

The purpose of this course is to provide a framework for understanding the role of money in the economy and the institutional characteristics of the banking system. The course focuses on the financial system, financial institutions, central banks, monetary policy, and financial stability. The course examines the role money and interest rates play in the economy. It is intended to give students an overview of the financial system and an understanding of money and banking theory and practice. This course examines how monetary policy affects interest rates, prices, and the overall level of economic activity in the changing financial environment.

FIN 408 Real Estate Finance (3-0-3)

Prerequisite: FIN 201

Real Estate Finance is a course that teaches students about the financial aspects of the real estate industry. It covers topics like market analysis, appraisal, mortgage financing, and investment. Students will learn about financial instruments and strategies used in real estate, as well as the risks and opportunities of investing in real estate. The course includes case studies and hands-on exercises to help students develop the skills to analyse and evaluate real estate investment opportunities and make financial decisions in the market.

FIN 409 Risk Management (3-0-3)

Prerequisite: FIN 201

Risk Management is an undergraduate elective course that focuses on the principles and practices of managing financial risks. It covers topics such as financial risk assessment, risk management tools and techniques, and risk management in different financial contexts. Students will learn about different types of financial risks and how to identify, assess, and manage them through case studies and hands-on exercises. This course is ideal for finance and business students who want to develop the skills and knowledge needed to identify, analyse, and mitigate financial risks in their future careers.

FIN 410 FinTech and Innovation (3-0-3)

Prerequisite: FIN 201

This elective course covers the principles and concepts of financial technology, its role in the financial industry, and the potential impacts of fintech on traditional financial services. Students will learn about various types of fintech applications and platforms, including payment systems, lending platforms, wealth management tools, and blockchain-based solutions. They will also be able to analyse and evaluate fintech trends and developments, design and prototype fintech solutions, and develop a critical and ethical perspective on technology in finance. The course emphasizes responsible and inclusive innovation, considering the impacts of fintech on different stakeholders and communities.

FIN 411 Financial Policy (3-0-3)

Prerequisite: FIN 201

This course examines practical problems in all areas of finance. The course emphasizes the application of financial theories and analytical techniques to solve business problems in both domestic and international settings. Topics covered in the course include financial analysis and planning; working capital management; capital budgeting and cash flow analysis; lease financing; long term financing and capital structure decisions; corporate restructuring, mergers & acquisitions, investment analysis, international finance. The course will be centered on business case analysis.

HRM 201 Human Resources Management (3-0-3)

Prerequisite: MGT 201

This course covers various aspects of managing human resources in the organizations. Coverage includes aspects such as planning human resources, staffing, learning and development, compensating employees, managing rewards, ensuring employee health and safety, and most importantly compliance to labour law.

MATH 162 Business Mathematics (3-0-3)

Prerequisite: GMTH 181 B

The course is designed to introduce the essential mathematical skills needed to understand, analyse, and solve business-related mathematical problems. The topics covered in this course include percentages, simple interest, trade, bank and cash discounts, payroll, annuities, sinking funds, bonds and stocks, and business loans.

MGT 201 Fundamentals of Management and OB (3-0-3)

Prerequisite: GENG 131

This course is familiarize students with the management of the modern organization. It, therefore, explores vital management concepts, processes and techniques from an organizational behavior perspective. Main topics include management history and evolution, management principles, motivation, decision-making, leadership, learning and perception, communication, managing groups and teams in the organization.

MGT 302 Business Law and Ethics (3-0-3)

Prerequisite: MGT 201

The course introduces students to the common business activities and the formation and function of commercial companies along with the related ethical principles. The topics include labour law, creditors' rights, bankruptcy, intellectual property, property law, finance law, corruption, fair trade, fraud, whistle-blowing, corporate social responsibility and the role of ethics in business decisions.

MGT 403 Strategic Management (3-0-3)

Prerequisite: Senior Standing

This course examines how firms build and sustain superior competitive positions and profitability. Successful strategy design and implementation require a holistic understanding of the firm's external environment and its internal resources and capabilities, as well as an integrative view that spans functional areas such as operations, marketing, and finance. Strategic analysis draws on a number of academic disciplines, including economics, psychology, sociology, and political science. The primary objectives of this course are to improve a student's ability to: 1) evaluate the opportunities and threats in a firm's external environment and the strengths and weaknesses of its internal resources and capabilities; 2) assess the dynamics of competition and anticipate threats to the long-term sustainability of strategies for achieving superior performance; and 3) develop appropriate and superior strategies for particular firms within the domain of business unit strategy, corporate strategy, global strategy and non-market strategy.

RES 400 Research Project (0-0-3)

Prerequisite: Senior Standing; Dept. Approval

The project is to be undertaken by every student in the final semester. This will be an original research in the relevant field. An instructor/ professor will supervise the research project undertaken by the student. The aim of the project will be for the student to carry out genuine research and complete the write-up of the research report. Students must present and defend their research.

MKT 201 Principles of Marketing (3-0-3)

Prerequisite: GENG 131

The course provides a broad conceptual introduction to the study of marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific marketing issues will be addressed within a decision-making framework that puts the marketing function at the Centre of an organization's strategic direction. Course objectives include: defining the strategic role of marketing as well as its functional concerns; developing basic marketing decision-making and analytical skills in applied organizational settings; and providing a forum for open debate and critical examination of peers' insights and analyses.

MKT 302 Brand Management (3-0-3)**Prerequisite: MKT 201**

Building and effectively maintaining brand equity is among the top priorities of high performing companies. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This course provides a broad conceptual understanding to the study of brand marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific branding issues will be addressed within a decision-making framework that puts the marketing function at the centre of an organization's strategic direction. Course objectives include: Defining brands and how they are managed in terms of its positioning and customer-based brand equity. Understanding how to plan and implement brand marketing programs and how to measuring and interpreting Brand Performance. Developing basic marketing decision-making and analytical skills in relation to branding; and by the end of the semester, each student will be able to coherently discuss generic issues of branding strategy and devise a well-backed branding marketing plan.

MKT 303 Marketing Research Methods (3-0-3)**Prerequisite: MKT 201, BAN 20**

This course explores the research process practices that are applied to the field of business. It equally aims at expanding the grasp of diverse research methodologies so as to train students to work on the research projects they will be handling in their different business disciplines. An analysis of pertinent research literature in business is conducted. Experience is acquired in making out and stating research problems, in deciding on and utilizing the suitable research methods, whether quantitative or qualitative, in devising a research project, as well as in gathering, investigating, recording, deciphering data and presenting the research outcomes. Students learn how to use "SPSS" which is the leading statistical software for social sciences. Through their practicing of the research process and "SPSS", students will become more proficient and assertive while assessing research findings in their respective areas of specialization.

MKT 304 Consumer Behavior (3-0-3)**Prerequisite: MKT 201**

To be successful in a market, a business must recognize and be able to foresee the consumers' behavior in various circumstances. This course will give students an understanding of how to analyse the actions and the decision-making processes of individuals and organizations when determining, assessing, obtaining, consuming, and disposing of products and services. Students will explore basic concepts from the fields of marketing, psychology, and sociology to understand how consumer behavior impacts managerial decision making. Concepts of operating in a digital world is also explored as well as a terminology of digital context is also covered.

MKT 305 Digital Marketing (3-0-3)**Prerequisite: MKT 201**

The course provides a broad conceptual introduction to the study of digital marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific marketing issues will be addressed within a decision-making framework that puts the marketing function at the centre of an organization's strategic direction. Course objectives include: Defining the strategic role of digital marketing as well as its functional concerns; The main concern is to understand digital marketing strategy development, implementation and practice; understanding the importance of digital marketing campaign tools, planning and implementation; Developing basic marketing decision-making and analytical skills in applied virtual settings; and providing a forum for open debate and critical examination of peers' insights and analyses. By the end of the semester, each student will be able to coherently discuss generic issues of digital marketing strategy and devise a well-backed marketing plan.

MKT 306 Integrated Marketing Communications (3-0-3)**Prerequisite: MKT 201**

Integrated Market Communications (IMC) provides the student with the tools, language, and skills necessary for the strategic management of communications within integrated contexts. The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. This course will help students become effective decision makers in companies centrally concerned with consumer/customer communication. Using the resources presented in class, students will be expected to make their own IMC strategies.

MKT 400 Field Experience in Marketing (0-0-3)**Prerequisite: Dept. Approval**

Students are required to complete an internship of 300 hours with an approved company for completing the graduation requirements. The Department will assign a supervisor to the students in the related field who will monitor their progress during internship period. The student will submit a report about her/his work experience followed by an oral presentation.

MKT 407 Personal Selling (3-0-3)**Prerequisite: MKT 201**

This course will provide students with an insight to the selling process including needed skills to complete selling cycle. This course will include topics such as identification of the communication process between buyers and sellers and how to understand different types of buyers, examination of the sales dialogue and its importance in building a trust-based sales relationship, and concluding with the importance of addressing buyers' concern and ways to earn commitment.

MKT 408 Public Relations (3-0-3)**Prerequisite: MKT 201**

This course will introduce the student to the PR function within an organization and give them a solid understanding of PR as a process and its place in a company's overall marketing mix. The student will learn how to identify PR opportunities; conduct the appropriate research; identify audiences and media; plan and create a PR campaign; work with the media; and evaluate a campaign's results.

MKT 409 Marketing Strategy (3-0-3)**Prerequisite: MKT 201**

This course will help students examine the entire marketing mix that can be integrated into a comprehensive marketing strategy. Students will analyse goods and services, the market, channel issues, the effects of consumer behavior, marketing policies, pricing and terms of trade, and brand name policies. As well, other external factors that affect the marketing process such as government legislation, administrative regulations, and international influences in a world economy will be highlighted. Students will also learn how to identify, evaluate, and develop marketing strategies; evaluate a firm's opportunities; anticipate competitive dynamics, and determine the sustainability of competitive advantages.

MKT 420 Social Media Marketing (3-0-3)**Prerequisite: MKT 201**

This course covers the concepts of social media and other networks utilized by customers, as well as the differences between traditional marketing and Electronic-Marketing via social networks, and the importance of social networks as tools that are used for building brand awareness and promoting the business sector. This course also requires students to develop and submit a written marketing plan that would help a company achieve its objectives through social media.

MKT 421 Marketing Analytics (3-0-3)**Prerequisite: MKT 201**

This course introduces students to the science of digital key performance indicators while casting a keen eye toward the artful use of numbers found in the digital space. The goal is to provide the foundation needed to apply data analytics to real-world challenges marketers confront daily. Students will learn to identify the web analytic tool right for their specific needs; understand valid and reliable ways to collect, analyse, and visualize data from the web; and utilize data in decision making for agencies, organizations, or clients.

MKT 422 Special Topics in Marketing (3-0-3)**Prerequisite: MKT 201**

This course introduces students to the latest trends and issues in marketing using the latest articles on a number of selected topics.

OSCM 201 Decision Sciences (2-1-3)**Prerequisite: GMTH181B, GSTA 181**

This course will demonstrate how quantitative modelling and data analysis techniques are used in managerial decision making. Topics explored include: Decisions theory, linear programming, integer programming, network models, transportation models, assignment models, maximal flow problem, shortest route models, spanning tree models, sensitivity analyses, PERT/CPM networks, and Decisions under risk and uncertainties. Emphasis on using spreadsheet modelling in solving problems.

OSCM 302 Operations Management (3-0-3)**Prerequisite: OSCM 201**

This course focuses on understanding and analysis of processes for production and delivery of goods and services. It covers Productivity management, Operations Strategy, Location strategies, project management (CPM, PERT & Crashing), product and services development, Quality Management, Inventory Management, Inventory Cost, Economic Order Quantity (EOQ), layout strategy, Line Balancing, and A-B-C Analysis. The concepts, models, and tools covered can be applied in a wide range of manufacturing and service companies- from retailers to restaurants, hospitals to factories, and consulting companies to government agencies. Several real cases are used to mesh theory with practice to illustrate the critical importance of aligning operations with other core business functions such as finance and marketing.

OSCM 303 Management of Service Operations (3-0-3)**Prerequisite: OSCM 201**

The service sector is a major segment of most industrial economies. Service operations management is the study of the design, delivery, and improvement of service products. It is a key function in service-based organizations, such as hotels, airlines, hospitals, and banks, as well as in service-oriented industries, such as consulting and education. In this course, students will learn the principles and best practices of service operations management, including how to design service processes and systems, how to manage service quality and customer satisfaction, and how to optimize service delivery and efficiency. Some of the key topics that may be covered in a course on service operations management include Service design and development, service quality and customer satisfaction, service delivery and efficiency, Service innovation and improvement and implementing techniques to optimize service delivery and efficiency, such as blueprint and queueing theories.

OSCM 304 Supply Chain Management (3-0-3)**Prerequisite: OSCM 201**

This course introduces students to the strategic role of the supply chain and its impact on a company's overall performance. This course topics include Global Supply Chain Management, Designing Distribution Networks, Aggregate Planning, Coordination in a Supply Chain, Managing Economies of Scale in a Supply Chain, Achieving Strategic Fit, Supply Chain Drivers and Metrics, Material Requirement Planning (MRP), Bullwhip Effect, and Supply Chain Risk and Uncertainty.

OSCM 305 Sourcing, Logistics and Transportation (3-0-3)

Prerequisite: OSCM 201

Sourcing, logistics and transportation is the subject that manages efficient, effective flow and storage goods, services, and related information in a supply chain. This course will focus on the business logistics approaches and provides in-depth knowledge of managing business activities associated with network design, material acquisition, transformation, inventory management, transportation, distribution, and information management. The key elements of sourcing, logistics and transportation covered include logistics planning and strategy, reverse logistics, customer service, procurement, transport, inventory, warehousing, and materials handling.

OSCM 306 Procurement Management (3-0-3)

Prerequisite: OSCM 201

This course provides an understanding of the business role of procurement in relation to both operational and strategic organizational goals. Students will be able to identify alternative terms and conditions of sale, source suppliers and build supplier relationships. In addition, exposure to the purchasing and supply management, supply organization and strategy, make or buy decisions, insourcing and outsourcing, needs identification, price and cost analysis, cost management, supplier selection and evaluation, contracting, and negotiating with suppliers and total cost of ownership will be provided. Where appropriate, the unique nature of the Saudi context will be explored.

OSCM 407 Project Management (3-0-3)

Prerequisite: OSCM 302, BAN 304, FIN201

Project management is the application of knowledge, skills, tools, and techniques to project activities to meet the project's requirements. Examine the application and integration of the project management body of knowledge (PMBOK). Understand and implement tools and techniques of the leading project management phases: initiation, planning, execution, control, and closure. Gain the tools and knowledge for delivering projects on time and within budget while meeting performance specifications. This course is consistent with CAPM® - Certified Associate in Project Management competencies and can partly contribute to preparation for the certification exam.

OSCM 408 Quality Management, and Control (2-1-3)

Prerequisite: BAN 202, OSCM 201

This course will introduce students to advanced statistical process control techniques and Total Quality Management (TQM) concepts and procedures in manufacturing and service operations. The student will use the computer to construct control charts (X-bar and R and X-bar and Sigma), Pareto diagrams, scatter plots and others for quality management.

OSCM 409 Modelling and Simulation in Operations and Supply Chain Management (2-1-3)

Prerequisite: BAN 202, OSCM 201

This course introduces the use of computer simulation for business decision making. Students are introduced to modelling in operations and supply chain management. Application of Operations Management, Inventory and Warehouse Management, Sourcing Management, Logistics / Transportation Management, Material Requirements Planning, using advanced spreadsheet modelling tools, and programming for manipulating big data.

OSCM 410 Six Sigma and Lean Operations (3-0-3)

Prerequisite: BAN 302, OSCM 201

This course teaches Lean Six Sigma as a quality improvement methodology structured to reduce defects/failure rates and on lean operations methodology structured to reduce waste. Materials include an overview of lean six sigma processes, tools, metrics, and plan and execute a Lean Six Sigma project for process improvement. This course is consistent with Lean Six Sigma (Green Belt) competencies and can partly contribute to preparation for the certification exam.

OSCM 411 Special Topics in Operations and Supply Chain Management (3-0-3)

Prerequisite: BAN 302, OSCM 201

The objective of this course is to provide students with a better and deeper understanding of a set of current topics in Operations and Supply Chain Management practice, trends, and technology.

Marketing Curriculum (Pre-Requisite Chart)



Operations and Supply Chain Management

GEORGETOWN
UNIVERSITY
McDonough
SCHOOL of BUSINESS

AACSB
ACCREDITED

هيئة تقويم التعليم والتدريب
Education & Training Accreditation Commission

Program description

The Bachelor of Science in Operations and Supply Chain Management (OSCM) program provides an in-depth study of the major concepts and tools in the theory and application of modern Operations and Supply Chain Management techniques. Students will acquire knowledge and skills covering a range of strategic Operations Management functions including Operations Management, Supply Chain Management, Business Analytics, and Service Operations. Topics may include inventory control, forecasting, queuing theory, optimization techniques, warehouse management, distribution networks, sourcing decisions, productivity, selecting suppliers, supply chain strategy, Quality Management, Assurance, and Control, data analytics, Project Management, Operations and Supply Chain Management Modelling and Simulation.

Educational objectives

Students who undertake this program will:

- Demonstrate an understanding of the key terms, theories, practices, and latest trends in the field of OSCM.
- Demonstrate problem-solving skills in the field of OSCM.
- Provide innovative solutions to problems in the field of OSCM.
- Demonstrate ability to conduct research in the field of OSCM.
- Demonstrate the understanding of ethical issues in OSCM.

Learning outcomes

Upon graduating from the OSCM program, you'll be able to:

Knowledge:

1. Demonstrate the knowledge and understanding of latest trends of Operations and Supply Chain Management on organizations and businesses. (Itqan)
2. Knowledge and comprehension of research and inquiry methodologies of Operations and Supply Chain Management on organizations and businesses. (Itqan)

Skills:

3. Use critical thinking and develop creative solutions to current issues and problems, in various complex contexts related to Operations and Supply Chain Management profession on organizations and businesses. (Itqan)
4. Use and adapt advanced processes, techniques, tools, instruments, and/or materials in dealing with various complex Operations and Supply Chain Management practical activities on organizations and businesses. (Itqan)
5. Communicate effectively to demonstrate theoretical knowledge comprehension and specialized transfer of knowledge, skills, and complex ideas to a variety of audiences. (Ambassador)

Values:

6. Demonstrate commitment to professional and academic values, standards, and ethical codes of conduct, and represent responsible citizenship and coexistence with others. (Ihsan)
7. Collaborate responsibly and constructively on leading diverse teams to perform a wide range of tasks while playing a major role in planning and evaluating joint work. (Stewardship)

Career opportunities

Graduates will be able to pursue their careers as:

- Supply Chain Department
- Operations Department
- Projects Management Department
- Logistics Department
- Quality Assurance Department
- Warehouse Management Department
- Service Operations Department
- Production Department
- Contracts & Procurement Department
- Auditing Department
- Transportation Department
- Hospitality Department
- Services Department
- Demand planning Department
- Business analyst
- Supplier Relations
- Materials Planning
- Inventory Management
- Customs Clearance

Graduation requirements

Graduation requirements include the successful completion of 132 credit hours.

General Education Requirements	42
Business Core Requirements	57
Business Elective Requirements	06
Technical Core Requirements	15
Technical Elective Requirements	06
Field Experience Requirements	03
Research Requirements	03
Total Credit Requirements	132

General education requirements: 42 credit hours

List of required general education courses:

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
			Any course from the category	3
		Arabic Language	Any course from the category	3
		English Language	GENG 131- Advanced English Language Skills and Critical Thinking	3
			Any course from the category	3
Foreign Languages	Any two courses from the category	4		
Social Sciences	8	Social Structure and Global Awareness	GSEM100: Research Seminar	2
			Any two courses from the category	6
Research	3	Research Skills and Innovation	GSEM201: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	Any course from the category	3
			Computer Science and Technology	Any course from the category
		Quantitative Sciences	GMTH 181B	3
			GSTA181: Introductory Statistics	3
TOTAL	42	15 Courses		42

Business core requirements: 57 credit hours

To fulfil graduation requirements, all students are required to complete the following business courses. In order to ensure that all students get maximum exposure to a diverse range of subjects that broaden their horizons, core courses have been selected from seven distinctly different discipline areas.

List of required business core courses

Course no.	Course title	Credits	Prerequisite(s)
ACCT 101	Financial Accounting	2-1-3	None
ACCT 202	Managerial Accounting	3-0-3	ACCT101
BAN 101	Business Analytics using Excel	2-1-3	None
BAN 202	Foundations of Data Analytics	2-1-3	GSTA181
BAN 304	Predictive data analytics	2-1-3	BAN 202, OSCM 201
ECON 201	Microeconomics	3-0-3	None
ECON 202	Macroeconomics	3-0-3	ECON 201

Course no.	Course title	Credits	Prerequisite(s)
ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia	3-0-3	None
ENTP 406	Launching a New Entrepreneurial Venture	3-0-3	ENTP201, Senior standing
FIN 201	Finance	3-0-3	ACCT 101
HRM 201	Human Resources Management	3-0-3	MGT 201
MATH 162	Business Mathematics	3-0-3	GMTH 181B
MGT 201	Fundamentals of Management and OB	3-0-3	GENG 131
MGT 302	Business Law and Ethics	3-0-3	MGT 201
MGT 403	Strategic Management	3-0-3	Senior Standing
MKT 201	Principles of Marketing	3-0-3	GENG 131
OSCM 201	Decision Sciences	2-1-3	GMTH 181B, GSTA 181
OSCM 302	Operations Management	3-0-3	OSCM 201
OSCM 407	Project Management	3-0-3	OSCM 302, BAN 304, FIN201
TOTAL BUSINESS CORE COURSE CREDIT HOURS		57	

Business Elective requirements: 06 credits hours

To complete this requirement, students must select a total of 6 credit hours from a list of approved business electives including courses from all the majors offered at the College of Business, except Operations and Supply Chain Management.

Course no.	Course title	Credits	Prerequisite(s)
ACCT 303	Intermediate Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 404	Tax & Zakat Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 405	Advanced Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 406	Cost Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 407	Government and Non-Profit Organizations Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 408	Auditing Principles & Procedures	3-0-3	ACCT 101 and ACCT 202
BAN 203	Systems in Business	2-1-3	None
BAN 405	Digital Transformation in Business	2-1-3	BAN 202, Senior Standing
ENTP302	Raising Money: Venture capital and private equity	3-0-3	ENTP 201, FIN 201
ENTP303	Small Business Management	3-0-3	ENTP 201, MKT 201, HRM201, ACCT 101, FIN 201
ENTP304	Microfinance	3-0-3	ENTP 201, FIN 201
ENTP 305	Social Media Marketing for Entrepreneurs	3-0-3	ENTP 201, MKT 201
ENTP 407	Social Entrepreneurship	3-0-3	Senior standing
ENTP 408	Digital Entrepreneurship	2-1-3	ENTP 201; BAN 202
ENTP 409	Family Business Management	3-0-3	ENTP 201
ENTP 410	Design Thinking	3-0-3	ENTP 201
ENTP 411	Creativity and Innovation	3-0-3	ENTP 201
ENTP 412	Personal Selling	3-0-3	MKT 201
FIN 302	Corporate Finance	3-0-3	FIN 201
FIN 303	Principles of Investment	3-0-3	FIN 201
FIN 304	Financial Statement Analysis	3-0-3	ACCT 202, FIN 201

Course no.	Course title	Credits	Prerequisite(s)
FIN 405	Management of Financial Institutions	3-0-3	FIN 201
FIN 406	International Finance	3-0-3	FIN 201
FIN 407	Money, Banking & Capital Markets	3-0-3	FIN 201 & FIN 302
FIN 408	Real Estate Finance	3-0-3	FIN 201
FIN 409	Risk Management	3-0-3	FIN 201
FIN 410	FinTech & innovation	3-0-3	FIN 201
FIN 411	Financial policy	3-0-3	FIN 201
MKT 302	Brand management	3-0-3	MKT 201
MKT 303	Marketing research methods	3-0-3	MKT 201 & BAN 202
MKT 304	Consumer behavior	3-0-3	MKT 201
MKT 305	Digital marketing	3-0-3	MKT 201
MKT 306	Integrated Marketing Communications	2-1-3	MKT 201
MKT 407	Personal Selling	3-0-3	MKT 201
MKT408	Public Relations	3-0-3	MKT 201
MKT 409	Marketing strategy	3-0-3	MKT 201
MKT 420	Social media marketing	3-0-3	MKT 201
MKT421	MKT Analytics	3-0-3	MKT 201
MKT422	Special topics in MKT	3-0-3	MKT 201
Total credit hours		06	

Operations and Supply Chain Management Requirements: 21 credit hours

In order to complete the technical requirement, students must complete 7 courses (21 credit hours) in Operations and Supply Chain Management. The required technical courses are grouped into 5 technical core (15 credits) and 2 technical electives (6 credits).

Operations and Supply Chain Management Technical Core Requirements: 15 credit hours

Students pursuing an Operations and Supply Chain Management major must successfully complete the five required courses.

List of Technical Core Courses in SCM

Course no.	Course title	Credits	Prerequisite(s)
OSCM 303	Management of Service Operations	3-0-3	OSCM 201
OSCM 304	Supply Chain Management	3-0-3	OSCM 201
OSCM 305	Sourcing, Logistics and Transportation	3-0-3	OSCM 201
OSCM 408	Quality Management and Control	2-1-3	BAN 202, OSCM 201
OSCM 409	Modelling and Simulation in Operations and Supply Chain Management	2-1-3	BAN 202, OSCM 201
Total Credit Hours		15	

Operations and Supply Chain Management Technical Elective Requirements: 6 credit hours

Students pursuing an Operations and Supply Chain Management major must select two courses from the list of elective courses.

Course no.	Course title	Credits	Prerequisite(s)
OSCM 306	Procurement management	3-0-3	OSCM 201
OSCM 410	Six sigma and lean operations	3-0-3	BAN 202, OSCM 201
OSCM 411	Special topics in operations and supply chain management	3-0-3	BAN 202, OSCM 201
Total Credit Hours		06	

Field Experience Requirement: 3 credit hours

Students are required to complete 300 hours of Supervised Internship. This will carry three (03) credit hours and will involve practical placement and work in an organization. Students are encouraged to complete minimum of 95 credit hours before pursuing the internship.

Course no.	Course title	Credits	Prerequisite(s)
OSCM 400	Field Experience in Operations and Supply Chain Management	0-0-3	Dept. Approval

Research Project Requirement: 3 credit hours

Students are required to undertake research project as graduation requirement in the final year.

Course no.	Course title	Credits	Prerequisite(s)
RES 400	Research Project	0-0-3	Dept. Approval; Senior Standing
Total Credits		03	

Operations and Supply Chain Management: Study plan

4-year study plan for the Bachelor of Science in OSCM program is presented below:

Freshman Year – Semester 1		LEC	LAB	CR	Prerequisite
GMTH 181B	Pre-calculus B	3	0	3	None
GENG 131	Advanced English Language Skills & Critical Thinking	3	0	3	None
GISL 121	Islam and Civil Society (Mandatory)	3	0	3	None
GCS 182	Principles of Computing and Programming	3	0	3	None
ACCT 101	Financial Accounting	2	1	3	None
TOTAL		15			

Freshman Year – Semester 2		LEC	LAB	CR	Prerequisite
MATH 162	Business Mathematics	3	0	3	GMTH 181B
GSTA 181	Business Statistics	2	2	3	None
GENG 133	English for Professional Purposes	3	0	3	GENG 131
BAN 101	Business Analytics Using Excel	2	1	3	None
CACS xxx	Creative Arts and Cultural Studies	3	0	3	None
TOTAL		15			

Sophomore Year – Semester 3		LEC	LAB	CR	Prerequisite
ACCT 202	Managerial Accounting	3	0	3	ACCT101
ECON 201	Microeconomics	3	0	3	None
OSCM 201	Decision Sciences	2	1	3	GMTH181B, GSTA181
MGT 201	Fundamentals of Management and OB	3	0	3	GENG 131
MKT 201	Principles of Marketing	3	0	3	GENG 131
FL xxx I	Foreign Languages I	1	2	2	None
TOTAL		17			

Sophomore Year – Semester 4		LEC	LAB	CR	Prerequisite
BAN 202	Foundations of Data Analytics	2	1	3	ACCT101
ECON 202	Macroeconomics	3	0	3	None
GSEM 100	Research Seminar	1	2	2	GMTH181B, GSTA181
HRM 201	Human Resources Management	3	0	3	GENG 131
FIN 201	Finance	3	0	3	GENG 131
ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia	3	0	3	None
TOTAL				17	
Sophomore Year – Semester 5		LEC	LAB	CR	Prerequisite
MGT 302	Business Law and Ethics	3	0	3	MGT 201
OSCM 302	Operations Management	3	0	3	OSCM 201
OSCM 303	Management of Service Operations	3	0	3	OSCM 201
BAN 304	Predictive data analytics	2	1	3	BAN202, OSCM201
BUS xxx I	Business Elective I	3	0	3	None
FL xxx II	Foreign Languages II	1	2	2	None
TOTAL				17	
Junior Year – Semester 6		LEC	LAB	CR	Prerequisite
PES xxx	Physical & Environmental Sciences	3	0	3	MGT 201
OSCM 304	Supply Chain Management	3	0	3	OSCM 201
OSCM 305	Sourcing, Logistics and Transportation	3	0	3	OSCM 201
GSEM 201	Research, Innovation and Intellectual Property	3	0	3	BAN202, OSCM201
GARB xxx	Arabic Language	3	0	3	None
SSGA xxx I	Social Structure and Global Awareness I	3	0	3	None
TOTAL				18	
Summer Session		LEC	LAB	CR	Prerequisite
OSCM 400	Field Experience in OSCM	0	0	3	Dept. Approval
TOTAL				3	
Senior Year – Semester 7		LEC	LAB	CR	Prerequisite
ENTP 406	Launching Entrepreneurial Venture	3	0	3	ENTP 201, Senior standing
OSCM 408	Quality Management and Control	2	1	3	OSCM 302
OSCM xxx I	OSCM Elective I	3	0	3	OSCM 201
OSCM 407	Project Management	3	0	3	OSCM302, BAN304, FIN201
BUS xxx II	Business Elective II	3	0	3	None
TOTAL				15	
Senior Year – Semester 8		LEC	LAB	CR	Prerequisite
MGT 403	Strategic Management	3	0	3	Senior standing
OSCM 409	Modelling and Simulation in Operations and Supply Chain Management	2	1	3	BAN 202, OSCM 201
OSCM xxx II	OSCM Elective II	3	0	3	None
RES 400	Research Project	0	0	3	Dept. Approval; Senior Standing
SSGA xxx II	Social Structure and Global Awareness II	3	0	3	None
TOTAL				15	

Total credit hours required for SCM Program: 132

Summary of Operations and Supply Chain Management Courses:

Course No.	Course Title	Credits	Prerequisite
ACCT 101	Financial Accounting	2-1-3	None
ACCT 202	Managerial Accounting	3-0-3	ACCT101
ACCT 303	Intermediate Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 404	Tax & Zakat Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 405	Advanced Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 406	Cost Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 407	Government and Non-Profit Organizations Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 408	Auditing Principles & Procedures	3-0-3	ACCT 101 and ACCT 202
BAN 101	Business Analytics using Excel	2-1-3	None
BAN 202	Foundations of Data Analytics	2-1-3	GSTA181
BAN 203	Systems in Business	2-1-3	None
BAN 304	Predictive data analytics	2-1-3	BAN 202, OSCM 201
BAN 405	Digital Transformation in Business	2-1-3	BAN 202, Senior Standing
ECON 201	Microeconomics	3-0-3	None
ECON 202	Macroeconomics	3-0-3	ECON 201
ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia	3-0-3	None
ENTP302	Raising Money: Venture capital and private equity	3-0-3	ENTP 201, FIN 201
ENTP303	Small Business Management	3-0-3	ENTP 201, MKT 201, HRM201, ACCT 101, FIN 201
ENTP304	Microfinance	3-0-3	ENTP 201, FIN 201
ENTP 305	Social Media Marketing for Entrepreneurs	3-0-3	ENTP 201, MKT 201
ENTP 406	Launching a New Entrepreneurial Venture	3-0-3	ENTP201, Senior standing
ENTP 407	Social Entrepreneurship	3-0-3	Senior standing
ENTP 408	Digital Entrepreneurship	2-1-3	ENTP 201; BAN 202
ENTP 409	Family Business Management	3-0-3	ENTP 201
ENTP 410	Design Thinking	3-0-3	ENTP 201
ENTP 411	Creativity and Innovation	3-0-3	ENTP 201
ENTP 412	Personal Selling	3-0-3	MKT 201
FIN 201	Finance	3-0-3	ACCT 101
FIN 302	Corporate Finance	3-0-3	FIN 201
FIN 303	Principles of Investment	3-0-3	FIN 201
FIN 304	Financial Statement Analysis	3-0-3	ACCT 202, FIN 201
FIN 405	Management of Financial Institutions	3-0-3	FIN 201
FIN 406	International Finance	3-0-3	FIN 201
FIN 407	Money, Banking & Capital Markets	3-0-3	FIN 201 & FIN 302
FIN 408	Real Estate Finance	3-0-3	FIN 201
FIN 409	Risk Management	3-0-3	FIN 201
FIN 410	FinTech & innovation	3-0-3	FIN 201
FIN 411	Financial policy	3-0-3	FIN 201
HRM 201	Human Resources Management	3-0-3	MGT 201
MATH 162	Business Mathematics	3-0-3	GMTH 181B
MGT 201	Fundamentals of Management and OB	3-0-3	GENG 131
MGT 302	Business Law and Ethics	3-0-3	MGT 201
MGT 403	Strategic Management	3-0-3	Senior Standing

Course No.	Course Title	Credits	Prerequisite
MKT 201	Principles of Marketing	3-0-3	GENG 131
MKT 302	Brand management	3-0-3	MKT 201
MKT 303	Marketing Research Methods	3-0-3	MKT 201, BAN 202
MKT 304	Consumer Behavior	3-0-3	MKT 201
MKT 305	Digital Marketing	3-0-3	MKT 201
MKT 306	Integrated Marketing Communications	3-0-3	MKT 201
MKT 409	Marketing Strategy	3-0-3	MKT 201
MKT 407	Personal Selling	3-0-3	MKT 201
MKT408	Public Relations	3-0-3	MKT 201
MKT420	Social media marketing	3-0-3	MKT 201
MKT421	MKT Analytics	3-0-3	MKT 201
MKT422	Special topics in MKT	3-0-3	MKT 201
MKT 400	Field Experience in Marketing	0-0-3	Dept. Approval
OSCM 201	Decision Sciences	2-1-3	GMTH 181B, GSTA 181
OSCM 302	Operations Management	3-0-3	OSCM 201
OSCM 303	Management of Service Operations	3-0-3	OSCM 201
OSCM 304	Supply Chain Management	3-0-3	OSCM 201
OSCM 305	Sourcing, Logistics and Transportation	3-0-3	OSCM 201
OSCM 306	Procurement management	3-0-3	OSCM 201
OSCM 407	Project Management	3-0-3	OSCM 302, BAN 304, FIN201
OSCM 408	Quality Management and Control	2-1-3	BAN 202, OSCM 201
OSCM 409	Modelling and Simulation in Operations and Supply Chain Management	2-1-3	BAN 202, OSCM 201
OSCM 410	Six sigma and lean operations	3-0-3	BAN 202, OSCM 201
OSCM 411	Special topics in operations and supply chain management	3-0-3	BAN 302, OSCM 201
RES 400	Research Project	0-0-3	Dept. Approval; Senior Standing

Course Descriptions for Operations and Supply Chain Management

ACCT 101 Financial Accounting (2-1-3)

Prerequisite: None

This course is an introduction to financial accounting. Financial accounting is the process by which an organization reports financial information to interested parties. This information includes details about the organization's assets, its debts, and its financial performance. The information is used for decision-making purposes by managers, stock investors, bankers, labour unions, and suppliers. In this class, students will learn to prepare, analyse, and use financial accounting information based on US GAAP and IFRS standards.

ACCT 202 Managerial Accounting (3-0-3)

Prerequisite: ACCT 101

Managerial accounting is concerned with providing information to managers for use within the organization. Managerial accounting is a company's internal language, and is used for decision-making, production management, product design and pricing, marketing, and for motivating and evaluating employees. This course stresses the use of information in making business decisions. Main topics include general price level adjusted financial statements, analysis of financial statements, cost accounting systems, cost-volume-profit analysis, cost-revenue analysis, efficiency analysis, product pricing, investment decisions, and capacity utilization.

ACCT 303 Intermediate Accounting (3-0-3)

Prerequisite: ACCT 101 & ACCT 202

This course continues the study of introductory financial accounting principles begun in Accounting 140. The areas of coverage in this course include issues concerning the operation of Partnerships, Business Combinations and Consolidated Financial Statements, and International Accounting Issues. These topics require a working knowledge of GAAP and Professional Pronouncements. The course is designed to provide an understanding of the technical requirements as well as developing an appreciation for working with accounting pronouncements and research of accounting issues.

ACCT 404 Tax and Zakat Accounting (3-0-3)

Prerequisite: ACCT 101 & ACCT 202

The course introduces students to the accounting principles of Zakat (obligatory alms) and taxes in Saudi Arabia. In the course, students will learn how to prepare taxes and Zakat returns. Laws regulating taxation, such as Zakat, contain legal aspects, which govern the imposition of taxes and the calculation of taxes. Consequently, the course is intended to provide a critical analysis of the significance of Zakat law in the hierarchy of Islamic law branches, as well as how it evolved and developed.

ACCT 405 Advanced Accounting (3-0-3)

Prerequisite: ACCT 101 & ACCT 202

The course examines selected advanced accounting topics. It deals with advanced issues in accounting most particularly related to big companies with many branches and which need a process of consolidation to establish the whole company financial statements. In addition, the course highlights the activities of multinational corporates, the partnerships and the accounting of governmental general and special funds.

ACCT 406 Cost Accounting (3-0-3)

Prerequisite: ACCT 101 & ACCT 202

This course focuses on accounting for costs and other financial variables within a firm. This is a highly technical course on managerial accounting and is solely intended for students who plan to work in accounting. The entire course revolves around cost measurement, allocation and management, budgeting and performance measurement and control in a manufacturing and service organization.

ACCT 407 Government and Non Profit Organizations Accounting (3-0-3)

Prerequisite: ACCT 101 & ACCT 202

This course is designed to provide a framework for understanding the special accounting and reporting requirements of non-profit organizations. The emphasis is on reporting concepts and budgeting principles for governmental and non-profit economic entities.

ACCT 408 Auditing Principles and Procedures (3-0-3) Prerequisite: ACCT 101 & ACCT 202

This course is an introduction to the auditing profession. Its primary emphasis is the auditor's decision-making process and the auditor's the professional ethics and responsibility. Concepts, objectives, standards, and procedures used to audit the financial statements and operations of a business organization are featured in the class. Students will be given opportunities to determine the nature and amount of evidence an auditor should accumulate, the objectives to be achieved in a given audit area, the circumstances of engagement, and the decisions to be made related to evidence collection and evaluation. Topics include: financial statement auditing, legal liability, computerized auditing, statistical sampling, and risk assessment.

BAN 101 Business Analytics Using Excel (2-1-3)

Prerequisite: None

This course aims to provide core skills to transform raw data into insights for decision making. This course is based on interactive and practical contents to instil the data analysis techniques. The course entails the topics such as building sophisticated spreadsheets, perform What-If analyses, apply functions, manipulate PivotTables, and use the advanced features of Excel to make and present better business decisions.

BAN 202 Foundations of Data Analytics (2-1-3)**Prerequisite:** GSTA 181

This course introduces the fundamentals of data analytics applied in various business aspects to assist decision-making. Students will investigate and explore the data management process, which includes identifying, collecting, organizing, pre-processing, and analysing data gathered from various sources. Data visualization techniques are introduced to help students gain hands-on experience with software tools.

BAN 203 Systems in Business (2-1-3)**Prerequisite:** None

Learn about the various systems used in business, starting with how information systems work by analysing those used in different business aspects. Explore how each system operates from the user and customer perspective, design aspects, usage, and administration—starting with the simplest system components: inputs, processes, and outputs and ending with corporate and enterprise systems in various industries

BAN 304 Predictive Data Analytics (2-1-3)**Prerequisite:** BAN 202, SCM 201

The Predictive Data Analytics course teaches variety of predictive models using statistical techniques, and machine learning used in business to make predictions about future outcomes using historical data. Computers software will be used for modelling and interpretation.

BAN 405 Digital Transformation in Business (2-1-3) Prerequisite: BAN 202, Senior Standing

The business world is constantly changing with accelerated and rapid speed, and Information Technology is the heart of this change. IT, which is being taken out of the data centres and warehouses into the executive conference room, demands how to control information technology to a greater degree, integrating it with strategic business goals. Practice the needed skills to cross the ever-changing landscape of today's critical business and technology relationships and how to achieve business value using disruptive digital technologies successfully. By the end of this course, you will be prepared to make savvy business-IT decisions that will enable digital technology to strengthen your business resilience and growth.

ECON 201 Microeconomics (3-0-3)**Prerequisite:** None

This course introduces the economic way of thinking and the analytical tools to apply in the business decision making. Topics include, demand and consumer behaviour, the theory of the firm's production cost and output decisions, and market structures.

ECON 202 Macroeconomics (3-0-3)**Prerequisite:** ECON 201

This course provides a framework to understand the aggregate behaviour of the economy and various interactions among the households, corporate sector and the government. This course includes the analysis of aggregate output, employment, inflation, exchange rates and the role of macroeconomic policies (monetary and fiscal policy) to influence the macroeconomic outcomes.

ENTP 201 Introduction to Entrepreneurial Ecosystem of Saudi Arabia (3-0-3)**Prerequisite:** None

This course introduces the six domains of the ecosystem of Saudi Arabia, i.e. Roles of Policy (Government), Culture, Finance (including Islamic Finance), Support Institutions, Markets and Human Capital in success of an entrepreneurial venture. The start-ups (students) would be able to understand Intellectual property and its several types, along with the procedures and services provided by the Saudi Authority of Intellectual Property (SAIP).

ENTP 302 Raising Money: Venture capital and private equity (3-0-3)**Prerequisite:** ENTP 201, FIN 201

The course focuses on the analysis of the private equity and venture capital business. It provides a deep understanding of the mechanism underpinning the creation and/or development of a firm and the financial support it can get from the financial system through venture capital investment. This course identifies and discusses the critical stages in the engagement between entrepreneurs soliciting investment, and the venture capital/private equity firms that select, invest in, nurture, and often refinance fast growing new companies or later-stage ventures with a focus on the regional and national financial regulatory structures.

ENTP 303 Small Business Management (3-0-3)**Prerequisite:** ENTP 201, MKT 201, HRM201, ACCT 101, FIN 201

In this course students will learn about small business management. The course covers topics such as forms of ownership, managing the business, selecting employees, products, pricing, managing cash flow, creating sales forecast, income statements, breakeven analysis, sources of funds, international operations, contracts, risk, and international opportunities.

ENTP 304 Microfinance (3-0-3)**Prerequisite:** ENTP 201, FIN 201

This course provides an understanding of the basic principles, practices, tools and services of microfinance industry in Saudi Arabia. The course covers rationale for microcredits, microfinance lending methods, micro-savings, micro-insurance, microfinance institutions, the role of microfinance in the development of different sectors of an economy, and the regulatory regime in Saudi Arabia. It's a project based course where students will develop a business plan suitable for micro financing.

ENTP 305 Social media marketing for entrepreneurs (3-0-3) Prerequisite: ENTP 201, MKT 201

This course covers the concepts of social media and other networks utilized by customers, as well as the differences between traditional marketing and Electronic-Marketing via social networks, and the importance of social networks as tools that are used for building brand awareness and promoting the business sector. This course also requires students to develop and submit a written marketing plan that would help a company achieve its objectives through social media.

ENTP 406 Launching Entrepreneurial Venture (3-0-3) Prerequisite: ENTP 201, Senior standing

Develop a business plan to launch a new venture. Investigate proper instruments to find sufficient financing for the new ventures so that they can convince the outside world that these opportunities are viable, with substantial potential for success. Students assimilate the ideas and information from different functional aspects of their projects into coherent and persuasive mini-business plans that serve as roadmaps for building their businesses. It is a project-based learning course where students are required to launch their business idea.

ENTP 407 Social Entrepreneurship (3-0-3)**Prerequisite:** Senior standing

The course introduces students to key concepts associated with social entrepreneurship and the process in creating a social venture. The course will introduce the topics such as identifying an opportunity or social need, formulating a strategy to address the social problem, the legal framework for a social enterprise, mobilizing resources, managing growth, tracking results, and maximizing impact. This course is relevant to entrepreneurs that have a social, environmental or non-profit focus. It's a project based course where students will work individually or in teams on social issues they care about.

EENTP 408 Digital Entrepreneurship (2-1-3)**Prerequisite:** ENTP 201; BAN 202

The manufacturing industry is facing transformation with regard to industry 4.0 revolution. The automation processes are being introduced where the entrepreneurs support and complement this transformation. The industry 4.0 elements introduced would include, Internet of Things, Cyber Security, Artificial Intelligence, Cloud Computing, Big Data Analytics and Augmented Reality. It is a project-based learning course.

ENTP 409 Family Business Management (3-0-3)**Prerequisite:** ENTP 201

Majority of businesses in the world are family owned driving the national and global economies. In Saudi Arabia more than 80% of all companies are families owned. More than 60% of the Kingdom's largest 100 firms are owned by families. The students will learn their role, conflicts among family members, succession and estate planning, leadership, women participation, family business constitution, challenges and opportunities in FOB and more in the course. The strategies of family businesses in business expansion, diversification and exit would be important part of the course. Majority of topics would be discussed and delivered through case studies. It is a project-based learning course.

ENTP 410 Design Thinking (3-0-3)**Prerequisite:** ENTP 201

This course will help the students create an innovation following Design Thinking and Innovation Ecosystem of Saudi Arabia. Design thinking is a powerful process of problem solving that begins with understanding unmet customer needs. From that insight emerges a process for innovation that encompasses concept development, applied creativity, prototyping, and experimentation. When design thinking approaches are applied to business, the success rate for innovation improves substantially. The course will help students understand how to resolve problems in organizations and of the customers by placing customers' needs at the centre of a product, service, process, or business model, you can reframe strategic challenges and develop more effective solutions. Drawing on right-brained creativity and left-brained analytics, this design thinking program enables you to broaden your strategic perspective, find novel opportunities for innovation, and keep your business moving forward.

ENTP 411 Creativity and Innovation (3-0-3)**Prerequisite:** ENTP 201

This course will help overcome the challenge of envisioning a new product or service, knowing how to inspire customers and bring it to market. This course examines the role of innovation and creativity in business. Innovations are at the heart of the entrepreneurial success in contemporary business world. Particular focus will be placed on the development of the innovation process. The Students will explore their personal level of creativity, the management practices that enhance or suppress creativity, the relationship between creativity and innovation, and the process of innovation in a business setting. It is a problem-based learning course.

ENTP 412 Personal Selling (3-0-3)**Prerequisite:** MKT 201

This course will provide students with an insight to the selling process including needed skills to complete selling cycle. This course will include topics such as identification of the communication process between buyers and sellers and how to understand different types of buyers, examination of the sales dialogue and its importance in building a trust-based sales relationship, and concluding with the importance of addressing buyers' concern and ways to earn commitment.

FIN 201 Finance (3-0-3)**Prerequisite:** ACCT 101

Finance is an undergraduate course that covers foundational financial concepts, including financial statements, time value of money, risk and return, financial markets and institutions, and financial decision-making. Students will learn to understand the role of finance in business and the economy, analyse and interpret financial statements, evaluate risk and return in financial decisions, and make informed financial decisions using appropriate tools and techniques. Upon completion of the course, students will have a solid foundation in finance that they can build upon in the rest of their academic and professional careers.

FIN 302 Corporate Finance (3-0-3)**Prerequisite:** FIN 201

This course highlights the manager's role in creating value by managing the firm's assets in the long-term and in the short-term. Main topics include project and firm valuation, project analysis, value added strategies and measures, business and financial risks, working capital management, capital structure theory, and dividends policy.

FIN 303 Principles of Investment (3-0-3)**Prerequisite:** FIN 201

This course provides the tools to analyse the financial investment decisions within the framework of modern portfolio theory (MPT). Students are introduced to the scope and characteristics of financial markets and institutions. This course covers the various equilibrium pricing theories such as the capital asset pricing model and the arbitrage pricing model. The course also covers an introduction to the futures and options contracts and their role in mitigating the investment risk.

FIN 304 Financial Statement Analysis (3-0-3)**Prerequisite:** ACCT 202 & FIN 201

Financial Statement Analysis is an elective course for undergraduate students that teaches the principles and techniques of analysing financial statements. Students will learn how to read, interpret, and analyse the balance sheet, income statement, and cash flow statement. They will also learn how to use financial ratios and other tools to evaluate a company's financial health and performance. Upon completion of the course, students will be able to use financial statement analysis to make informed decisions about investing, financing, and working capital management.

FIN 405 Management of Financial Institutions (3-0-3)**Prerequisite:** FIN 201

This course discusses the management and role of financial institutions in the economy. Considerable emphasis will be placed on the management of assets and liabilities of banks, investment dealers, and fund managers. The management of such institutions consists of: asset and liability management, liquidity management, capital adequacy policies, credit evaluation and lending policies, and product development and pricing. The course also discusses the performance of a financial institution and the factors affecting their performance such as competition, regulation, and economy of scale must be considered.

FIN 406 International Finance (3-0-3)**Prerequisite:** FIN 201

In this course, we examine the interaction between capital flows, interest rates, inflation, monetary and fiscal policies, cross-border trade, and economic growth. We will discuss how these components may affect local, regional, and global markets. There are several main topics covered in this course, including foreign exchange markets, international equity and bond markets, currency and financial crises, risk loss valuations, risky international assets, capital budgeting, corporate governance, and raising capital internationally.

FIN 407 Money, Banking and Capital Markets (3-0-3)**Prerequisite:** FIN 201 & FIN 302

The purpose of this course is to provide a framework for understanding the role of money in the economy and the institutional characteristics of the banking system. The course focuses on the financial system, financial institutions, central banks, monetary policy, and financial stability. The course examines the role money and interest rates play in the economy. It is intended to give students an overview of the financial system and an understanding of money and banking theory and practice. This course examines how monetary policy affects interest rates, prices, and the overall level of economic activity in the changing financial environment.

FIN 408 Real Estate Finance (3-0-3)**Prerequisite:** FIN 201

Real Estate Finance is a course that teaches students about the financial aspects of the real estate industry. It covers topics like market analysis, appraisal, mortgage financing, and investment. Students will learn about financial instruments and strategies used in real estate, as well as the risks and opportunities of investing in real estate. The course includes case studies and hands-on exercises to help students develop the skills to analyse and evaluate real estate investment opportunities and make financial decisions in the market.

FIN 409 Risk Management (3-0-3)**Prerequisite:** FIN 201

Risk Management is an undergraduate elective course that focuses on the principles and practices of managing financial risks. It covers topics such as financial risk assessment, risk management tools and techniques, and risk management in different financial contexts. Students will learn about different types of financial risks and how to identify, assess, and manage them through case studies and hands-on exercises. This course is ideal for finance and business students who want to develop the skills and knowledge needed to identify, analyse, and mitigate financial risks in their future careers.

FIN 410 FinTech and Innovation (3-0-3)**Prerequisite:** FIN 201

This elective course covers the principles and concepts of financial technology, its role in the financial industry, and the potential impacts of FinTech on traditional financial services. Students will learn about various types of FinTech applications and platforms, including payment systems, lending platforms, wealth management tools, and block chain-based solutions. They will also be able to analyse and evaluate FinTech trends and developments, design and prototype fintech solutions, and develop a critical and ethical perspective on technology in finance. The course emphasizes responsible and inclusive innovation, considering the impacts of fintech on different stakeholders and communities.

FIN 411 Financial Policy (3-0-3)**Prerequisite:** FIN 201

This course examines practical problems in all areas of finance. The course emphasizes the application of financial theories and analytical techniques to solve business problems in both domestic and international settings. Topics covered in the course include financial analysis and planning; working capital management; capital budgeting and cash flow analysis; lease financing; long term financing and capital structure decisions; corporate restructuring, mergers & acquisitions, investment analysis, international finance. The course will be centered on business case analysis.

HRM 201 Human Resources Management (3-0-3)**Prerequisite:** MGT 201

This course covers various aspects of managing human resources in the organizations. Coverage includes aspects such as planning human resources, staffing, learning and development, compensating employees, managing rewards, ensuring employee health and safety, and most importantly compliance to labour law.

MATH 162 Business Mathematics (3-0-3)**Prerequisite:** GMTH 181 B

The course is designed to introduce the essential mathematical skills needed to understand, analyse, and solve business-related mathematical problems. The topics covered in this course include percentages, simple interest, trade, bank and cash discounts, payroll, annuities, sinking funds, bonds and stocks, and business loans.

MGT 201 Fundamentals of Management and OB (3-0-3)**Prerequisite: GENG 131**

This course is familiarize students with the management of the modern organization. It, therefore, explores vital management concepts, processes and techniques from an organizational behavior perspective. Main topics include management history and evolution, management principles, motivation, decision-making, leadership, learning and perception, communication, managing groups and teams in the organization.

MGT 302 Business Law and Ethics (3-0-3)**Prerequisite: MGT 201**

The course introduces students to the common business activities and the formation and function of commercial companies along with the related ethical principles. The topics include labour law, creditors' rights, bankruptcy, intellectual property, property law, finance law, corruption, fair trade, fraud, whistle-blowing, corporate social responsibility and the role of ethics in business decisions.

MGT 403 Strategic Management (3-0-3)**Prerequisite: Senior Standing**

This course examines how firms build and sustain superior competitive positions and profitability. Successful strategy design and implementation require a holistic understanding of the firm's external environment and its internal resources and capabilities, as well as an integrative view that spans functional areas such as operations, marketing, and finance. Strategic analysis draws on a number of academic disciplines, including economics, psychology, sociology, and political science. The primary objectives of this course are to improve a student's ability to: 1) evaluate the opportunities and threats in a firm's external environment and the strengths and weaknesses of its internal resources and capabilities; 2) assess the dynamics of competition and anticipate threats to the long-term sustainability of strategies for achieving superior performance; and 3) develop appropriate and superior strategies for particular firms within the domain of business unit strategy, corporate strategy, global strategy and non-market strategy.

RES 400 Research Project (0-0-3)**Prerequisite: Senior Standing; Dept. Approval**

The project is to be undertaken by every student in the final semester. This will be an original research in the relevant field. An instructor/professor will supervise the research project undertaken by the student. The aim of the project will be for the student to carry out genuine research and complete the write-up of the research report. Students must present and defend their research.

MKT 201 Principles of Marketing (3-0-3)**Prerequisite: GENG 131**

The course provides a broad conceptual introduction to the study of marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific marketing issues will be addressed within a decision-making framework that puts the marketing function at the Centre of an organization's strategic direction. Course objectives include: defining the strategic role of marketing as well as its functional concerns; developing basic marketing decision-making and analytical skills in applied organizational settings; and providing a forum for open debate and critical examination of peers' insights and analyses.

MKT 302 Brand Management (3-0-3)**Prerequisite: MKT 201**

Building and effectively maintaining brand equity is among the top priorities of high performing companies. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This course provides a broad conceptual understanding to the study of brand marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific branding issues will be addressed within a decision-making framework that puts the marketing function at the centre of an organization's strategic direction. Course objectives include: Defining brands and how they are managed in terms of its positioning and customer-based brand equity. Understanding how to plan and implement brand marketing programs and how to measuring and interpreting Brand Performance. Developing basic marketing decision-making and analytical skills in relation to branding; and by the end of the semester, each student will be able to coherently discuss generic issues of branding strategy and devise a well-backed branding marketing plan.

MKT 303 Marketing Research Methods (3-0-3)**Prerequisite: MKT 201, BAN 202**

This course explores the research process practices that are applied to the field of business. It equally aims at expanding the grasp of diverse research methodologies so as to train students to work on the research projects they will be handling in their different business disciplines. An analysis of pertinent research literature in business is conducted. Experience is acquired in making out and stating research problems, in deciding on and utilizing the suitable research methods, whether quantitative or qualitative, in devising a research project, as well as in gathering, investigating, recording, deciphering data and presenting the research outcomes. Students learn how to use "SPSS" which is the leading statistical software for social sciences. Through their practicing of the research process and "SPSS", students will become more proficient and assertive while assessing research findings in their respective areas of specialization.

MKT 304 Consumer Behavior (3-0-3)**Prerequisite: MKT 201**

To be successful in a market, a business must recognize and be able to foresee the consumers' behavior in various circumstances. This course will give students an understanding of how to analyse the actions and the decision-making processes of individuals and organizations when determining, assessing, obtaining, consuming, and disposing of products and services. Students will explore basic concepts from the fields of marketing, psychology, and sociology to understand how consumer behavior impacts managerial decision making. Concepts of operating in a digital world is also explored as well as a terminology of digital context is also covered.

MKT 305 Digital Marketing (3-0-3)**Prerequisite: MKT 201**

The course provides a broad conceptual introduction to the study of digital marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific marketing issues will be addressed within a decision-making framework that puts the marketing function at the centre of an organization's strategic direction. Course objectives include: Defining the strategic role of digital marketing as well as its functional concerns; The main concern is to understand digital marketing strategy development, implementation and practice; understanding the importance of digital marketing campaign tools, planning and implementation; Developing basic marketing decision-making and analytical skills in applied virtual settings; and providing a forum for open debate and critical examination of peers' insights and analyses. By the end of the semester, each student will be able to coherently discuss generic issues of digital marketing strategy and devise a well-backed marketing plan.

MKT 306 Integrated Marketing Communications (3-0-3)**Prerequisite: MKT 201**

Integrated Market Communications (IMC) provides the student with the tools, language, and skills necessary for the strategic management of communications within integrated contexts. The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. This course will help students become effective decision makers in companies centrally concerned with consumer/customer communication. Using the resources presented in class, students will be expected to make their own IMC strategies.

MKT 407 Personal Selling (3-0-3)**Prerequisite: MKT 201**

This course will provide students with an insight to the selling process including needed skills to complete selling cycle. This course will include topics such as identification of the communication process between buyers and sellers and how to understand different types of buyers, examination of the sales dialogue and its importance in building a trust-based sales relationship, and concluding with the importance of addressing buyers' concern and ways to earn commitment.

MKT 408 Public Relations (3-0-3)**Prerequisite: MKT 201**

This course will introduce the student to the PR function within an organization and give them a solid understanding of PR as a process and its place in a company's overall marketing mix. The student will learn how to identify PR opportunities; conduct the appropriate research; identify audiences and media; plan and create a PR campaign; work with the media; and evaluate a campaign's results.

MKT 409 Marketing Strategy (3-0-3)**Prerequisite:** MKT 201

This course will help students examine the entire marketing mix that can be integrated into a comprehensive marketing strategy. Students will analyse goods and services, the market, channel issues, the effects of consumer behavior, marketing policies, pricing and terms of trade, and brand name policies. As well, other external factors that affect the marketing process such as government legislation, administrative regulations, and international influences in a world economy will be highlighted. Students will also learn how to identify, evaluate, and develop marketing strategies; evaluate a firm's opportunities; anticipate competitive dynamics, and determine the sustainability of competitive advantages.

MKT 420 Social Media Marketing (3-0-3)**Prerequisite:** MKT 201

This course covers the concepts of social media and other networks utilized by customers, as well as the differences between traditional marketing and Electronic-Marketing via social networks, and the importance of social networks as tools that are used for building brand awareness and promoting the business sector. This course also requires students to develop and submit a written marketing plan that would help a company achieve its objectives through social media.

MKT 421 Marketing Analytics (3-0-3)**Prerequisite:** MKT 201

This course introduces students to the science of digital key performance indicators while casting a keen eye toward the artful use of numbers found in the digital space. The goal is to provide the foundation needed to apply data analytics to real-world challenges marketers confront daily. Students will learn to identify the web analytic tool right for their specific needs; understand valid and reliable ways to collect, analyse, and visualize data from the web; and utilize data in decision making for agencies, organizations, or clients.

MKT 422 Special Topics in Marketing (3-0-3)**Prerequisite:** MKT 201

This course introduces students to the latest trends and issues in marketing using the latest articles on a number of selected topics.

OSCM 201 Decision Sciences (2-1-3)**Prerequisite:** GMTH181B, GSTA 181

This course will demonstrate how quantitative modelling and data analysis techniques are used in managerial decision making. Topics explored include: Decisions theory, linear programming, integer programming, network models, transportation models, assignment models, maximal flow problem, shortest route models, spanning tree models, sensitivity analyses, PERT/CPM networks, and Decisions under risk and uncertainties. Emphasis on using spreadsheet modelling in solving problems.

OSCM 302 Operations Management (3-0-3)**Prerequisite:** OSCM 201

This course focuses on understanding and analysis of processes for production and delivery of goods and services. It covers Productivity management, Operations Strategy, Location strategies, project management (CPM, PERT & Crashing), product and services development, Quality Management, Inventory Management, Inventory Cost, Economic Order Quantity (EOQ), layout strategy, Line Balancing, and A-B-C Analysis. The concepts, models, and tools covered can be applied in a wide range of manufacturing and service companies- from retailers to restaurants, hospitals to factories, and consulting companies to government agencies. Several real cases are used to mesh theory with practice to illustrate the critical importance of aligning operations with other core business functions such as finance and marketing.

OSCM 303 Management of Service Operations (3-0-3)**Prerequisite:** OSCM 201

The service sector is a major segment of most industrial economies. Service operations management is the study of the design, delivery, and improvement of service products. It is a key function in service-based organizations, such as hotels, airlines, hospitals, and banks, as well as in service-oriented industries, such as consulting and education. In this course, students will learn the principles and best practices of service operations management, including how to design service processes and systems, how to manage service quality and customer satisfaction, and how to optimize service delivery and efficiency. Some of the key topics that may be covered in a course on service operations management include Service design and development, service quality and customer satisfaction, service delivery and efficiency, Service innovation and improvement and implementing techniques to optimize service delivery and efficiency, such as blueprint and queueing theories.

OSCM 304 Supply Chain Management (3-0-3)**Prerequisite:** OSCM 201

This course introduces students to the strategic role of the supply chain and its impact on a company's overall performance. This course topics include Global Supply Chain Management, Designing Distribution Networks, Aggregate Planning, Coordination in a Supply Chain, Managing Economies of Scale in a Supply Chain, Achieving Strategic Fit, Supply Chain Drivers and Metrics, Material Requirement Planning (MRP), Bullwhip Effect, and Supply Chain Risk and Uncertainty.

OSCM 305 Sourcing, Logistics and Transportation (3-0-3)**Prerequisite:** OSCM 201

Sourcing, logistics and transportation is the subject that manages efficient, effective flow and storage goods, services, and related information in a supply chain. This course will focus on the business logistics approaches and provides in-depth knowledge of managing business activities associated with network design, material acquisition, transformation, inventory management, transportation, distribution, and information management. The key elements of sourcing, logistics and transportation covered include logistics planning and strategy, reverse logistics, customer service, procurement, transport, inventory, warehousing, and materials handling.

OSCM 306 Procurement Management (3-0-3)**Prerequisite:** OSCM 201

This course provides an understanding of the business role of procurement in relation to both operational and strategic organizational goals. Students will be able to identify alternative terms and conditions of sale, source suppliers and build supplier relationships. In addition, exposure to the purchasing and supply management, supply organization and strategy, make or buy decisions, insourcing and outsourcing, needs identification, price and cost analysis, cost management, supplier selection and evaluation, contracting, and negotiating with suppliers and total cost of ownership will be provided. Where appropriate, the unique nature of the Saudi context will be explored.

OSCM 400 Field Experience in SCM (0-0-3)**Prerequisite:** Dept. Approval

Students are required to complete an internship of 300 hours with an approved company for completing the graduation requirements. The Department will assign a supervisor to the students in the related field who will monitor their progress during internship period. The student will submit a report about her/his work experience followed by an oral presentation.

OSCM 407 Project Management (3-0-3)**Prerequisite:** OSCM 302, BAN 304, FIN201

Project management is the application of knowledge, skills, tools, and techniques to project activities to meet the project's requirements. Examine the application and integration of the project management body of knowledge (PMBOK). Understand and implement tools and techniques of the leading project management phases: initiation, planning, execution, control, and closure. Gain the tools and knowledge for delivering projects on time and within budget while meeting performance specifications. This course is consistent with CAPM® - Certified Associate in Project Management competencies and can partly contribute to preparation for the certification exam.

OSCM 408 Quality Management, and Control (2-1-3)**Prerequisite:** BAN 202, OSCM 201

This course will introduce students to advanced statistical process control techniques and Total Quality Management (TQM) concepts and procedures in manufacturing and service operations. The student will use the computer to construct control charts (X-bar and R and X-bar and Sigma), Pareto diagrams, scatter plots and others for quality management.

OSCM 409 Modelling and Simulation in Operations and Supply Chain Management (2-1-3)**Prerequisite:** BAN 202, OSCM 201

This course introduces the use of computer simulation for business decision making. Students are introduced to modelling in operations and supply chain management. Application of Operations Management, Inventory and Warehouse Management, Sourcing Management, Logistics / Transportation Management, Material Requirements Planning, using advanced spreadsheet modelling tools, and programming for manipulating big data

OSCM 410 Six Sigma and Lean Operations (3-0-3)**Prerequisite:** BAN 202, OSCM 201

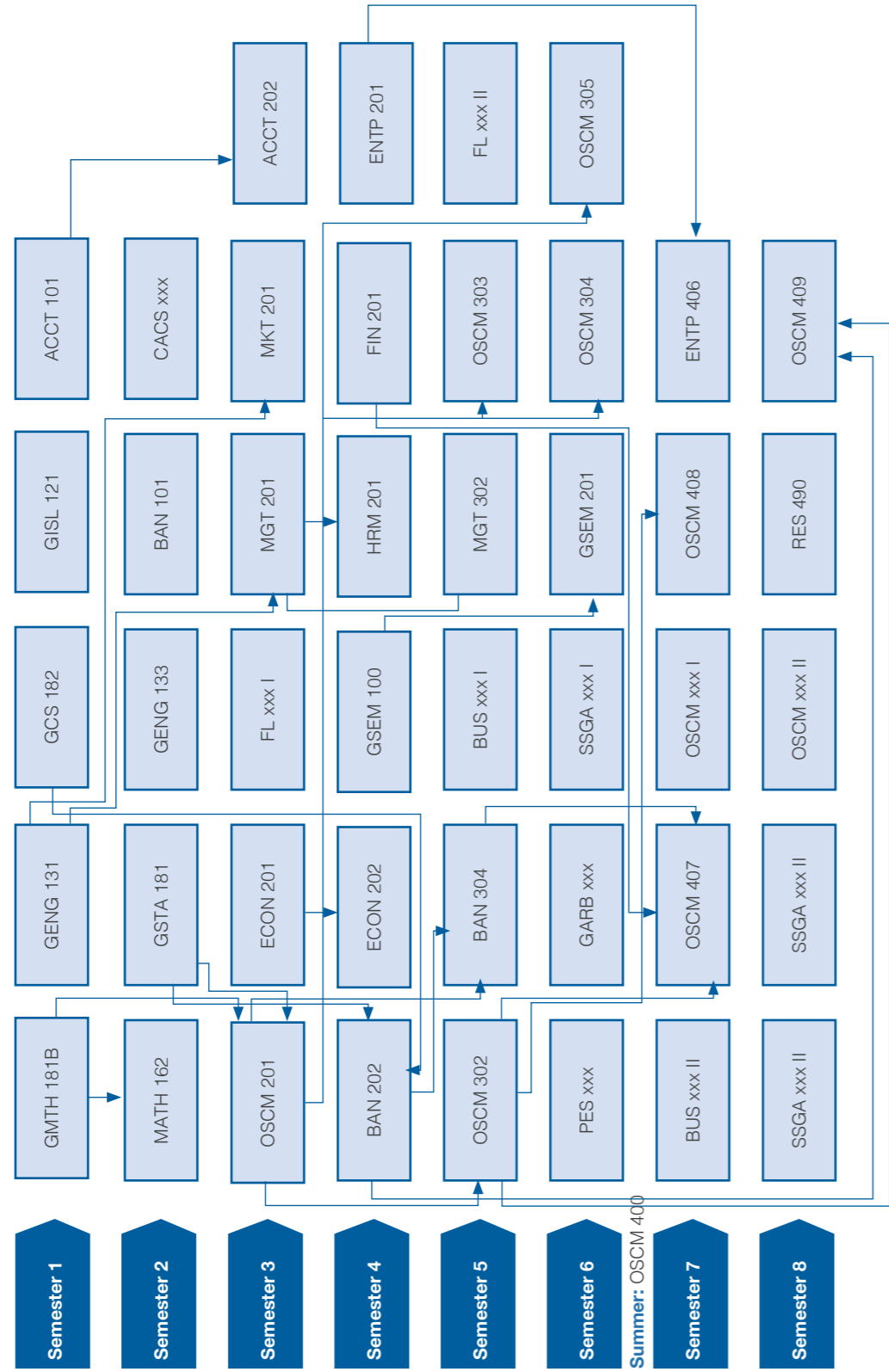
This course teaches Lean Six Sigma as a quality improvement methodology structured to reduce defects/failure rates and on lean operations methodology structured to reduce waste. Materials include an overview of lean six sigma processes, tools, metrics, and plan and execute a Lean Six Sigma project for process improvement. This course is consistent with Lean Six Sigma (Green Belt) competencies and can partly contribute to preparation for the certification exam.

OSCM 411 Special Topics in Operations and Supply Chain Management (3-0-3)**Prerequisite:** BAN 202, OSCM 201

The objective of this course is to provide students with a better and deeper understanding of a set of current topics in Operations and Supply Chain Management practice, trends, and technology.

OSCM Curriculum (Pre-Requisite Chart)

Courses



Entrepreneurship



GEORGETOWN
UNIVERSITY
McDonough
SCHOOL of BUSINESS



Program description

The Bachelor of Science in Entrepreneurship (BSc in ENTP) degree provides an in-depth study of the major concepts, frameworks, and tools for understanding the theory and application of Entrepreneurship. Students acquire knowledge and skills covering a range of strategic aspects of entrepreneurship including opportunity recognition, launching new ventures, determine market feasibility, financing for business ventures, managing new ideas in corporations, taking up social issues, and technological development in entrepreneurship. An emphasis will be placed on issues unique to the Middle East as well as the impact of globalization and information technology on entrepreneurship.

Educational objectives

The program aims to provide the following educational objectives:

- Demonstrate an understanding of the key terms, theories, practices and latest trends in the field of entrepreneurship.
- Demonstrate problem-solving skills in the field of entrepreneurship.
- Provide innovative solutions to problems in the field of entrepreneurship.
- Demonstrate ability to conduct research in the field of entrepreneurship.
- Demonstrate the understanding of ethical issues in entrepreneurship.

Learning outcomes

Knowledge:

- Demonstrate knowledge of a wide range of concepts, models, frameworks, and tools for establishing a business start-up in Saudi Arabia in particular and internationally in general. (Itqan)
- Demonstrate knowledge of research methods prevailing in Entrepreneurship domains and how these can be applied in Saudi Arabia. (Itqan)

Skills:

- Use critical thinking to identify issues, collect and examine information, evaluate evidence, and draw conclusions. (Itqan)
- Utilize and/or formulate simple and complicated models using appropriate technologies and tools to represent and solve business problems, compute results, and develop solutions. (Itqan)
- Demonstrate skills to communicate business ideas effectively both orally and in writing. (Ambassador)

Values:

- Demonstrate awareness and commitment of the importance of the ethical requirements of entrepreneur business. (Ihsan)
- Demonstrate ability to work within a group from diverse backgrounds. (Stewardship)

Career opportunities

Business Entrepreneur
Social Entrepreneur
Self-employed businessperson
Small/Medium Enterprise Business manager
Enterprise Team Leader

Graduation requirements

Graduation requirements include the successful completion of a minimum of 132 credit hours:

General education requirements	Core requirements	Technical requirements	Technical elective requirements	Business elective requirements	Field Experience	Research Project	Total
Entrepreneurship							
42	57	15	6	6	3	3	132

General education requirements: 42 credit hours

List of required general education courses:

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
			Any course from the category	3
		Arabic Language	Any course from the category	3
			English Language	GENG 131- Advanced English Language Skills and Critical Thinking
		Any course from the category		3
Social Sciences	8	Social Structure and Global Awareness	GSEM100: Research Seminar	2
			Any two courses from the category	6
Research	3	Research Skills and Innovation	GSEM201: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	Any course from the category	3
			Computer Science and Technology	Any course from the category
		Quantitative Sciences		GMTH181H/E/A/B
			GSTA181: Introductory Statistics	3
TOTAL	42		15 Courses	42

Business core requirements: 57 credit hours

Core courses are completed by all students, irrespective of their major program. In order to ensure that all students get maximum exposure to a diverse range of subjects that broaden their horizons, core courses have been selected from seven distinctly different discipline areas.

List of required Business core courses

Course no.	Course title	Credits	Prerequisite(s)
ACCT 101	Financial Accounting	2-1-3	None
ACCT 202	Managerial Accounting	3-0-3	ACCT101
BAN 101	Business Analytics using Excel	2-1-3	None
BAN 202	Foundations of Data Analytics	2-1-3	GSTA181
BAN 304	Predictive data analytics	2-1-3	BAN 202, OSCM 201
ECON 201	Microeconomics	3-0-3	None
ECON 202	Macroeconomics	3-0-3	ECON 201
ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia	3-0-3	None
ENTP 406	Launching a New Entrepreneurial Venture	3-0-3	ENTP201, Senior standing
FIN 201	Finance	3-0-3	ACCT 101
HRM 201	Human Resources Management	3-0-3	MGT 201
MATH 162	Business Mathematics	3-0-3	GMTH 181B
MGT 201	Fundamentals of Management and OB	3-0-3	GENG 131
MGT 302	Business Law and Ethics	3-0-3	MGT 201
MGT 403	Strategic Management	3-0-3	Senior Standing
MKT 201	Principles of Marketing	3-0-3	GENG 131
OSCM 201	Decision Sciences	2-1-3	GMTH 181B, GSTA 181
OSCM 302	Operations Management	3-0-3	OSCM 201
OSCM 407	Project Management	3-0-3	OSCM 302, BAN 304, FIN201
Total Credit Hours		57	

Entrepreneurship Technical requirements: 21 credit hours

Students majoring in Entrepreneurship will be required to take seven Entrepreneurship courses (21 credit hours). These are grouped into five required courses (15 credit hours) and two elective courses (six credit hours).

Entrepreneurship Technical Core Requirements: 15 credit hours

Students pursuing an Entrepreneurship major must successfully complete the five required courses.

List of required entrepreneurship major courses

Dept. or Section Prefix and Course Number	Course title	Credits (Lecture-Practical-Total)	Prerequisites
ENTP 302	Raising Money: Venture capital and private equity	3-0-3	ENTP 201, FIN 201
ENTP 303	Small business management	3-0-3	ENTP 201, MKT 201, HRM201, ACCT 101, FIN 201
ENTP 304	Microfinance	3-0-3	ENTP 201, FIN 201
ENTP 407	Social entrepreneurship	3-0-3	Senior standing
ENTP 408	Digital Entrepreneurship	2-1-3	ENTP 201; BAN 202
TOTAL CREDIT HOURS		12	

Entrepreneurship Technical Elective Requirements: 06 credit hours

Students pursuing an Entrepreneurship major must successfully complete the two elective courses.

List of entrepreneurship major elective courses

Dept. or Section Prefix and Course Number	Course title	Credits (Lecture-Practical-Total)	Prerequisites
ENTP 305	Social Media Marketing for Entrepreneurs	3-0-3	ENTP 201, MKT 201
ENTP 409	Family Business Management	3-0-3	ENTP 201
ENTP 410	Design Thinking	3-0-3	ENTP 201
ENTP 411	Creativity and Innovation	3-0-3	ENTP 201
ENTP 412	Personal Selling	3-0-3	MKT 201
TOTAL ENTREPRENEURSHIP ELECTIVES CREDIT HOURS		9	

Field Experience Requirement: 03 credit hours

Students are required to complete 300 hours of Supervised Internship. This will carry three (03) credit hours and will involve practical placement and work in an organization. Students are encouraged to complete minimum of 95 credit hours before pursuing the internship.

Course no.	Course title	Credits	Prerequisite(s)
ENTP 400	Field Experience in ENTP	0-0-3	Dept. approval

Research Project Requirement: 03 credit hours

Students are required to complete 300 hours of Supervised Internship. This will carry three (03) credit hours and will involve practical placement and work in an organization. Students are encouraged to complete minimum of 95 credit hours before pursuing the internship..

Course no.	Course title	Credits	Prerequisite(s)
RES 400	Research Project	0-0-3	Dept. Approval; Senior Standing
Total Credits		03	

Elective Courses: 06 Credit Hours

Students must take 02 courses (06 credit hours) as electives. These courses (06 credit hours) must be taken from the list of approved business electives including courses from all the majors offered at the College of Business except Entrepreneurship courses.

Business Electives: 06 credit hours

Current list of courses	Titles	Credits	Pre-requisite
ACCT 303	Intermediate Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 404	Tax & Zakat Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 405	Advanced Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 406	Cost Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 407	Government and Non-Profit Organizations Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 408	Auditing Principles & Procedures	3-0-3	ACCT 101 and ACCT 202
BAN 203	Systems in Business	2-1-3	None
BAN 405	Digital Transformation in Business	2-1-3	BAN 202, Senior Standing
FIN 302	Corporate Finance	3-0-3	FIN 201
FIN 303	Principles of Investment	3-0-3	FIN 201
FIN 304	Financial Statement Analysis	3-0-3	ACCT 202, FIN 201
FIN 405	Management of Financial Institutions	3-0-3	FIN 201
FIN 406	International Finance	3-0-3	FIN 201
FIN 407	Money, Banking & Capital Markets	3-0-3	FIN 201 & FIN 302
FIN 408	Real Estate Finance	3-0-3	FIN 201
FIN 409	Risk Management	3-0-3	FIN 201
FIN 410	FinTech & innovation	3-0-3	FIN 201
FIN 411	Financial policy	3-0-3	FIN 201
MKT 302	Brand management	3-0-3	MKT 201
MKT 303	Marketing research methods	3-0-3	MKT 201 & BAN 202
MKT 304	Consumer behavior	3-0-3	MKT 201
MKT 305	Digital marketing	3-0-3	MKT 201
MKT 306	Integrated Marketing Communications	2-1-3	MKT 201
MKT 407	Personal Selling	3-0-3	MKT 201
MKT408	Public Relations	3-0-3	MKT 201
MKT 409	Marketing strategy	3-0-3	MKT 201
MKT 420	Social media marketing	3-0-3	MKT 201
MKT421	MKT Analytics	3-0-3	MKT 201
MKT422	Special topics in MKT	3-0-3	MKT 201
OSCM 303	Management of Service Operations	3-0-3	OSCM 201
OSCM 304	Supply Chain Management	3-0-3	OSCM 201
OSCM 305	Sourcing, Logistics and Transportation	3-0-3	OSCM 201
OSCM 408	Quality Management and Control	2-1-3	BAN 202, OSCM 201
OSCM 409	Modelling and Simulation in Operations and Supply Chain Management	2-1-3	BAN 202, OSCM 201
OSCM 306	Procurement management	3-0-3	OSCM 201
OSCM 410	Six sigma and lean operations	3-0-3	BAN 302, OSCM 201
Total credit hours		06	
OSCM 411	Special topics in operations and supply chain management	3-0-3	BAN 302, OSCM 201

Entrepreneurship: Study plan

Freshman Year – Semester 1			LEC	LAB	CR	Freshman Year – Semester 2			LEC	LAB	CR
GMTH 181B	Pre-calculus B		3	0	3	MATH162	Business Math-ematics (GMTH181B)		3	0	3
GENG 131	Advanced English Language Skills & Criti-cal Thinking		3	0	3	GSTA 181	Business Statis-tics		2	2	3
GISL 121	Islam and Civil Society (Mandatory)		3	0	3	GENG 133	English for Pro-fessional Pur-poses		3	0	3
GCS 182	Principles of Computing and Program-ming		3	0	3	BAN 101	Business Analy-tics Using Excel		2	2	3
ACCT 101	Financial Accounting		2	2	3	CACS xxx	Creative Arts and Cultural Studies		3	0	3
TOTAL					15	TOTAL					15
Sophomore Year – Semester 3			LEC	LAB	CR	Sophomore Year – Semester 4			LEC	LAB	CR
ACCT 202	Managerial Accounting (ACCT101)		3	0	3	BAN 202	Foundations of Data Analytics (GSTA181, GCS182)		2	1	3
ECON 201	Microeconomics		3	0	3	ECON 202	Macroeconomics (ECON 201)		3	0	3
OSCM 201	Decision Sciences (GMTH181B, GSTA181)		2	1	3	GSEM 100	Research Semi-nar		1	2	2
MGT 201	Fundamentals of Management and OB (GENG131)		3	0	3	HRM 201	Human Re-sources Man-agement (MGT201)		3	0	3
MKT 201	Principles of Marketing (GENG131)		3	0	3	FIN 201	Finance (ACCT 101)		3	0	3
FL xxx I	Foreign Languages I		1	2	2	ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia		3	0	3
TOTAL					17	TOTAL					17
Junior Year – Semester 5			LEC	LAB	CR	Junior Year – Semester 6			LEC	LAB	CR
MGT 302	Business Law and Ethics (MGT 201)		3	0	3	PES xxx	Physical & Envi-ronmental Sci-ences		3	0	3
OSCM 302	Operations Management (OSCM 201)		3	0	3	ENTP303	Small Business Management (ENTP 201, MKT 201, HRM201, ACCT 101, FIN 201)		3	0	3
ENTP 302	Raising Money: Venture capital and pri-vate equity (ENTP201 & FIN 201)		3	0	3	ENTP304	Microfinance (ENTP201 & FIN201)		3	0	3
BAN 304	Predictive data analytics (BAN202, OSCM201)		2	1	3	GSEM 201	Research, Inno-vation and Intel-lectual Property (GSEM 100)		3	0	3
BUS xxx I	Business Elective I		3	0	3	GARB xxx	Arabic Language		3	0	3
FL xxx II	Foreign Languages II		1	2	2	SSGA xxx I	Social Structure and Global Awareness I		3	0	3
TOTAL					17	TOTAL					18
Summer Session			LEC	LAB	CR				LEC	LAB	CR
ENTP 400	Field Experience in ENTP		0	0	3						
TOTAL					3						
Senior Year – Semester 7			LEC	LAB	CR	Senior Year – Semester 8			LEC	LAB	CR
ENTP 406	Launching a New Entrepreneurial Venture (ENTP 201 & Senior Standing)		3	0	3	MGT 403	Strategic Man-agement (Senior Standing)		3	0	3
ENTP 407	Social Entrepreneurship (Senior Standing)		3	0	3	ENTP 408	Digital Entrepre-neurship (ENTP 201 & BAN 201)		2	1	3
ENTP xxx I	Technical Elective I		3	0	3	ENTP xxx II	ENTP Elective II		3	0	3
OSCM 407	Project Management (SCM302, FIN201, BAN304)		3	0	3	RES 400	Research Project (Senior Standing)		0	0	3
BUS xxx II	Business Elective II		3	0	3	SSGA xxx II	Social Structure and Global Awareness II		3	0	3
TOTAL					15	TOTAL					15

Total credit hours required for ENTP Program: 132

Summary of Entrepreneurship courses

Course no.	Course title	Credits	Prerequisite(s)
ACCT 101	Financial Accounting	2-1-3	None
ACCT 202	Managerial Accounting	3-0-3	ACCT 101
BAN 101	Business Analytics using Excel	2-1-3	None
BAN 202	Foundations of Data Analytics	2-1-3	GSTA181
BAN 304	Predictive data analytics	2-1-3	BAN 202, OSCM 201
ECON 201	Microeconomics	3-0-3	None
ECON 202	Macroeconomics	3-0-3	ECON 201
ENTP 201	Introduction to Entrepreneurial Ecosystem of Saudi Arabia	3-0-3	None
ENTP 406	Launching a New Entrepreneurial Venture	3-0-3	ENTP201, Senior standing
FIN 201	Finance	3-0-3	ACCT 101
HRM 201	Human Resources Management	3-0-3	MGT 201
MATH 162	Business Mathematics	3-0-3	GMTH 181B
MGT 201	Fundamentals of Management and OB	3-0-3	GENG 131
MGT 302	Business Law and Ethics	3-0-3	MGT 201
MGT 403	Strategic Management	3-0-3	Senior Standing
MKT 201	Principles of Marketing	3-0-3	GENG 131
OSCM 201	Decision Sciences	2-1-3	GMTH 181B, GSTA 181
OSCM 302	Operations Management	3-0-3	OSCM 201
OSCM 407	Project Management	3-0-3	OSCM 302, BAN 304, FIN201
ENTP 302	Raising Money: Venture capital and pri-vate equity	3-0-3	ENTP 201, FIN 201
ENTP 303	Small business management	3-0-3	ENTP 201, MKT 201, HRM201, ACCT 101, FIN 201
ENTP 304	Microfinance	3-0-3	ENTP 201, FIN 201
ENTP 407	Social entrepreneurship	3-0-3	Senior standing
ENTP 408	Digital Entrepreneurship	2-1-3	ENTP 201; BAN 202
ENTP 305	Social Media Marketing for Entrepreneurs	3-0-3	ENTP 201, MKT 201
ENTP 409	Family Business Management	3-0-3	ENTP 201
ENTP 410	Design Thinking	3-0-3	ENTP 201
ENTP 411	Creativity and Innovation	3-0-3	ENTP 201
ENTP 412	Personal Selling	3-0-3	MKT 201
ENTP 400	Field Experience in ENTP	0-0-3	Dept. Approval
RES 400	Research Project	0-0-3	Dept. Approval; Senior Standing
ACCT 303	Intermediate Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 404	Tax & Zakat Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 405	Advanced Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 406	Cost Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 407	Government and Non-Profit Organizations Accounting	3-0-3	ACCT 101 and ACCT 202
ACCT 408	Auditing Principles & Procedures	3-0-3	ACCT 101 and ACCT 202
BAN 203	Systems in Business	2-1-3	None
BAN 405	Digital Transformation in Business	2-1-3	BAN 202, Senior Standing
FIN 302	Corporate Finance	3-0-3	FIN 201
FIN 303	Principles of Investment	3-0-3	FIN 201
FIN 304	Financial Statement Analysis	3-0-3	ACCT 202, FIN 201
FIN 405	Management of Financial Institutions	3-0-3	FIN 201
FIN 406	International Finance	3-0-3	FIN 201
FIN 407	Money, Banking & Capital Markets	3-0-3	FIN 201 & FIN 302
FIN 408	Real Estate Finance	3-0-3	FIN 201
FIN 409	Risk Management	3-0-3	FIN 201
FIN 410	FinTech & innovation	3-0-3	FIN 201
FIN 411	Financial policy	3-0-3	FIN 201
MKT 302	Brand management	3-0-3	MKT 201

Summary of courses (continued)

Course no.	Course title	Credits	Prerequisite(s)
MKT 303	Marketing research methods	3-0-3	MKT 201 & BAN 202
MKT 304	Consumer behavior	3-0-3	MKT 201
MKT 305	Digital marketing	3-0-3	MKT 201
MKT 306	Integrated Marketing Communications	2-1-3	MKT 201
MKT 407	Personal Selling	3-0-3	MKT 201
MKT408	Public Relations	3-0-3	MKT 201
MKT 409	Marketing strategy	3-0-3	MKT 201
MKT 420	Social media marketing	3-0-3	MKT 201
MKT421	MKT Analytics	3-0-3	MKT 201
MKT422	Special topics in MKT	3-0-3	MKT 201
OSCM 303	Management of Service Operations	3-0-3	OSCM 201
OSCM 304	Supply Chain Management	3-0-3	OSCM 201
OSCM 305	Sourcing, Logistics and Transportation	3-0-3	OSCM 201
OSCM 408	Quality Management and Control	2-1-3	BAN 202, OSCM 201
OSCM 409	Modelling and Simulation in Operations and Supply Chain Management	2-1-3	BAN 202, OSCM 201
OSCM 306	Procurement management	3-0-3	OSCM 201
OSCM 410	Six sigma and lean operations	3-0-3	BAN 302, OSCM 201
OSCM 411	Special topics in operations and supply chain management	3-0-3	BAN 302, OSCM 201

Course descriptions for Entrepreneurship

ACCT 101 Financial Accounting (2-1-3)**Prerequisite: None**

This course is an introduction to financial accounting. Financial accounting is the process by which an organization reports financial information to interested parties. This information includes details about the organization's assets, its debts, and its financial performance. The information is used for decision-making purposes by managers, stock investors, bankers, labour unions, and suppliers. In this class, students will learn to prepare, analyse, and use financial accounting information based on US GAAP and IFRS standards.

ACCT 202 Managerial Accounting (3-0-3)**Prerequisite: ACCT 101**

Managerial accounting is concerned with providing information to managers for use within the organization. Managerial accounting is a company's internal language, and is used for decision-making, production management, product design and pricing, marketing, and for motivating and evaluating employees. This course stresses the use of information in making business decisions. Main topics include general price level adjusted financial statements, analysis of financial statements, cost accounting systems, cost-volume-profit analysis, cost-revenue analysis, efficiency analysis, product pricing, investment decisions, and capacity utilization.

ACCT 303 Intermediate Accounting (3-0-3)**Prerequisite: ACCT 101AC 202**

This course continues the study of introductory financial accounting principles begun in Accounting 140. The areas of coverage in this course include issues concerning the operation of Partnerships, Business Combinations and Consolidated Financial Statements, and International Accounting Issues. These topics require a working knowledge of GAAP and Professional Pronouncements. The course is designed to provide an understanding of the technical requirements as well as developing an appreciation for working with accounting pronouncements and research of accounting issues.

ACCT 404 Tax and Zakat Accounting (3-0-3)**Prerequisite: ACCT 101 & ACCT 202**

The course introduces students to the accounting principles of Zakat (obligatory alms) and taxes in Saudi Arabia. In the course, students will learn how to prepare taxes and Zakat returns. Laws regulating taxation, such as Zakat, contain legal aspects, which govern the imposition of taxes and the calculation of taxes. Consequently, the course is intended to provide a critical analysis of the significance of Zakat law in the hierarchy of Islamic law branches, as well as how it evolved and developed.

ACCT 405 Advanced Accounting (3-0-3)**Prerequisite: ACCT 101 & ACCT 202**

The course examines selected advanced accounting topics. It deals with advanced issues in accounting most particularly related to big companies with many branches and which need a process of consolidation to establish the whole company financial statements. In addition, the course highlights the activities of multinational corporates, the partnerships and the accounting of governmental general and special funds

ACCT 406 Cost Accounting (3-0-3)**Prerequisite: ACCT 101 & ACCT 202**

This course focuses on accounting for costs and other financial variables within a firm. This is a highly technical course on managerial accounting and is solely intended for students who plan to work in accounting. The entire course revolves around cost measurement, allocation and management, budgeting and performance measurement and control in a manufacturing and service organization.

ACCT 407 Government and Non Profit Organizations Accounting (3-0-3)**Prerequisite: ACCT 101 & ACCT 202**

This course is designed to provide a framework for understanding the special accounting and reporting requirements of non-profit organizations. The emphasis is on reporting concepts and budgeting principles for governmental and non-profit economic entities.

EACCT 408 Auditing Principles and Procedures (3-0-3) Prerequisite: ACCT 101 & ACCT 202

This course is an introduction to the auditing profession. Its primary emphasis is the auditor's decision-making process and the auditor's the professional ethics and responsibility. Concepts, objectives, standards, and procedures used to audit the financial statements and operations of a business organization are featured in the class. Students will be given opportunities to determine the nature and amount of evidence an auditor should accumulate, the objectives to be achieved in a given audit area, the circumstances of engagement, and the decisions to be made related to evidence collection and evaluation. Topics include: financial statement auditing, legal liability, computerized auditing, statistical sampling, and risk assessment.

BAN 101 Business Analytics Using Excel (2-1-3)**Prerequisite: None**

This course aims to provide core skills to transform raw data into insights for decision making. This course is based on interactive and practical contents to instill the data analysis techniques. The course entails the topics such as building sophisticated spreadsheets, perform What-If analyses, apply functions, manipulate PivotTables, and use the advanced features of Excel to make and present better business decisions.

BAN 202 Foundations of Data Analytics (2-1-3)**Prerequisite: GSTA 181**

This course introduces the fundamentals of data analytics applied in various business aspects to assist decision-making. Students will investigate and explore the data management process, which includes identifying, collecting, organizing, pre-processing, and analyzing data gathered from various sources. Data visualization techniques are introduced to help students gain hands-on experience with software tools.

BAN 203 Systems in Business (2-1-3)**Prerequisite: None**

Learn about the various systems used in business, starting with how information systems work by analyzing those used in different business aspects. Explore how each system operates from the user and customer perspective, design aspects, usage, and administration—starting with the simplest system components: inputs, processes, and outputs and ending with corporate and enterprise systems in various industries.

BAN 304 Predictive Data Analytics (2-1-3)**Prerequisite: BAN 202, SCM 201**

The Predictive Data Analytics course teaches variety of predictive models using statistical techniques, and machine learning used in business to make predictions about future outcomes using historical data. Computers software will be used for modelling and interpretation.

BAN 405 Digital Transformation in Business (2-1-3) Standing**Prerequisite: BAN 202, Senior**

The business world is constantly changing with accelerated and rapid speed, and Information Technology is the heart of this change. IT, which is being taken out of the data centers and warehouses into the executive conference room, demands how to control information technology to a greater degree, integrating it with strategic business goals. Practice the needed skills to cross the ever-changing landscape of today's critical business and technology relationships and how to achieve business value using disruptive digital technologies successfully. By the end of this course, you will be prepared to make savvy business-IT decisions that will enable digital technology to strengthen your business resilience and growth.

ECON 201 Microeconomics (3-0-3)**Prerequisite: None**

This course introduces the economic way of thinking and the analytical tools to apply in the business decision making. Topics include, demand and consumer behaviour, the theory of the firm's production cost and output decisions, and market structures.

ECON 202 Macroeconomics (3-0-3)**Prerequisite: ECON 201**

This course provides a framework to understand the aggregate behaviour of the economy and various interactions among the households, corporate sector and the government. This course includes the analysis of aggregate output, employment, inflation, exchange rates and the role of macroeconomic policies (monetary and fiscal policy) to influence the macroeconomic outcomes.

ENTP 201 Introduction to Entrepreneurial Ecosystem of Saudi Arabia (3-0-3)

Prerequisite: None

This course introduces the six domains of the ecosystem of Saudi Arabia, i.e. Roles of Policy (Government), Culture, Finance (including Islamic Finance), Support Institutions, Markets and Human Capital in success of an entrepreneurial venture. The start-ups (students) would be able to understand Intellectual property and its several types, along with the procedures and services provided by the Saudi Authority of Intellectual Property (SAIP).

ENTP 302 Raising Money: Venture capital and private equity (3-0-3)

Prerequisite: ENTP 201, FIN 201

The course focuses on the analysis of the private equity and venture capital business. It provides a deep understanding of the mechanism underpinning the creation and/or development of a firm and the financial support it can get from the financial system through venture capital investment. This course identifies and discusses the critical stages in the engagement between entrepreneurs soliciting investment, and the venture capital/private equity firms that select, invest in, nurture, and often refinance fast growing new companies or later-stage ventures with a focus on the regional and national financial regulatory structures.

ENTP 303 Small Business Management (3-0-3) 201, HRM201, ACCT 101, FIN 201

Prerequisite: ENTP 201, MKT

In this course students will learn about small business management. The course covers topics such as forms of ownership, managing the business, selecting employees, products, pricing, managing cash flow, creating sales forecast, income statements, breakeven analysis, sources of funds, international operations, contracts, risk, and international opportunities.

ENTP 304 Microfinance (3-0-3)

Prerequisite: ENTP 201, FIN 201

This course provides an understanding of the basic principles, practices, tools and services of microfinance industry in Saudi Arabia. The course covers rationale for microcredits, microfinance lending methods, micro-savings, micro-insurance, microfinance institutions, the role of microfinance in the development of different sectors of an economy, and the regulatory regime in Saudi Arabia. It's a project based course where students will develop a business plan suitable for micro financing.

ENTP 305 Social media marketing for entrepreneurs (3-0-3) Prerequisite: ENTP 201, MKT 201

This course covers the concepts of social media and other networks utilized by customers, as well as the differences between traditional marketing and Electronic-Marketing via social networks, and the importance of social networks as tools that are used for building brand awareness and promoting the business sector. This course also requires students to develop and submit a written marketing plan that would help a company achieve its objectives through social media.

ENTP 400 Field Experience in ENTP (0-0-3)

Prerequisite: Dept. Approval

Students are required to complete an internship of 300 hours with an approved company for completing the graduation requirements. The Department will assign a supervisor to the students in the related field who will monitor their progress during internship period. The student will submit a report about her/his work experience followed by an oral presentation.

ENTP 406 Launching Entrepreneurial Venture (3-0-3) Prerequisite: ENTP 201, Senior standing

Develop a business plan to launch a new venture. Investigate proper instruments to find sufficient financing for the new ventures so that they can convince the outside world that these opportunities are viable, with substantial potential for success. Students assimilate the ideas and information from different functional aspects of their projects into coherent and persuasive mini-business plans that serve as roadmaps for building their businesses. It is a project-based learning course where students are required to launch their business idea.

ENTP 407 Social Entrepreneurship (3-0-3)

Prerequisite: Senior standing

The course introduces students to key concepts associated with social entrepreneurship and the process in creating a social venture. The course will introduce the topics such as identifying an opportunity or social need, formulating a strategy to address the social problem, the legal framework for a social enterprise, mobilizing resources, managing growth, tracking results, and maximizing impact. This course is relevant to entrepreneurs that have a social, environmental or non-profit focus. It's a project based course where students will work individually or in teams on social issues they care about.

ENTP 408 Digital Entrepreneurship (2-1-3)

Prerequisite: ENTP 201; BAN 202

The manufacturing industry is facing transformation with regard to industry 4.0 revolution. The automation processes are being introduced where the entrepreneurs support and complement this transformation. The industry 4.0 elements introduced would include, Internet of Things, Cyber Security, Artificial Intelligence, Cloud Computing, Big Data Analytics and Augmented Reality. It is a project-based learning course.

ENTP 409 Family Business Management (3-0-3)

Prerequisite: ENTP 201

Majority of businesses in the world are family owned driving the national and global economies. In Saudi Arabia more than 80% of all companies are families owned. More than 60% of the Kingdom's largest 100 firms are owned by families. The students will learn their role, conflicts among family members, succession and estate planning, leadership, women participation, family business constitution, challenges and opportunities in FOB and more in the course. The strategies of family businesses in business expansion, diversification and exit would be important part of the course. Majority of topics would be discussed and delivered through case studies. It is a project-based learning course.

ENTP 410 Design Thinking (3-0-3)

Prerequisite: ENTP 201

This course will help the students create an innovation following Design Thinking and Innovation Ecosystem of Saudi Arabia. Design thinking is a powerful process of problem solving that begins with understanding unmet customer needs. From that insight emerges a process for innovation that encompasses concept development, applied creativity, prototyping, and experimentation. When design thinking approaches are applied to business, the success rate for innovation improves substantially. The course will help students understand how to resolve problems in organizations and of the customers by placing customers' needs at the centre of a product, service, process, or business model, you can reframe strategic challenges and develop more effective solutions. Drawing on right-brained creativity and left-brained analytics, this design thinking program enables you to broaden your strategic perspective, find novel opportunities for innovation, and keep your business moving forward.

ENTP 411 Creativity and Innovation (3-0-3)

Prerequisite: ENTP 201

This course will help overcome the challenge of envisioning a new product or service, knowing how to inspire customers and bring it to market. This course examines the role of innovation and creativity in business. Innovations are at the heart of the entrepreneurial success in contemporary business world. Particular focus will be placed on the development of the innovation process. The Students will explore their personal level of creativity, the management practices that enhance or suppress creativity, the relationship between creativity and innovation, and the process of innovation in a business setting. It is a problem-based learning course.

ENTP 412 Personal Selling (3-0-3)

Prerequisite: MKT 201

This course will provide students with an insight to the selling process including needed skills to complete selling cycle. This course will include topics such as identification of the communication process between buyers and sellers and how to understand different types of buyers, examination of the sales dialogue and its importance in building a trust-based sales relationship, and concluding with the importance of addressing buyers' concern and ways to earn commitment.

FIN 201 Finance (3-0-3)

Prerequisite: ACCT 101

Finance is an undergraduate course that covers foundational financial concepts, including financial statements, time value of money, risk and return, financial markets and institutions, and financial decision-making. Students will learn to understand the role of finance in business and the economy, analyse and interpret financial statements, evaluate risk and return in financial decisions, and make informed financial decisions using appropriate tools and techniques. Upon completion of the course, students will have a solid foundation in finance that they can build upon in the rest of their academic and professional careers.

FIN 302 Corporate Finance (3-0-3)

Prerequisite: FIN 201

This course highlights the manager's role in creating value by managing the firm's assets in the long-term and in the short-term. Main topics include project and firm valuation, project analysis, value added strategies and measures, business and financial risks, working capital management, capital structure theory, and dividends policy.

FIN 303 Principles of Investment (3-0-3)

Prerequisite: FIN 201

This course provides the tools to analyse the financial investment decisions within the framework of modern portfolio theory (MPT). Students are introduced to the scope and characteristics of financial markets and institutions. This course covers the various equilibrium pricing theories such as the capital asset pricing model and the arbitrage pricing model. The course also covers an introduction to the futures and options contracts and their role in mitigating the investment risk.

FIN 304 Financial Statement Analysis (3-0-3)

Prerequisite: ACCT 202 & FIN 201

Financial Statement Analysis is an elective course for undergraduate students that teaches the principles and techniques of analysing financial statements. Students will learn how to read, interpret, and analyse the balance sheet, income statement, and cash flow statement. They will also learn how to use financial ratios and other tools to evaluate a company's financial health and performance. Upon completion of the course, students will be able to use financial statement analysis to make informed decisions about investing, financing, and working capital management.

FIN 405 Management of Financial Institutions (3-0-3)**Prerequisite:** FIN 201

This course discusses the management and role of financial institutions in the economy. Considerable emphasis will be placed on the management of assets and liabilities of banks, investment dealers, and fund managers. The management of such institutions consists of: asset and liability management, liquidity management, capital adequacy policies, credit evaluation and lending policies, and product development and pricing. The course also discusses the performance of a financial institution and the factors affecting their performance such as competition, regulation, and economy of scale must be considered.

FIN 406 International Finance (3-0-3)**Prerequisite:** FIN 201

In this course, we examine the interaction between capital flows, interest rates, inflation, monetary and fiscal policies, cross-border trade, and economic growth. We will discuss how these components may affect local, regional, and global markets. There are several main topics covered in this course, including foreign exchange markets, international equity and bond markets, currency and financial crises, risk loss valuations, risky international assets, capital budgeting, corporate governance, and raising capital internationally.

FIN 407 Money, Banking and Capital Markets (3-0-3)**Prerequisite:** FIN 201 & FIN 302

The purpose of this course is to provide a framework for understanding the role of money in the economy and the institutional characteristics of the banking system. The course focuses on the financial system, financial institutions, central banks, monetary policy, and financial stability. The course examines the role money and interest rates play in the economy. It is intended to give students an overview of the financial system and an understanding of money and banking theory and practice. This course examines how monetary policy affects interest rates, prices, and the overall level of economic activity in the changing financial environment.

FIN 408 Real Estate Finance (3-0-3)**Prerequisite:** FIN 201

Real Estate Finance is a course that teaches students about the financial aspects of the real estate industry. It covers topics like market analysis, appraisal, mortgage financing, and investment. Students will learn about financial instruments and strategies used in real estate, as well as the risks and opportunities of investing in real estate. The course includes case studies and hands-on exercises to help students develop the skills to analyse and evaluate real estate investment opportunities and make financial decisions in the market.

FIN 409 Risk Management (3-0-3)**Prerequisite:** FIN 201

Risk Management is an undergraduate elective course that focuses on the principles and practices of managing financial risks. It covers topics such as financial risk assessment, risk management tools and techniques, and risk management in different financial contexts. Students will learn about different types of financial risks and how to identify, assess, and manage them through case studies and hands-on exercises. This course is ideal for finance and business students who want to develop the skills and knowledge needed to identify, analyse, and mitigate financial risks in their future careers.

FIN 410 FinTech and Innovation (3-0-3)**Prerequisite:** FIN 201

This elective course covers the principles and concepts of financial technology, its role in the financial industry, and the potential impacts of fintech on traditional financial services. Students will learn about various types of fintech applications and platforms, including payment systems, lending platforms, wealth management tools, and blockchain-based solutions. They will also be able to analyse and evaluate fintech trends and developments, design and prototype fintech solutions, and develop a critical and ethical perspective on technology in finance. The course emphasizes responsible and inclusive innovation, considering the impacts of fintech on different stakeholders and communities.

FIN 411 Financial Policy (3-0-3)**Prerequisite:** FIN 201

This course examines practical problems in all areas of finance. The course emphasizes the application of financial theories and analytical techniques to solve business problems in both domestic and international settings. Topics covered in the course include financial analysis and planning; working capital management; capital budgeting and cash flow analysis; lease financing; long term financing and capital structure decisions; corporate restructuring, mergers & acquisitions, investment analysis, international finance. The course will be centered on business case analysis.

HRM 201 Human Resources Management (3-0-3)**Prerequisite:** MGT 201

This course covers various aspects of managing human resources in the organizations. Coverage includes aspects such as planning human resources, staffing, learning and development, compensating employees, managing rewards, ensuring employee health and safety, and most importantly compliance to labour law.

MATH 162 Business Mathematics (3-0-3)**Prerequisite:** GMTH 181 B

The course is designed to introduce the essential mathematical skills needed to understand, analyse, and solve business-related mathematical problems. The topics covered in this course include percentages, simple interest, trade, bank and cash discounts, payroll, annuities, sinking funds, bonds and stocks, and business loans.

MGT 201 Fundamentals of Management and OB (3-0-3)**Prerequisite:** GENG 131

This course is familiarize students with the management of the modern organization. It, therefore, explores vital management concepts, processes and techniques from an organizational behavior perspective. Main topics include management history and evolution, management principles, motivation, decision-making, leadership, learning and perception, communication, managing groups and teams in the organization.

MGT 302 Business Law and Ethics (3-0-3)**Prerequisite:** MGT 201

The course introduces students to the common business activities and the formation and function of commercial companies along with the related ethical principles. The topics include labour law, creditors' rights, bankruptcy, intellectual property, property law, finance law, corruption, fair trade, fraud, whistle-blowing, corporate social responsibility and the role of ethics in business decisions.

MGT 403 Strategic Management (3-0-3)**Prerequisite:** Senior Standing

This course examines how firms build and sustain superior competitive positions and profitability. Successful strategy design and implementation require a holistic understanding of the firm's external environment and its internal resources and capabilities, as well as an integrative view that spans functional areas such as operations, marketing, and finance. Strategic analysis draws on a number of academic disciplines, including economics, psychology, sociology, and political science. The primary objectives of this course are to improve a student's ability to: 1) evaluate the opportunities and threats in a firm's external environment and the strengths and weaknesses of its internal resources and capabilities; 2) assess the dynamics of competition and anticipate threats to the long-term sustainability of strategies for achieving superior performance; and 3) develop appropriate and superior strategies for particular firms within the domain of business unit strategy, corporate strategy, global strategy and non-market strategy.

RES 400 Research Project (0-0-3)**Prerequisite:** Senior Standing; Dept. Approval

The project is to be undertaken by every student in the final semester. This will be an original research in the relevant field. An instructor/professor will supervise the research project undertaken by the student. The aim of the project will be for the student to carry out genuine research and complete the write-up of the research report. Students must present and defend their research.

MKT 201 Principles of Marketing (3-0-3)**Prerequisite:** GENG 131

The course provides a broad conceptual introduction to the study of marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific marketing issues will be addressed within a decision-making framework that puts the marketing function at the Centre of an organization's strategic direction. Course objectives include: defining the strategic role of marketing as well as its functional concerns; developing basic marketing decision-making and analytical skills in applied organizational settings; and providing a forum for open debate and critical examination of peers' insights and analyses.

MKT 302 Brand Management (3-0-3)**Prerequisite:** MKT 201

Building and effectively maintaining brand equity is among the top priorities of high performing companies. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This course provides a broad conceptual understanding to the study of brand marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific branding issues will be addressed within a decision-making framework that puts the marketing function at the centre of an organization's strategic direction. Course objectives include: Defining brands and how they are managed in terms of its positioning and customer-based brand equity. Understanding how to plan and implement brand marketing programs and how to measuring and interpreting Brand Performance. Developing basic marketing decision-making and analytical skills in relation to branding; and by the end of the semester, each student will be able to coherently discuss generic issues of branding strategy and devise a well-backed branding marketing plan.

MKT 303 Marketing Research Methods (3-0-3)**Prerequisite:** MKT 201, BAN 202

This course explores the research process practices that are applied to the field of business. It equally aims at expanding the grasp of diverse research methodologies so as to train students to work on the research projects they will be handling in their different business disciplines. An analysis of pertinent research literature in business is conducted. Experience is acquired in making out and stating research problems, in deciding on and utilizing the suitable research methods, whether quantitative or qualitative, in devising a research project, as well as in gathering, investigating, recording, deciphering data and presenting the research outcomes. Students learn how to use "SPSS" which is the leading statistical software for social sciences. Through their practicing of the research process and "SPSS", students will become more proficient and assertive while assessing research findings in their respective areas of specialization.

MKT 304 Consumer Behavior (3-0-3)**Prerequisite: MKT 201**

To be successful in a market, a business must recognize and be able to foresee the consumers' behavior in various circumstances. This course will give students an understanding of how to analyse the actions and the decision-making processes of individuals and organizations when determining, assessing, obtaining, consuming, and disposing of products and services. Students will explore basic concepts from the fields of marketing, psychology, and sociology to understand how consumer behavior impacts managerial decision making. Concepts of operating in a digital world is also explored as well as a terminology of digital context is also covered.

MKT 305 Digital Marketing (3-0-3)**Prerequisite: MKT 201**

The course provides a broad conceptual introduction to the study of digital marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of specific marketing issues will be addressed within a decision-making framework that puts the marketing function at the centre of an organization's strategic direction. Course objectives include: Defining the strategic role of digital marketing as well as its functional concerns; The main concern is to understand digital marketing strategy development, implementation and practice; understanding the importance of digital marketing campaign tools, planning and implementation; Developing basic marketing decision-making and analytical skills in applied virtual settings; and providing a forum for open debate and critical examination of peers' insights and analyses. By the end of the semester, each student will be able to coherently discuss generic issues of digital marketing strategy and devise a well-backed marketing plan.

MKT 306 Integrated Marketing Communications (3-0-3)**Prerequisite: MKT 201**

Integrated Market Communications (IMC) provides the student with the tools, language, and skills necessary for the strategic management of communications within integrated contexts. The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. This course will help students become effective decision makers in companies centrally concerned with consumer/customer communication. Using the resources presented in class, students will be expected to make their own IMC strategies.

MKT 407 Personal Selling (3-0-3)**Prerequisite: MKT 201**

This course will provide students with an insight to the selling process including needed skills to complete selling cycle. This course will include topics such as identification of the communication process between buyers and sellers and how to understand different types of buyers, examination of the sales dialogue and its importance in building a trust-based sales relationship, and concluding with the importance of addressing buyers' concern and ways to earn commitment.

MKT 408 Public Relations (3-0-3)**Prerequisite: MKT 201**

This course will introduce the student to the PR function within an organization and give them a solid understanding of PR as a process and its place in a company's overall marketing mix. The student will learn how to identify PR opportunities; conduct the appropriate research; identify audiences and media; plan and create a PR campaign; work with the media; and evaluate a campaign's results.

MKT 409 Marketing Strategy (3-0-3)**Prerequisite: MKT 201**

This course will help students examine the entire marketing mix that can be integrated into a comprehensive marketing strategy. Students will analyse goods and services, the market, channel issues, the effects of consumer behavior, marketing policies, pricing and terms of trade, and brand name policies. As well, other external factors that affect the marketing process such as government legislation, administrative regulations, and international influences in a world economy will be highlighted. Students will also learn how to identify, evaluate, and develop marketing strategies; evaluate a firm's opportunities; anticipate competitive dynamics, and determine the sustainability of competitive advantages.

MKT 420 Social Media Marketing (3-0-3)**Prerequisite: MKT 201**

This course covers the concepts of social media and other networks utilized by customers, as well as the differences between traditional marketing and Electronic-Marketing via social networks, and the importance of social networks as tools that are used for building brand awareness and promoting the business sector. This course also requires students to develop and submit a written marketing plan that would help a company achieve its objectives through social media.

MKT 421 Marketing Analytics (3-0-3)**Prerequisite: MKT 201**

This course introduces students to the science of digital key performance indicators while casting a keen eye toward the artful use of numbers found in the digital space. The goal is to provide the foundation needed to apply data analytics to real-world challenges marketers confront daily. Students will learn to identify the web analytic tool right for their specific needs; understand valid and reliable ways to collect, analyse, and visualize data from the web; and utilize data in decision making for agencies, organizations, or clients.

MKT 422 Special Topics in Marketing (3-0-3)**Prerequisite: MKT 201**

This course introduces students to the latest trends and issues in marketing using the latest articles on a number of selected topics.

OSCM 201 Decision Sciences (2-1-3)**Prerequisite: MKT 201**

This course introduces students to the science of digital key performance indicators while casting a keen eye toward the artful use of numbers found in the digital space. The goal is to provide the foundation needed to apply data analytics to real-world challenges marketers confront daily. Students will learn to identify the web analytic tool right for their specific needs; understand valid and reliable ways to collect, analyse, and visualize data from the web; and utilize data in decision making for agencies, organizations, or clients.

MKT 422 Special Topics in Marketing (3-0-3)**Prerequisite: MKT 201**

This course introduces students to the latest trends and issues in marketing using the latest articles on a number of selected topics.

OSCM 201 Decision Sciences (2-1-3)**Prerequisite: GMTH181B, GSTA 181**

This course will demonstrate how quantitative modelling and data analysis techniques are used in managerial decision making. Topics explored include: Decisions theory, linear programming, integer programming, network models, transportation models, assignment models, maximal flow problem, shortest route models, spanning tree models, sensitivity analyses, PERT/CPM networks, and Decisions under risk and uncertainties. Emphasis on using spreadsheet modelling in solving problems.

OSCM 302 Operations Management (3-0-3)**Prerequisite: OSCM 201**

This course focuses on understanding and analysis of processes for production and delivery of goods and services. It covers Productivity management, Operations Strategy, Location strategies, project management (CPM, PERT & Crashing), product and services development, Quality Management, Inventory Management, Inventory Cost, Economic Order Quantity (EOQ), layout strategy, Line Balancing, and A-B-C Analysis. The concepts, models, and tools covered can be applied in a wide range of manufacturing and service companies- from retailers to restaurants, hospitals to factories, and consulting companies to government agencies. Several real cases are used to mesh theory with practice to illustrate the critical importance of aligning operations with other core business functions such as finance and marketing.

OSCM 303 Management of Service Operations (3-0-3)**Prerequisite: OSCM 201**

The service sector is a major segment of most industrial economies. Service operations management is the study of the design, delivery, and improvement of service products. It is a key function in service-based organizations, such as hotels, airlines, hospitals, and banks, as well as in service-oriented industries, such as consulting and education. In this course, students will learn the principles and best practices of service operations management, including how to design service processes and systems, how to manage service quality and customer satisfaction, and how to optimize service delivery and efficiency. Some of the key topics that may be covered in a course on service operations management include Service design and development, service quality and customer satisfaction, service delivery and efficiency, Service innovation and improvement and implementing techniques to optimize service delivery and efficiency, such as blueprint and queueing theories.

OSCM 304 Supply Chain Management (3-0-3)**Prerequisite: OSCM 201**

This course introduces students to the strategic role of the supply chain and its impact on a company's overall performance. This course topics include Global Supply Chain Management, Designing Distribution Networks, Aggregate Planning, Coordination in a Supply Chain, Managing Economies of Scale in a Supply Chain, Achieving Strategic Fit, Supply Chain Drivers and Metrics, Material Requirement Planning (MRP), Bullwhip Effect, and Supply Chain Risk and Uncertainty.

OSCM 305 Sourcing, Logistics and Transportation (3-0-3)**Prerequisite: OSCM 201**

Sourcing, logistics and transportation is the subject that manages efficient, effective flow and storage goods, services, and related information in a supply chain. This course will focus on the business logistics approaches and provides in-depth knowledge of managing business activities associated with network design, material acquisition, transformation, inventory management, transportation, distribution, and information management. The key elements of sourcing, logistics and transportation covered include logistics planning and strategy, reverse logistics, customer service, procurement, transport, inventory, warehousing, and materials handling.

OSCM 306 Procurement Management (3-0-3)**Prerequisite: OSCM 201**

This course provides an understanding of the business role of procurement in relation to both operational and strategic organizational goals. Students will be able to identify alternative terms and conditions of sale, source suppliers and build supplier relationships. In addition, exposure to the purchasing and supply management, supply organization and strategy, make or buy decisions, insourcing and out-sourcing, needs identification, price and cost analysis, cost management, supplier selection and evaluation, contracting, and negotiating with suppliers and total cost of ownership will be provided. Where appropriate, the unique nature of the Saudi context will be explored.

OSCM 407 Project Management (3-0-3)**Prerequisite: OSCM 302, BAN 304, FIN201**

Project management is the application of knowledge, skills, tools, and techniques to project activities to meet the project's requirements. Examine the application and integration of the project management body of knowledge (PMBOK). Understand and implement tools and techniques of the leading project management phases: initiation, planning, execution, control, and closure. Gain the tools and knowledge for delivering projects on time and within budget while meeting performance specifications. This course is consistent with CAPM® - Certified Associate in Project Management competencies and can partly contribute to preparation for the certification exam.

OSCM 408 Quality Management, and Control (2-1-3) Prerequisite: BAN 202, OSCM 201

This course will introduce students to advanced statistical process control techniques and Total Quality Management (TQM) concepts and procedures in manufacturing and service operations. The student will use the computer to construct control charts (X-bar and R and X-bar and Sigma), Pareto diagrams, scatter plots and others for quality management.

OSCM 409 Modelling and Simulation in Operations and Supply Chain Management (2-1-3) Prerequisite: BAN 202, OSCM 201

This course introduces the use of computer simulation for business decision-making. Students are introduced to modelling in operations and supply chain management. Application of Operations Management, Inventory and Warehouse Management, Sourcing Management, Logistics / Transportation Management, Material Requirements Planning, using advanced spreadsheet modelling tools, and programming for manipulating big data.

OSCM 410 Six Sigma and Lean Operations (3-0-3) Prerequisite: BAN 302, OSCM 201

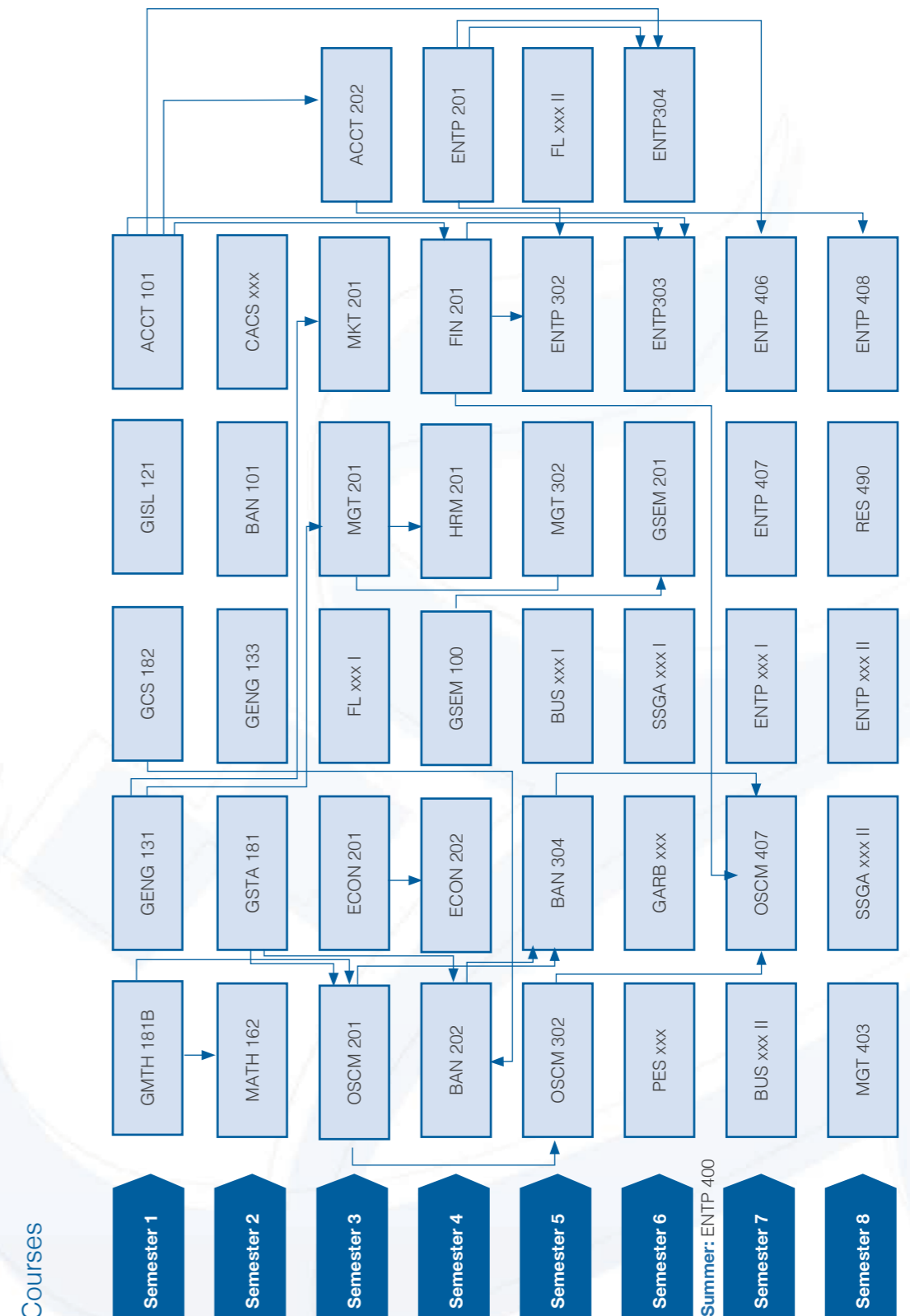
This course teaches Lean Six Sigma as a quality improvement methodology structured to reduce defects/failure rates and on lean operations methodology structured to reduce waste. Materials include an overview of lean six sigma processes, tools, metrics, and plan and execute a Lean Six Sigma project for process improvement. This course is consistent with Lean Six Sigma (Green Belt) competencies and can partly contribute to preparation for the certification exam.

OSCM 411 Special Topics in Operations and Supply Chain Management (3-0-3) Prerequisite: BAN 302, OSCM 201

The objective of this course is to provide students with a better and deeper understanding of a set of current topics in Operations and Supply Chain Management practice, trends, and technology.



ENTP Curriculum (Pre-Requisite Chart)





VISION

Effat College of Architecture and Design aspires to address local and global societal needs and future ambitions through unique and distinguished architecture, art and design education that reinforces a culture of diversity and creativity in research, practice and community service.

MISSION

Effat College of Architecture and Design offers a unique group of programs dedicated to the investigation, interpretation, and creation of physical, social and sensory environment. Through its interdisciplinary instruction and ongoing research, the college graduates architects, designers, producers and film makers who extend the conventional boundaries of theory and practice to meet the challenges of a changing world locally and globally.



Architecture



KENT STATE
UNIVERSITY



Program description

Architecture arises from the same origins as other universal manifestations of material culture. However, the artifacts designated as architecture possess a scale, permanence, and pervasive influence unique among human endeavors. These qualities give the discipline a cultural prominence that few other professions enjoy.

The study of architecture is concerned with complex, interdisciplinary issues. Some matters are primarily individual and practical, such as the basic human need for shelter and the desire to contrive efficient, adequate forms for the patterns of daily life. Architecture also serves a higher purpose. For example, often it is an expression of the living values of a culture. It gives form, order, and proportion to human activities.

The practice of architecture today requires coordinated contributions from a variety of fields. Therefore, the study of architecture at Effat University investigates the principles and applications of history, theory, drawing, professional practice, and technology. Additional courses in technology, art, the humanities, engineering, the physical and social sciences, and management will help lay the foundation for the rest of education experience.

Basic conceptual skills are emphasized early on, along with introducing the elements of architecture. Design studio at each level helps students develop the skills and intellectual tools to solve problems. Students will be immersed in architectural design; eight design studios and a full year capstone project are required, and it is the focal point of every semester. Studio exercises vary significantly during the five years. Students will learn to communicate ideas through models, and graphics, and written documents and/or reports.

The Bachelor of Science in Architecture Degree is intended for students who seek a professional career in architecture and building industry. The curriculum is designed to prepare graduates for professional practice in Saudi Arabia and throughout the region and the world, according to the requirements of the Saudi Ministry of Higher Education (MoE - HE). In addition, it follows the quality standards set by the National Commission for Academic Accreditation and Assessment (NCAAA) in Saudi Arabia, and the Students Performance Criteria (SPC), set by the National Architecture Accrediting Board (NAAB) in the United States of America, for a professional bachelor's in architecture. The set of elective courses in architecture helps students to further develop their graduate studies in any of the related fields.

Educational objectives

- Provide a professional learning environment that corresponds to the Architecture program mission and vision and track the progress of their achievement to guarantee the attainment of its strategic goals.
- Provide a distinguished professional atmosphere that runs within the approved governance model to guarantee the efficient performance of the set organizational structure and attain the local and international accreditation of the program.
- Provide state of the art facilities, equipment and learning resources to meet international standards of excellence and align to the global transformation in architectural education.
- Create diverse, collaborative, and inclusive learning and social environment to attract and retain highly qualified, innovative, and creative students.
- Recruit highly qualified and motivated faculty and researchers bridging the program with international academic programs, and create a vibrant, innovative, and interactive research environment that aligns with the Saudi vision.
- Update and enhance learning resources to match global standards of excellence in terms of new technologies and resources, in order to improve and develop the teaching and learning experience.
- Contribute to the advancements of architecture knowledge and practices through research with socio-economic impact in alignment with Saudi Vision 2030.
- Develop partnerships and collaborations with national/ international institutions and organizations to enrich the pedagogical environment and expand the impact of the program in community engagement and professional consultancy.

Learning outcomes

Students who successfully complete the Architecture program will be able to demonstrate the following abilities:

Knowledge and Understanding

- Examine a broad range of knowledge areas in architecture with an emphasis on developing creative thinking and analytical design approaches. (NQF20-K1) (Itqan).
- Demonstrate a critical perspective and in-depth understanding of various theoretical, historical, sociocultural, environmental, technological, and professional practices in architecture, urban design, and related fields. (NQF20-K2) (Itqan).
- Collect and present information about architecture and related fields from different sources using applied research methodologies. (NQF20-K4) (Itqan).

Skills

- Integrate architecture theories, design principles, aesthetics, and problem-solving techniques in developing alternative project scenarios that are client-centered, sustainable, and socially responsive.
- Implement appropriate technical documentation methods, digital instruments, and versatile communication media in the development of architecture project designs, representations, and reports.
- Develop advanced knowledge and technical skills in preparing integrated architectural solutions for projects of varying scales and levels of complexity reflecting consideration of stakeholders, budgets, regulations, constructability, building systems, and environmental stewardship.
- Initiate inquiries, conduct critical research investigations, and conceptualize sustainable development solutions for complex issues within architecture, urban design, and related fields.
- Employ various digital and traditional graphic representation tools in the production of two and three-dimensional design drawings, renderings, and project briefs that respond to client requirements and practice regulations.
- Synthesize architectural knowledge, project management techniques, and practice skills in conducting effective oral presentations and preparing technical documents, status reports, and business startup proposals.
- Apply mathematics, statistics, and quantitative reasoning skills to investigate urban developments, building projects, budgets, and environmental design strategies.

Values

- Manifest a commitment to ethical codes of conduct, academic principles, professional practice standards, legal obligations, social responsibilities, and civic duties.
- Plan academic and career development goals through a self-reflective process of assessing own performance and implementing personal improvement strategies along with associated ethical, legal, financial, and professional responsibilities.
- Collaborate effectively in diverse teams and take leadership initiatives that guide the development of creative project solutions, improve group performance, and enhance individual and collective professional practice opportunities.

Career opportunities

Graduates of the program are prepared for careers as practicing architects in both the public sector and the private sector. Graduates will be able to carry out multiple architectural tasks from inception through programming, and from encountering users and environmental constraints to the development of a coordinated set of construction documents. In addition, graduates of the program will be able to pursue studies at a graduate level if they wish.

Our set of elective courses in Architecture will also help you develop your post graduate studies in related fields. Architecture graduates can look forward to the following roles:

- Architect
- Architect/Designer
- Site Engineer/Architect
- Architectural Designer - AutoCAD
- Architectural Designer - Residential Architect
- CAD Manager
- Interior Architectural Designer
- Project Manager
- Landscape Designer
- Urban Planner
- Urban Designer
- Urban Design Manager
- Urban/City Facilities Planning Engineer
- Principal City Planner - Urban Design
- BIM Coordinator
- BIM Manager

Designation of the decimal (second) digit of the course numbers in Architecture (ARCH)

Digit	Topic	Digit	Topic
0	Architecture Design Studio	4	Architectural Theory and Thought
1	Basics	5	Technical Courses
2	Skills	6	Architecture Technical Electives
3	Architecture History	7	Capstone Project

Graduation requirements

Graduation requirements include the successful completion of a minimum of 163 credit hours:

	Compulsory	Architecture Technical Electives	Total
General Education Requirements	42	-	42
College Core MATH	3	-	3
ARCH Major Requirements	106	12	118
TOTAL	151	12	163

Minimum GPA to Graduate = 2.0

Course numerical identification

Every course is identified by an alphanumeric designation:

- The letter part of the designation is the letter code of the department that offers the course (i.e. ARCH is the letter code for the Architecture Department).
- The most significant digit of the numeric designation, the hundreds digit, identifies the target level of the course (i.e. as a first year course, a second year course etc.).
- The middle digit of the numeric designation, the tens digit, indicates the area of specialization within the department.
- The least significant digit of the numeric designation, the singles digit, indicates the sequence number of the course within a set of courses associated with a particular area of specialization.

Explanation of credit hour notations

Credit hours are listed throughout the document in the following format: (3-0-3). The first numeral indicates the number of lecture hours, the second numeral indicates the number of practical hours (if applicable), and the third numeral indicates the total number of credit hours awarded after the course has been successfully completed.

The General Education Program (GEP) requirements, which form the core foundation for students throughout the university, are incorporated into the Architecture Program as follows:

General Education Requirements: 42 credit hours

The General Education Program requirements, which form the core foundation for students throughout the university, are incorporated into the Architecture Program as follows:

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
			Any course from the category	3
		Arabic Language	Any course from the category	3
			English Language	GENG 131- Advanced English Language Skills and Critical Thinking
		Foreign Languages	Any course from the category	3
Social Sciences	8	Social Structure and Global Awareness	GSEM100: Research Seminar	2
			Any two courses from the category	6
Research	3	Research Skills and Innovation	GSEM201: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	GPHY 171: Foundation in Physics	3
			Computer Science and Technology	Any course from the category
		Quantitative Sciences	GMTH181A: Pre- Calculus A	3
			GSTA181: Introductory Statistics	3
TOTAL	42		15 Courses	42

Bachelor of Science in Architecture Major Requirements 129

ARCH Major Requirements	Credits	
Compulsory Courses (109 Credit Hours)	College MATH Requirements ARCH Requirements	3 106
Major Electives	Architecture Technical Electives Requirements	12
TOTAL		121

Compulsory Courses: 109 Credit Hours

To fulfill the requirements for graduation, all Architecture students must successfully complete the following courses:

A. College MATH Requirements: 3 Credit Hours

Course no.	Course title	Credits	Prerequisite(s)
MATH 101	Calculus I	3-0-3	GMATH 181-A
TOTAL		3	

B. ARCH Requirements: 106 Credit Hours

Course no.	Course title	Credits	Prerequisite(s)
ARCH 120	Freehand Drawing	0-6-3	None
ARCH 111	Architecture Design Studio -1	2-6-5	None
ARCH 112	Architecture Design Studio -2	0-8-4	ARCH 111
ARCH 213	Architecture Design Studio -3	0-8-4	ARCH 112
ARCH 214	Architecture Design Studio -4	2-6-5	ARCH 213
ARCH 315	Architecture Design Studio -5	2-6-5	ARCH 214 & ARCH 252
ARCH 316	Architecture Design Studio -6	2-6-5	ARCH 315
ARCH 417	Architecture Design Studio -7	0-8-4	ARCH 316 & ARCH 345 & Good Standing
ARCH 418	Architecture Design Studio -8	0-10-5	ARCH 417 & ARCH 451 & Good Standing
ARCH 473	Architecture Design Studio -9: Capstone Project-1	0-8-4	ARCH 418 & Good Standing
ARCH 474	Architecture Design Studio -10: Capstone Project -2	0-8-4	ARCH 473 & Good Standing

B. ARCH Requirements: 106 Credit Hours (Continued)

Course no.	Course title	Credits	Prerequisite(s)
ARCH 150	Computer-Aided Architectural Design -1	2-2-3	None
ARCH 256	Computer-Aided Architectural Design -2	2-2-3	ARCH 150
ARCH 257	Architectural Visualization	1-2-2	None
ARCH 358	Computer-Aided Architectural Design -3	2-2-3	ARCH 150
ARCH 233	History & Theory of Architecture -1	2-0-2	None
ARCH 333	History & Theory of Architecture -2	2-0-2	ARCH 233
ARCH 334	History & Theory of Architecture -3	2-0-2	ARCH 333
ARCH 252	Building Construction	2-2-3	ARCH 112
ARCH 253	Structure in Architecture	3-0-3	ARCH 252 & GPHY 171
ARCH 354	Structural Integration in Architecture	2-2-3	ARCH 253
ARCH 452	Building Technology & Systems	2-2-3	ARCH 354
ARCH 451	Working Drawings -1	2-2-3	ARCH 354
ARCH 458	Working Drawings -2	2-2-3	ARCH 451
ARCH 454	Mechanical, Electrical & Safety Systems	3-0-3	ARCH 252
ARCH 345	Urban Design & Landscape Architecture	3-0-3	None
ARCH 140	Architecture, Culture & Environment	3-0-3	None
ARCH 254	Energy & Design -1	3-0-3	ARCH 140
ARCH 353	Energy & Design -2	2-2-3	ARCH 254
ARCH 457	Professional Practice	3-0-3	None
ARCH 450	Management of Architecture Projects	3-0-3	ARCH 354
ARCH 459	Internship	0-0-2	Departmental Approval
Total		106	

C. Architecture Electives: 12 Credit Hours

All Architecture students, in consultation with their academic advisor, must successfully complete 12 credit hours from the approved list of technical electives below:

Course no.	Course title	Credits	Prerequisite(s)
PHO 161	Photography	3-0-3	None
ARCH 260	Lighting & Acoustics Principles	3-0-3	None
ARCH 360	Architectural Education & Practice	3-0-3	None
ARCH 362	Saudi Traditional Architecture	3-0-3	None
ARCH 363	Psychology & Sociology in Design	3-0-3	ARCH 140
ARCH 366	Advanced Computer-Aided Design	2-2-3	ARCH 256
ARCH 368	Special Topics in Architecture	3-0-3	Departmental Approval
ARCH 460	New Trends in Architecture	3-0-3	Departmental Approval
ARCH 461	City Planning	3-0-3	None
ARCH 462	Urban Conservation	3-0-3	None
ARCH 464	Introduction to Interior Design	3-0-3	ARCH 214
ARCH 465	Introduction to Real Estate	3-0-3	ARCH 316
ARCH 466	Introduction to Building Economics	3-0-3	ARCH 316
ARCH 467	Advanced Housing & Economics	2-2-3	None
ARCH 468	Advanced Building Skin & Tectonics	3-0-3	None
ARCH 469	Smart Cities	3-0-3	None
ARCH 560	History of Islamic Architecture	3-0-3	ARCH 333

Architecture: Study Plan

Total credit hours required for Architecture Program: 163

Freshman Year – Semester 1				Freshman Year – Semester 2			
Course No.	Course Title	Prerequisites	Credits	Course No.	Course Title	Prerequisites	Credits
ARCH 111	Architecture Design Studio -1	None	5	ARCH 112	Architecture Design Studio -2	ARCH 111	4
ARCH 120	Freehand Drawing	None	3	ARCH 140	Architecture, Culture & Environment	None	3
ARCH 150	Computer-Aided Architectural Design -1	None	3		Computer Science and Technology*	None	3
GMAT 181 A	Pre-calculus A	None	3	MATH 101	Calculus 1 (Quantitative Sciences)	GMAT 181A	3
GENG 131	Advanced English Language Skills & Critical Thinking	None	3		English Language 2*	GENG 131	3
TOTAL			17	TOTAL			16
Sophomore Year – Semester 3				Sophomore Year – Semester 4			
ARCH 213	Architecture Design Studio -3	ARCH 112	4	ARCH 214	Architecture Design Studio -4	ARCH 213	5
ARCH 233	History & Theory of Architecture -1	None	2	ARCH 257	Architectural Visualization	None	2
ARCH 252	Building Construction	ARCH 112	3	ARCH 253	Structure in Architecture	ARCH 252 & GPHY 171	3
ARCH 256	Computer-Aided Architectural Design -2	ARCH 150	3	ARCH 254	Energy & Design -1	ARCH 140	3
GPHY 171	Foundation in Physics (Physical & Environmental Sciences)	None	3	GSTA 181□	Introductory Statistics (Quantitative Sciences)□	None	3
GSEM 100	Research Seminar	None	2				
TOTAL			17	TOTAL			16
Junior Year – Semester 5				Junior Year – Semester 6			
ARCH 315	Architecture Design Studio -5	ARCH 214 & ARCH 252	5	ARCH 316	Architecture Design Studio -6	ARCH 315	5
ARCH 333	History & Theory of Architecture -2	ARCH 233	2	ARCH 345	Urban Design & Landscape Architecture	None	3
ARCH 354	Structural Integration in Architecture	ARCH 253	3	ARCH 358	Computer-Aided Architectural Design -3	ARCH 150	3
ARCH 353	Energy & Design -2	ARCH 254	3	ARCH 334	History & Theory of Architecture -3	ARCH 333	2
GSEM 201	Research, Innovation & Intellectual Property	None	3	GISL 121	Islam and Civil Society	None	3
TOTAL			16	TOTAL			16
Senior Year – Semester 7				Senior Year – Semester 8			
ARCH 417	Architecture Design Studio -7	ARCH 316 & ARCH 345 & Good Standing	4	ARCH 418	Architecture Design Studio -8	ARCH 417 & ARCH 451 & Good Standing	5
ARCH 451	Working Drawings -1	ARCH 354	3	ARCH 458	Working Drawings -2	ARCH 451	3
ARCH 454	Mechanical, Electrical & Safety Systems	ARCH 252	3	ARCH 452	Building Technology & Systems	ARCH 354	3
	Social Structure and Global Awareness 1*	None	2	ARCH 457	Professional Practice	None	3
GARB161	Arabic Language*□	None	3		Social Structure and Global Awareness 2*	None	2
TOTAL			16	TOTAL			17
Summer Semester							
ARCH 459	Internship		Credits: 2			Prerequisites : Departmental Approval	
Senior Year – Semester 9				Senior Year – Semester 10			
ARCH 473	Architecture Design Studio -9: Capstone Project -1	ARCH 418 Good Standing	4	ARCH 474	Architecture Design studio -10: Capstone Project -2	ARCH 473 Good Standing	4
ARCH 450	Management of Architecture Projects	ARCH 354	3		Architecture Elective (3) *	As per course	3
	Architecture Elective (1) *	As per course	3		Architecture Elective (4) *	As per course	3
	Architecture Elective (2) *	As per course	3		Creative Arts and Cultural Studies	None	3
	Foreign Language 1	None	2		Foreign Language 2	None	2
TOTAL			15	TOTAL			15

Summary of Courses

Course no.	Course title	Credits	Prerequisite(s)
ARCH 120	Freehand Drawing	0-6-3	None
ARCH 111	Architecture Design Studio -1	2-6-5	None
ARCH 112	Architecture Design Studio -2	0-8-4	ARCH 111
ARCH 213	Architecture Design Studio -3	0-8-4	ARCH 112
ARCH 214	Architecture Design Studio -4	2-6-5	ARCH 213
ARCH 315	Architecture Design Studio -5	2-6-5	ARCH 214 & ARCH 252
ARCH 316	Architecture Design Studio -6	2-6-5	ARCH 315
ARCH 417	Architecture Design Studio -7	0-8-4	ARCH 316 & ARCH 345 & Good Standing
ARCH 418	Architecture Design Studio -8	0-10-5	ARCH 417 & ARCH 451 & Good Standing
ARCH 473	Architecture Design Studio -9: Capstone Project-1	0-8-4	ARCH 418 & Good Standing
ARCH 474	Architecture Design Studio -10: Capstone Project -2	0-8-4	ARCH 473 & Good Standing
ARCH 150	Computer-Aided Architectural Design -1	2-2-3	None
ARCH 256	Computer-Aided Architectural Design -2	2-2-3	ARCH 150
ARCH 257	Architectural Visualization	1-2-2	None
ARCH 358	Computer-Aided Architectural Design -3	2-2-3	ARCH 150
ARCH 233	History & Theory of Architecture -1	2-0-2	None
ARCH 333	History & Theory of Architecture -2	2-0-2	ARCH 233
ARCH 334	History & Theory of Architecture -3	2-0-2	ARCH 333
ARCH 252	Building Construction	2-2-3	ARCH 112
ARCH 253	Structure in Architecture	3-0-3	ARCH 252 & GPHY 171
ARCH 354	Structural Integration in Architecture	2-2-3	ARCH 253
ARCH 452	Building Technology & Systems	2-2-3	ARCH 354
ARCH 451	Working Drawings -1	2-2-3	ARCH 354
ARCH 458	Working Drawings -2	2-2-3	ARCH 451
ARCH 454	Mechanical, Electrical & Safety Systems	3-0-3	ARCH 252
ARCH 345	Urban Design & Landscape Architecture	3-0-3	None
ARCH 140	Architecture, Culture & Environment	3-0-3	None
ARCH 254	Energy & Design -1	3-0-3	ARCH 140
ARCH 353	Energy & Design -2	2-2-3	ARCH 254
ARCH 457	Professional Practice	3-0-3	None
ARCH 450	Management of Architecture Projects	3-0-3	ARCH 354
ARCH 459	Internship	0-0-2	Departmental Approval
PHO 161	Photography	3-0-3	None
ARCH 260	Lighting & Acoustics Principles	3-0-3	None
ARCH 360	Architectural Education & Practice	3-0-3	None
ARCH 362	Saudi Traditional Architecture	3-0-3	None
ARCH 363	Psychology & Sociology in Design	3-0-3	ARCH 140
ARCH 366	Advanced Computer-Aided Design	2-2-3	ARCH 256
ARCH 368	Special Topics in Architecture	3-0-3	Departmental Approval
ARCH 460	New Trends in Architecture	3-0-3	Departmental Approval
ARCH 461	City Planning	3-0-3	None
ARCH 462	Urban Conservation	3-0-3	None
ARCH 464	Introduction to Interior Design	3-0-3	ARCH 214
ARCH 465	Introduction to Real Estate	3-0-3	ARCH 316
ARCH 466	Introduction to Building Economics	3-0-3	ARCH 316
ARCH 467	Advanced Housing & Economics	2-2-3	None
ARCH 468	Advanced Building Skin & Tectonics	3-0-3	None
ARCH 469	Smart Cities	3-0-3	None
ARCH 560	History of Islamic Architecture	3-0-3	ARCH 333
Total			129

Architecture (ARCH) Major Course Descriptions

ARCH 120 Freehand Drawing (0-6-3)

Prerequisite(s): None

This course is an introduction to freehand drawings principles and graphic representation of objects, masses, and voids. The course stresses the enhancement of students' ability to use multiple graphic representation media and techniques. This includes the study, use and expression of visual communication measures such as color, light, texture, value, form, and space, along with basics of perspective rendering.

ARCH 111 Architecture Design Studio -1 (2-6-5)

Prerequisite(s): None

This course introduces students to the general principles and techniques for effectively communicating architecture designs. It helps the students to learn and demonstrate an understanding of the fundamentals of design and drawing. Students will learn the fundamentals of technical drawings to produce basic architecture projects. Creativity, conceptual thinking, and problem solving are encouraged through different exercises to enhance students' ability to create innovative designs.

ARCH 112 Architecture Design Studio -2 (0-8-4)

Prerequisite(s): ARCH 111

This course builds on the basic design vocabulary and skills acquired in ARCH 111. It creates opportunities for students to develop design-thinking skills and apply design elements and principals related to scale, form, proportions, space organization, balance, and circulation in actual projects. The course interlinks two-dimensional functional relationships with three-dimensional spatial and form compositions in small buildings (primarily residential). It transitions students from abstract design principles to the real-world integrated design process. The course assignments and projects consider human activities and needs, building materials, structural elements, and the iterative dynamics of the design development process based on program, site conditions, and client requirements. Students apply code and zoning requirements to the design of various residential typologies that incorporate single-and-multi-family in low-and-mid-rise building configurations. They sharpen manual-based drawing skills and improve physical model-making techniques while developing architectural concepts and design solutions.

ARCH 213 Architecture Design Studio -3 (0-8-4)

Prerequisite(s): ARCH 112

This course presents studio problems to develop students' awareness, knowledge, and basic skills needed in the synthesis of building form and modular design of public building. Students will be familiarized with Saudi code and regulations of public buildings and the principles of creating innovative interior spaces and exterior site design, according to user needs and safety requirements, and understanding their relationships to horizontal and vertical circulations. The student will be asked to apply the learned skills of concept development, design graphic techniques, and presentations to demonstrate their critical thinking and communication skills.

ARCH 214 Architecture Design Studio -4 (2-6-5)

Prerequisite(s): ARCH 213

This architectural design studio introduces to students' new approaches of design that address modern challenges of social, cultural, technological and global climatic change. Architectural Design Studio 4 tackles "sustainability" and "adaptive reuse" as design approaches to change. The studio deals with adaptive and sustainable reuse in their wider sense, not only the reuse of historic buildings and structures. It introduces strategies of redesigning existing structures to solve modern, contextual, and communal pressing problems, and to accommodate new functions and changes. It moreover touches on the adaptive reuse of historic and relatively newly designed buildings and structures to sustain buildings lives, functionality, and systems. Through a project that represents practices of reuse, restoration, or renovation, students will redesign an existing structure's interior spaces, an extension or an annex, and deal with its exterior with preservation or repurposing, taking into consideration the international and Saudi codes. Design interventions are expected to utilize materials, architectural elements, and systems in more sustainable ways, in addition to responding to community, culture, functions and technology changes.

ARCH 315 Architecture Design Studio -5 (2-6-5)

Prerequisite(s): ARCH 214 & ARCH 252

This studio provides students with opportunities to examine, analyze, and design large-scale buildings that require long-span structural systems. Though focused on the design of large-scale spaces (stadiums, theaters, sports arenas, exhibition halls, ballrooms, museums, transportation terminals, shopping malls, recreational hubs, etc.), the studio challenges students to experiment with cutting-edge technologies and extreme engineering solutions. Students design large spaces, build physical/digital models, and evaluate the structural logic and stability of long-span roofing systems. They examine the relationship between design development, structural systems, material technology, and the construction processes of complex, long-span enclosures. Systems incorporated in the course include form-active, section-active, vector-active, and surface-active examples that include but are not limited to rigid frames, folded plates, geodesic, hyperbolic paraboloids, thin shells, trusses, space frames, tensile cables/tents, membranes, pneumatic, and hybrid structures. Students match system selection with the type of project, site conditions, and environmental parameters to develop a comprehensive design proposal for a large-scale public assembly building.

ARCH 316 Architecture Design Studio -6 (2-6-5)

Prerequisite(s): ARCH 315

This architecture design studio emphasizes the development of professional and comprehensive skills in design synthesis, specifically, the design of mixed use, high-rise buildings in response to a specific context that is significant for the building characteristics. The analysis includes programming, typology, site and place, and influence of regulatory measures and codes (Saudi and international) on building form, as well studying the impact of the Saudi culture and local context while integrating all the mentioned aspects. Students will be trained to define strategies for problem-solving and develop structured arguments about their design concepts and the means to document and communicate them effectively using two-dimensional drawings, and three-dimensional physical and digital modeling. The proposed design response includes comprehensive integration of accessibility, sustainability, and an understanding of structural systems and life safety principles.

ARCH 417 Architecture Design Studio -7 (0-8-4)**Prerequisite(s): ARCH 316 & ARCH 345 & Good Standing**

This urban design studio course aims to raise students' awareness of the architect's role in the community, in addition to fostering their capacity of applying urban theory and design principles in a real urban and architectural design project. In this course, students consider the functional and contextual relations between multiple urban components, including buildings, spaces surrounding them, and their landscape design, guided by international and local codes. The course also focuses on the varied and complex needs of the users of the urban environment with particular reference to the Saudi local context and culture. Students are guided to focus on sustainability considerations related to architectural and urban design, and recognize the influence of codes, rules, and regulations, on the urban environment. The course also directs students to develop projects as a part of a public realm, taking into account functional aspects (including but not limited to accessibility, parking, etc.), as well as formal, socio-economic, and environmental aspects.

ARCH 418 Architecture Design Studio -8 (0-10-5)**Prerequisite(s): ARCH 417, ARCH 451 & Good Standing**

This course is a comprehensive architectural design studio. It emphasizes the unique qualities of materials, construction technology, and assembly details in the expression of architectural ideas. Analysis includes the planning and integration of structural systems and building envelope design as an appropriate architectural expression. It emphasizes the wide-ranging integration of building systems within an ordered design concept in the expression of architectural ideas in accordance with codes, technical standards, and with respect to cultural aspects. Design solutions in this course emphasize the role of structure systems, façade design systems, electromechanical systems, sanitary systems, and life safety considerations, in shaping many decisions.

ARCH 473 Architecture Design Studio -9: Capstone Project -1 (0-8-4)**Prerequisite(s): ARCH 418 & Good Standing**

This is the first part of two advanced integrated architecture studios that represent the final stage of development of the student's knowledge, skills, and values upheld by the Architecture Program at Effat University. It provides students with the opportunity to synthesize architecture design theory, building systems, material technology, real-world practice perspective, and regulatory requirements. Students are required to produce a coherent project proposal that manifests a critical and analytical approach to architectural design that integrates theoretical knowledge and technical competencies acquired throughout their architecture studies. The summative nature of Capstone Project-1 allows students to research, prepare building programs, and conceptualize project briefs/scenarios that integrate functional, spatial, and tectonic considerations to be employed in the second part (Capstone Project-2) to develop innovative, sustainable, and contextual design solutions.

ARCH 474 Architecture Design Studio -10: Capstone Project -2 (0-8-4) Prerequisite(s): ARCH 473 & Good Standing

This course is a continuation of ARCH 473 in which the previously prepared architectural program is transformed into: First, a complete design solution through a defined philosophical direction and a clear vision. This is achieved by stressing the use of analytical logic in presenting the main design problem(s), methods of evaluation, and the formulation and selection of the most appropriate design alternatives. Second, a complete comprehensive design solution. This is achieved by stressing the use of analytical logic including economic considerations in building design, the planning and integration of structural systems, building service systems, and building envelope design as an appropriate architectural expression. This course is the culmination of work in Architecture Design Studio courses.

ARCH 150 Computer-Aided Architectural Design -1 (2-2-3)**Prerequisite(s): None**

This course builds students' skills of computer-aided architectural design systems using AutoCAD software (or any relevant software). The course benefits from the basic principles of architectural drawing taught in previous architectural design studios. The course topics include drawing set-ups and layouts, drawing tools to help draft geometric shapes, editing tools, adding text and dimensions, and other commands leading to produce an architectural technical drawing. The course helps students in enhancing their computation skills to produce technically clear 2D and orthogonal drawings, including plans, elevations, sections, axonometric, isometrics, diametric/oblique, and exploded drawings through computer presentations and rendering techniques.

ARCH 256 Computer-Aided Architectural Design -2 (2-2-3)**Prerequisite(s): ARCH 150**

This course builds on knowledge and skills that students acquired in the first computer-aided architectural design course. The course introduces 3-dimensional modeling and visualization, through Revit software (or any other relevant software), as well as the 2-dimensional drafting using the same software. Students will develop their digital design and computation skills to reach the technical capability of producing clear drawings, including 2D and 3D visualization with the aid of computer presentations and advanced rendering techniques.

ARCH 257 Architectural Visualization (1-2-2)**Prerequisite(s): None**

This course will guide students through the skills and procedures needed in a professional architectural visualization context. The courses topics will cover the available and most recent software packages used in industry, and most specifically the visualization and presentation context. It will provide students with a hands-on ability to model, texture, light and render architectural visualizations. The course will help students choose the best and most appropriate software, media, scale, colors, and other digital graphic design tools and principles to present a specific architectural product, as well as mixing and integrating different visualization software to reach for vivid and expressive architectural drawings, models, posters. Students are also expected to enhance their oral presentation skills and present their architectural products with confidence through some of the topics introduced by the course.

ARCH 358 Computer-Aided Architectural Design -3 (2-2-3)**Prerequisite(s): ARCH 150**

This course introduces a set of unique tools within McNeel Rhino + Grasshopper (GH) or any relevant software, specifically created for the kind of early design explorations, analysis, and visualization. It is also open to include not only parametric design and complex geometric generation programs, but also new developed software related to artificial intelligence, internet of things, metaverse design, ...etc. This course provides advanced tools that the advanced modeling environment offers whether for a simple building massing study, or complex shapes and forms like free-form geometry, patterning, and repetition tools. The course provides students with standard techniques and outside-the-box thinking as it explores many ways to take Rhino + GH modeling and/or other related software skills to an advanced level.

ARCH 233 History & Theory of Architecture -1 (2-0-2)**Prerequisite(s): None**

History and Theory of Architecture I: Architecture from Prehistory to the Middle Age.

This is an introductory course that provides an overview of the history of architecture from the Prehistoric period through the 16th century from a global perspective. It introduces students to architecture in association with sociopolitical, cultural, historical, and religious contextual forces of the studied regions. It provides a wide-ranging exploration of how architecture has served human needs from Neolithic tombs to Greek and Roman temples, to medieval castles, with a great deal in between. It surveys a range of stylistic variations of built forms in cities across the ancient world.

This course lays the foundation for subsequent courses in architecture history and theory, which provide students with opportunities to debate critical issues, prepare analytical research, and connect the dialects of traditional and contemporary architecture to events and circumstances that originally gave them meaning.

ARCH 333 History & Theory of Architecture -2 (2-0-2)**Prerequisite(s): ARCH 233**

This course provides an overview of the history of architecture from the rise of Islam in the East to the Renaissance in the West through the 19th century industrialization. It raises critical issues related to historical context, cross-cultural links, and stylistic variations of built forms and artistic practices in diverse cities across the continents of Asia, Africa, and Europe. The course focuses on the notion of architecture as a socio-cultural phenomenon that was constantly in contact with diverse cultures, other forms of knowledge, and lived experiences, all reflected in the built forms of the studied regions. This course offers a cross-cultural learning experience, designed as the second part of the sequence of architectural history and theory courses, which provide students with opportunities to debate critical issues, prepare analytical research, and connect the dialects of traditional and contemporary architecture to events and circumstances that originally gave them meaning.

ARCH 334 History & Theory of Architecture -3 (2-0-2)**Prerequisite(s): ARCH 333**

History and Theory of Architecture III: Modern Architecture and Beyond.

This course examines global architectural and urban developments from the late nineteenth century to the present. It offers a debate over the role of industrialization in modern life, the search for a universal language of architectural communication, and the insistent demand that architecture serves human society and expresses its ideals. Students will explore the relationship between variations in architectural form and expression, and broader changes in the socio-political, technological, and esthetic realms. Part of the course is devoted to the pluralism in contemporary architecture that unleashed complex geometries, dynamic fluid spaces, and evocative spatial experiences. The course concludes the sequence of architectural history and theory courses, which provide students with opportunities to debate critical issues, prepare analytical research, and connect the dialects of global architecture to events and circumstances that originally gave them meaning.

ARCH 252 Building Construction (2-2-3)**Prerequisite(s): ARCH 112**

This course focuses on the fundamentals of building construction, its elements, materials, and building delivery process. The course introduces the buildings system of foundations, structure, skin, and plans. It also covers, theoretically and practically, the typical and basic building elements as the walls, openings, arches, roofs, floors, and stairs; construction systems and methods as bearing walls, skeleton, and large-span structure, using different materials as masonry, timber, concrete, and steel. In addition, it illustrates how to design elements' details to achieve the most practical and economic-effective solutions. Students produce a set of construction drawings and details.

ARCH 253 Structure in Architecture (3-0-3)**Prerequisite(s): ARCH 252 & GPHY 171**

This course introduces the students to the role of structures and their elements in the architectural design of a space. The topics covered include finding: force components, resultant of a system of forces, moment of forces, reactions at different support conditions, tension and compression forces in truss members, and shear force and bending moment and their associated diagrams in beams.

ARCH 354 Structural Integration in Architecture (2-2-3)**Prerequisite(s): ARCH 253**

This course introduces to students the integration of different structural systems within their architectural design. For this purpose, students learn the analytical behavior of structural systems of large spans, as space frames, thin-shell structures, and domes, in terms of statics functions and calculations, as well as their spatial characteristics in non-mathematical terms. The course also introduces the knowledge about different spaces' functional requirements and materials properties to enable students understand, justify, and modify construction assemblies. The course integrates the relationship between materials, geometry, and construction technique choice and the effectiveness and stability of the design. It also covers the main complementary elements of advanced structures, as staircases design, interior finishes, external envelopes materials and design, and fenestration, and focuses on the connections between these complementary elements and the basic building elements.

ARCH 452 Building Technology & Systems (2-2-3)**Prerequisite(s): ARCH 354**

This course focuses on advanced building structures and façade systems technology. It explores the technical relationship between the building skin and the concept of intelligent and sustainable buildings. The course also introduces up-to-date techniques related to building structure and materials that will improve building structure stability and enhance the building life cycle through the use of advanced materials. Through theoretical content and technical drawings, the course focuses on architectural detailing that reflects the coordination between passive, environmental and sustainable building systems, construction, and structural systems. By the end of the course, students present a set of technical drawings and a physical model for detailed skin and structural solutions.

ARCH 451 Working Drawings -1 (2-2-3)**Prerequisite(s): ARCH 354**

This course is concerned with teaching the students to produce complete and clear working drawings for one of the buildings designed in a previous architectural design studio. The course lays the foundation for understanding the basic principles used in selecting suitable finishing materials and writing general specifications for them, as well as gaining the skills needed for the production of architectural working drawings, construction documents, and detailing, through lectures, assignments, and complete project development. The students follow the directions of the construction industry by producing computer-aided drawings of site plans, floor plans, elevations, wall sections, building sections, architectural details, technical services plans, and finishing and openings schedules, in addition to writing outline specifications for a pre-designed architectural project.

ARCH 458 Working Drawings -2 (2-2-3)**Prerequisite(s): ARCH 451**

The course concentrates on design and construction documents, with special focus on advanced details' drawings, specifications, bills of quantities (BoQs) and shop drawings. During this course, students will gain a thorough understanding of construction documents and the relationships among the parties involved within a project. They will also learn about the different approaches to completing construction projects. The course, additionally, introduces the students to quality and safety standards in delivering architectural projects. Students are guided through the process of developing design drawings into detailed construction documents. They are also introduced to architectural detailing and shop drawings.

ARCH 454 Mechanical, Electrical & Safety Systems (3-0-3)**Prerequisite(s): ARCH 252**

This course provides an overview of the mechanical, electrical, sanitary and fire systems of buildings as carried out by architects. The course content enables the students to have a basic understanding of the following areas: 1) Electrical systems that provide power to run a building's devices and equipment. 2) Artificial illumination and lighting design that provides various spaces of a building with adequate lighting levels. 3) The electro-mechanical systems of heating, cooling, and ventilating (HVAC systems) that provide the interior spaces of a building, and its occupants, with an internal-environment comfort. 4) Plumbing systems providing potable water supply and efficient disposal of fluid waste and organic matter measures, which are essential for human consumption and sanitation. 5) Mechanical systems including vertical circulation systems such as elevators and escalators. 6) Fire detection, fire safety systems, and alarm systems.

ARCH 345 Urban Design & Landscape Architecture (3-0-3)**Prerequisite(s): None**

The course examines the general types, scales, features, and determinants of urban form. It provides an overview of urban design concepts, problems, and potentialities associated with urban development and landscape projects of varying scales. It enables students to develop analytical and practical skills involved in real-world urban and landscape design projects. The course includes a study of the methods of urban design analysis emphasizing observational, perceptual, and contextual dynamics of built forms. Students collaborate in the conceptualization of creative, practical, and sustainable solutions to a range of civic functions such as public squares or plazas, major urban parks, streetscapes, façade improvements, and waterfront developments.

ARCH 140 Architecture, Culture & Environment (3-0-3)**Prerequisite(s): None**

This course is an introductory course that investigates the complex interactions between humans and their environment while emphasizing on the social, cultural, environmental, and aesthetic qualities of vernacular architecture that may inform architectural design practice in the 21st century. Students will develop an awareness to issues of environmental sustainability, social responsibility and universal design, human behavior, diversity, and community.

ARCH 254 Energy & Design -1 (3-0-3)**Prerequisite(s): ARCH 140**

This course aims to discuss the basics of sustainability and different environmental approaches in building design. It discusses the climatic factors and their effect on buildings performance. In addition, the course includes the study of the solar and shadowing analysis of buildings to inform decisions about building and urban design. The students will be introduced to the science of heat transfer and the thermal properties of the building envelope. It includes the study of the basics of human environmental (thermal, visual, and acoustic) comfort. The course also presents the outline of renewable energy sources (solar, thermal, wind...etc.), urban heat island phenomena, global warming, greenhouse effect, etc.

ARCH 353 Energy & Design -2 (2-2-3)**Prerequisite(s): ARCH 254**

This is an advanced course, which discusses the building environmental systems (Passive/Active), passive strategies and techniques, and their implementation in architecture and urban design. In addition, the course includes the study of building form and the thermal properties of building materials and their effect on building thermal performance and building energy requirements. It discusses the environmental rating systems, and their applications. The course focuses on testing the design ideas in terms of their environmental performance using Field Monitoring, Scale Modeling, and Simulation.

ARCH 457 Professional Practice (3-0-3)**Prerequisite(s): None**

This course is an introduction to principles of professional practice, focusing on the historical, ethical, and legal framework of the practice of architecture. It provides an overview of the responsibilities of architects in the design and construction of buildings. The course links professional practice in architecture with sound business planning, contracts and contractual obligations, project budgeting and scheduling, zoning and code requirements, negotiation, and conflict resolution, as well as the legal context of property development.

ARCH 450 Management of Architecture Projects (3-0-3)**Prerequisite(s): ARCH 354**

Through lectures, assignments and case studies, this course introduces project planning and management. It highlights project scope and translating physical needs into building area, developing alternative solutions, preparing schedules and estimates, coordinating work efforts, and other practical factors. Students will develop skills to consider physical constraints, laws, code implications, costs, bidding, construction sequencing and practices, design goals, assembling teams, and collaborating with consultants.

ARCH 459 Internship**Prerequisite(s): Departmental Approval**

This course represents the internship that is mandatory for all students as per the following requirements:

- Number of internship work weeks: 6 weeks - to be completed in the summer of Year 4 of the Architecture Program. It could be divided into several periods as per the department council approval.
- Number of internships workdays: 30 days.
- Number of hours: 240 hours.

Architecture Elective Course Descriptions**PHO 161 Photography (3-0-3)****Prerequisite(s): None**

This course introduces students to the principles of photography, which incorporate the selection of equipment and lenses and the adjustment of focus, light, aperture, composition, frame, and angle of vision, perspective, background, and context. It goes further to articulate the professional disposition, visual style, symbolism, editing process, production media (virtual and printed), budget, and the message or narrative reflected in the photography project.

ARCH 260 Lighting & Acoustics Principles (3-0-3)**Prerequisite(s): None**

This course is divided into two parts. The first part focuses on the use of natural and artificial lighting in architecture and visual comfort requirements and its effect on the choice of colors and facade design. It includes a study on surface lighting properties such as glare and surface reflection. The second part focuses on the study of sound in the surrounding environment, its transmission, and its effects on building design. The course enhances understanding of principles and properties such as propagation, reflection, and absorption. In addition, the course includes a review of the basics of noise control in buildings and sound amplification systems.

ARCH 360 Architectural Education & Practice (3-0-3)**Prerequisite(s): None**

This course provides an overview of architectural education and practice in different parts of the world. It grounds the Architectural Program at Effat University within a broader understanding of architectural education worldwide. The course examines the matriculation and degree attainment requirements of various graduate architectural programs in North America, Europe, Australia, and New Zealand. It links education with practice and outlines the experience and licensure process in these different countries. It provides an overview of issues related to the project delivery process, construction sites, safety issues, problems during construction, project closeout and commissioning, warranties, arbitration, and conflict resolution.

ARCH 362 Saudi Traditional Architecture (3-0-3)**Prerequisite(s): None**

This course discusses the development of the architectural traditions in major regions of Saudi Arabia. While it is primarily organized by region, it tackles the subjects of Saudi vernacular style and architectural vocabulary, building materials, and their relationship to the broader Islamic traditions. Respecting the nature of an architecture history subject, the course surveys historical backgrounds of the studied regions from the pre-Islamic time to the 1920s. A special attention is given to the region of Hijaz, its history and cultural diversity with a focus on the city of Jeddah.

ARCH 363 Psychology & Sociology in Design (3-0-3)**Prerequisite(s): ARCH 140**

The course covers the introductory information related to the different concepts and concerns of the effects of psychological and social implications, which result from designing and forming the human built-up environment. It also covers the studies related to the different concepts of reading the human built-up environment.

ARCH 366 Advanced Computer-Aided Design (2-2-3)**Prerequisite(s): ARCH 256**

This course will start from entry-level information progressing to advanced level and teach learners all the important tools and techniques in order to make full use of 3D modelling software selected by the Department Council. It will focus on the creation of 3D models and renderings. Further, introductory level of the software techniques will be covered after students become conversant with its application. This course emphasizes efficient use of the software as a 3D modelling tool. The course is delivered through demonstration and practice, by facilitating individual support within classroom environment.

ARCH 368 Special Topics in Architecture (3-0-3)**Prerequisite(s): Departmental Approval**

This course offers the opportunity to study advanced architectural topics tailored to fit the requirements of architecture students in different levels. It provides the opportunity to deepen the knowledge in a specialized area of architecture and the related fields and disciplines through research and design. The course outline can be tailored to tackle topics in the below-related areas:

- Architectural Studies
- Building Technology
- Environmental Studies and Sustainability
- Urban Studies
- Any other relevant topics could be accepted based on Department Council approval.

ARCH 460 New Trends in Architecture (3-0-3)**Prerequisite(s): Departmental Approval**

This course offers an outlook on the latest trends and practices in architecture and especially architectural thoughts and design. It helps students explore the innovative concepts influencing contemporary and future architectural practice. The course reviews theories and models related to state-of-the-art and contemporary architecture, represented by significant practices, buildings, and architects. The course introduces factors affecting the evolution of new trends in architecture, globalization, digitalization, computation, sustainability approaches, contemporary urbanism, new materials, and structure, etc.

ARCH 461 City Planning (3-0-3)**Prerequisite(s): None**

This course provides an overview of the philosophy, theories, and principles involved in the analysis, planning, and development of cities from ancient civilizations until today. It covers the evolution of urban patterns from the Greek city of Miletus until modern urban developments in various parts of the world. The course exposes students to the different aspects of contemporary planning theory, models, and techniques. Cities are examined in the context of urban, regional, and environmental perspectives including the impact of telecommunications and globalization on urban development in different parts of the world. Students discuss and research the general types, scales, features, and determinants of urban form and design issues associated with urban development projects of varying scales. Students are expected to attend lectures, engage in discussions, and present urban planning issues during seminar sessions.

ARCH 462 Urban Conservation (3-0-3)**Prerequisite(s): None**

This course will start from entry-level information progressing to advanced level and teach learners all the important tools and techniques in order to make full use of 3D modelling software selected by the Department Council. It will focus on the creation of 3D models and renderings. Further, introductory level of the software techniques will be covered after students become conversant with its application. This course emphasizes efficient use of the software as a 3D modelling tool. The course is delivered through demonstration and practice, by facilitating individual support within classroom environment.

ARCH 464 Introduction to Interior Design (3-0-3)**Prerequisite(s): ARCH 214**

This course provides an introduction to interior design processes and the various aspects and considerations involved in the practice of both residential and commercial design. It covers topics related to interior design, such as spatial composition based on function and activity, along with key factors that influence the design of internal spaces in particular lighting, color theory, patterns, and different materials in the interior finishes. It also focuses on developing integrated design as a visual layout between interior elements and considerations for psychological and human behaviors.

ARCH 465 Introduction to Real Estate (3-0-3)**Prerequisite(s): ARCH 316**

This course is an introduction to the real estate industry. It helps students widen their horizons of the real estate domain that has a potential and a significant role in economic development. The course topics focus on the policies, approaches, and tools in which real estate projects are implemented and have substantial implications on the industry. The lectures cover the real estate developers' views and roles in different contexts of real estate business and practices.

ARCH 466 Introduction to Building Economics (3-0-3)**Prerequisite(s): ARCH 316**

This course provides a review of construction investment and cost analysis, investment decisions, and basic microeconomy of the urban construction market. It offers a brief introduction to principles of microeconomics and links to the construction industry, processes, and implementation decisions. Students will be introduced to the general microeconomic model of analysis of construction projects and will examine projects from a cost-value perspective, to explore how investment decisions related to contextual factors and market forces and conditions.

ARCH 467 Advanced Housing & Economics (2-2-3)**Prerequisite(s): None**

This course offers an introduction to housing definitions, policies, and typologies. The course examines the economic aspects related to the housing market such as identifying housing demand and supply and selecting the appropriate housing finance. It explores different approaches to reducing housing costs such as economic and affordable housing. The course examines and interrogates the concepts, terminologies, components, design, and site planning guidelines of residential neighborhoods and street types. Students are encouraged to develop a housing project, adopting new trends, such as sustainable and resilience approaches, that considers functional, environmental, sociocultural, physiological, and financial dimensions based on Saudi codes and regulations.

ARCH 468 Advanced Building Skin & Tectonics (3-0-3)**Prerequisite(s): None**

This course is intended to provide a solid foundation for building envelope design issues and technology, while exposing students to some of the most advanced building skins. The basic understanding of façade system art, science, and technology provided by this course will empower the students and contribute significantly to their studio work and, later, to their professional practice. The course focuses on advanced building skin that combines performative, aesthetic, and social dimensions, making it a predominant focus for skilled architects. The course focuses on the concepts of designing active, responsive, intelligent building skins that improve the performance of complex building skins, using new materials and processes. It is also concerned with studying the façade performance for achieving resilience and buildings sustainability goals and providing a safe, healthy, comfortable, and productive interior environment for human health and productivity, considering local and international code requirements, and the latest technologies and materials.

ARCH 469 Smart Cities (3-0-3)**Prerequisite(s): None**

The notion of Smart cities' is rooted in the implementation of cutting-edge technologies in various aspects of urban life. Smart cities are livable, resilient, user-friendly, forward-looking, progressive, and resource-efficient while maintaining a measure of equity and quality of life. This course provides an overview of the meaning, technological ecosystem, infrastructure, and the organizational structure of smart cities. It examines smart city solutions with respect to energy, transportation and traffic, telecommunications, and Internet of Things (IoT), government and public service, safety and surveillance, economy, urban development, and future buildings. The course provides students with opportunities to study and compare smart city developments in various cities across the globe. It involves students in analyzing and strategizing for technology-based solutions for some of the most pressing issues facing cities today.

ARCH 560 History of Islamic Architecture (3-0-3)**Prerequisite(s): ARCH 333**

This course provides an in-depth examination of the evolution of Islamic art and architecture from the middle of the 7th century to the 20th century. The focus will be on placing architectural development within the framework of various political and cultural traditions emerging in Islamic nations. It strives to link the visual analysis of the art objects and architectural elements to various contexts including textual, social, political, and technological parameters. It investigates how Pre-Islamic civilizations influenced the growth of Islamic aesthetic and architectural expression. It raises critical issues related to the identity of the Middle Eastern architecture in the 20th century and the impact of modernization on urban development and the expansion of major cities such as Damascus, Cairo, Baghdad, Tehran, and Istanbul. The course provides students with opportunities to debate critical topics, write analytical essays, and explore the dialectics of traditional and contemporary architecture.

College Math Courses for the Architecture Major

MATH 101 Calculus I (3-0-3)

Prerequisite(s): GMTH 181A

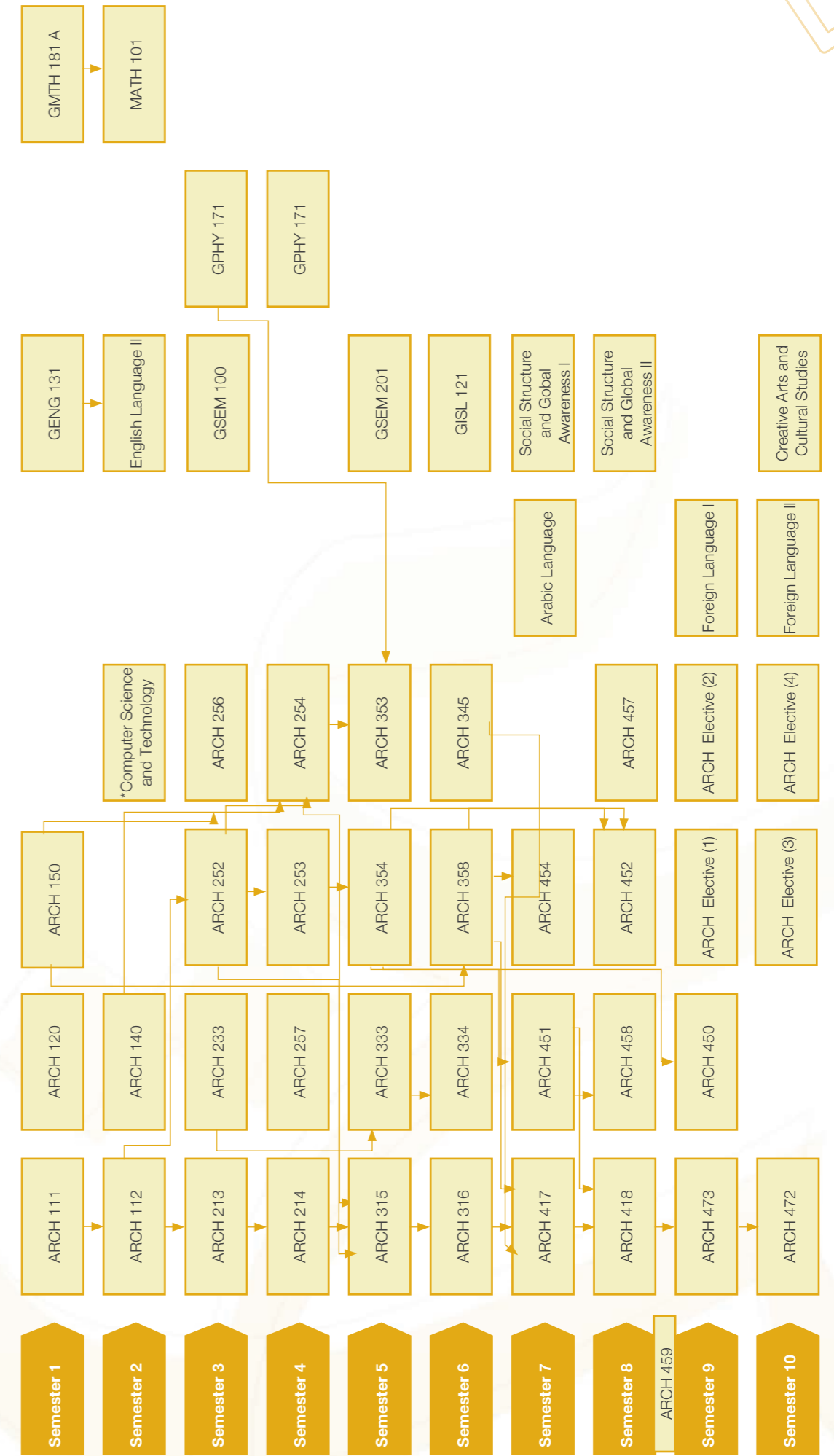
Functions, limits, continuity, trigonometric functions, tangents, instantaneous rates of change, velocities and derivatives, the chain rule, implicit differentiation, higher derivatives, exponential functions, inverse functions, the mean value theorem, monotonic functions, concavity, points of inflection, applied maximum and minimum problems, definite and indefinite integrals, and the fundamental theorem of calculus.



Architecture

Advising flowchart

*Classes which may require Dept. approval. **Internship.



Cinematic Arts (CA)



Program description

The Bachelor of Science in Cinematic Arts (B. Sc.CA) is a pioneering program for students who aspire to pursue higher studies in the fields of film production. In the higher education landscape of Saudi Arabia, this program stands as the first and only university degree that graduates qualified professionals to satisfy the market needs for this flourishing industry. Moreover, the Kingdom's Vision 2030 and its renewed and revitalized emphasis on media and entertainment have generated increased demand for creating professional contents in media and film production that inspire the enhancement of a vibrant society. In this social, economic, and political context, Effat University Bachelor of Science in Cinematic Arts program is strategically grounded to become a preeminent program not only in Saudi Arabia but also in the entire Gulf Region.

The program is a professional skill-oriented program that functions in accordance with the best practices in the leading universities in the world. In order to create a balance between skills and theories, the program incorporates a foundational background in the history of cinematic arts, structures of the film and media industry, functions and effects of the media, law and ethics related to cinematic arts, film analysis and criticism, and media research and marketing. The primary goal of the program is to offer an up-to-date curriculum in the rapidly changing field of media and cinematic arts and to contribute to writing the history of film making in Saudi Arabia and the Gulf.

Educational objectives

Graduates from the Bachelor of Science in Cinematic Arts Program (B.Sc. CA) are expected to engage nationally and globally within a few years of graduation as:

1. Qualified filmmakers, screenwriters, and animators.
2. Independent and innovative content designers with the ability to identify problems and provide solutions in cinematic arts industries.
3. Leaders who will inspire others in the cinematic arts industries.
4. Technically competent designers with strong fundamental understanding and ability to adapt to any pre and post-production workflow.
5. Graduates with inquiring minds who are able to create

competitive intellectual property to stimulate the growth of the cinematic arts industry in KSA.

Learning outcomes

Knowledge and Understanding

- Apply theoretical, critical, and historical concepts when making style choices and in referencing or analyzing the medium of cinema.
- Achieve critical awareness and creative practice with various forms of visual storytelling, and modes of production, distribution, and exhibition.
- Apply a broadly interdisciplinary approach to demonstrate the role and history of film in society.

Skills

- Acquire competence in various forms of audiovisual media.
- Demonstrate competency in discussing the ways in which film is influenced and shaped by individuals, movements, institutions, and technologies with local and global dimensions.
- Employ theoretical and disciplinary tools in the analysis and assessment of film.
- Develop an understanding of the industry as a whole by executing all components of development, pre-production, production, and post-production.
- Develop cinematic work based upon aesthetic, cultural, and entertainment values in society.
- Identify the formal and stylistic elements of film language and terminology and analyze the ways in which this language constructs meaning and ideology.
- Develop communication skills through presentation of film themes and aesthetics in essays and in public discussions.

Values

- Acquire industry practices by identifying the stakeholders and various markets within the film, broadcast and related media industries, and complying with legal and ethical standards related to the film and broadcast industries.
- Prepare a career plan based upon critical self-reflection and employer/placement feedback.
- Work collaboratively with a team to translate a prepared script into a coherent dramatic film, documentary or television production, following industry practice.

Career opportunities

Just some of the potential roles and opportunities our CA graduates can look forward to are:

- Film production
- Television production
- Animation Productio
- Game Development
- Art and Creative Direction
- Copywriting
- Interactive media
- Journalism and Media
- Advertisement Industry
- Screenwriting for TV and film
- Media Analysis and Criticism
- Media Content Development

Designation of the digits used for the course numbering

Letters	Digit 1	Digit 2	Digit 3	Digit	Topic	Digit	Topic
				0	General topics	4	Professional development
				1	Technical skills		
				2	Cultural context	5	Entrepreneurship
				3	Thematic focus	6	Internships

Digit 1 designates the year in which the course is taken.

Digit 2 designates the area or specialization of the course (areas of knowledge listed below).

Digit 3 designates the sequence of the course for the same area.

Explanation of credit hour notations

Credit hours are listed throughout the document in the following format: (3-0-3). The first digit indicates the number of lecture hours, the second digit indicates the number of practical hours (if applicable), and the third digit indicates the total number of credit hours for the course.

Graduation requirements

Graduation requirements include the successful completion of a minimum of 132 credit hours.

Requirements	Number of Credits
General Education Program Requirements	42
Core Requirements	45
Concentration Requirements	36
Elective Requirements	9
Total	132

Program duration

This is a four-year program requiring 132 credits.

General Education Requirements: 42 credit hours

List of Required General Education courses:

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
			Any course from the category	3
		Arabic Language	Any course from the category	3
		English Language	GENG 131- Advanced English Language Skills and Critical Thinking	3
			Any course from the category	3
Foreign Languages	Any two courses from the category	4		
Social Sciences	8	Social Structure and Global Awareness	GSEM100: Research Seminar	2
			Any two courses from the category	6
Research	3	Research Skills and Innovation	GSEM201: Research, Innovation and Intellectual Property.	3
Natural Sciences	12	Physical and Environmental Sciences	Any course from the category	3
			Computer Science and Technology	Any course from the category
		Quantitative Sciences	GMTH181A: Pre- Calculus A	3
			GSTA181: Introductory Statistics	3
TOTAL	42	15 Courses		42

Major Core: Cinematic Arts: 45 Credits

Dept. or Section Prefix and Course Number	Course title	Credits (Lecture-Practical-Total)	Prerequisite(s)
ANIM 212	Introduction to Animation	(2-2-3)	CINA 116
CINA 101	Introduction to Media & Film	(2-2-3)	None
CINA 104	History of Art	(3-0-3)	None
CINA 105	History of film	(3-0-3)	CINA 104
CINA 112	Introduction to Sound Production	(2-2-3)	None
CINA 113	Introduction to Photography	(2-2-3)	None
CINA 114	Introduction to Media Writing	(2-2-3)	None
CINA 116	Fundamentals of Graphic Design	(2-2-3)	None
CINA 117	Fundamentals of Cinematography	(1-4-3)	CINA 113
CINA 204	Film Analysis and Criticism	(3-0-3)	CINA 105
CINA 211	Fundamentals of Screenwriting	(2-2-3)	CINA 114
CINA 213	Fundamentals of Editing	(2-2-3)	CINA 117
CINA 360	Internship	(1-4-3)	After completing 85 Credit Hours
CINA 450	Capstone I	(2-2-3)	CINA 360
CINA 451	Capstone II	(0-6-3)	CINA 450

Concentration Requirements: Animation: 36 credits

Dept. or Section Prefix and Course Number	Course title	Credits (Lecture-Practical-Total)	Prerequisite(s)
ANIM 215	Freehand Drawing	(0-6-3)	None
ANIM 216	Writing for animation	(2-2-3)	ANIM 212
ANIM 217	History of Animation	(3-0-3)	ANIM 212
ANIM 218	Character Design	(2-2-3)	ANIM 212
ANIM 319	2D Digital Animation I	(2-2-3)	ANIM 218
ANIM 320	Storyboarding	(2-2-3)	ANIM 212
ANIM 321	Landscape & Background	(0-6-3)	ANIM 215
ANIM 323	2D Digital Animation II	(2-2-3)	ANIM 319
ANIM 324	Introduction to 3D Modelling & Animation	(2-2-3)	ANIM 319
ANIM 325	Short Animation Production	(2-2-3)	ANIM 319, ANIM 320
ANIM 420	Visual Effects	(2-2-3)	ANIM 212
ANIM 421	Stop Motion Workshop	(2-2-3)	ANIM 212

Concentration Elective Requirements: Animation: 9 credits

Dept. or Section Prefix and Course Number	Course title	Credits (Lecture-Practical-Total)	Prerequisite(s)
ANIM 219	Drawing for Anatomy	(2-2-3)	ANIM 215
ANIM 326	3D lighting & Rendering	(2-2-3)	ANIM 324
ANIM 327	Intermediate 3D Rigging & Animation	(2-2-3)	ANIM 324
ANIM 422	Motion Graphics	(2-2-3)	ANIM 324
ANIM 423	Fundamentals of Game Design	(2-2-3)	ANIM 324
ANIM 424	Augmented and Virtual Reality	(2-2-3)	ANIM 324
ANIM 435	Practicum in Stop-motion	(2-2-3)	ANIM 421
ANIM 436	3D Modelling and Texturing II	(2-2-3)	ANIM 324
CINA 218	Directing and Acting	(1-4-3)	CINA 211
CINA 320	Advanced Sound Design	(2-2-3)	CINA 112
CINA 321	Practicum Writing Short Films	(2-2-3)	CINA 211
CINA 323	Post Production Workshop	(2-2-3)	CINA 213
CINA 324	Practicum in Producing	(2-2-3)	CINA 215
CINA 433	Advanced Post Production	(2-2-3)	CINA 323

Concentration Requirements: Film Production and Direction: 36 Credit Hours

Dept. or Section Prefix and Course Number	Course title	Credits (Lecture-Practical-Total)	Prerequisite(s)
CINA 215	Intermediate Film Production	(1-4-3)	CINA 112, CINA 211, CINA 213
CINA 216	Principles of Interactivity	(2-2-3)	CINA 101
CINA 217	Introduction to Television Production	(2-2-3)	CINA 213
CINA 218	Directing and Acting	(1-4-3)	CINA 211
CINA 319	Advanced Cinematography	(1-4-3)	CINA 117
CINA 320	Advanced Sound Design	(2-2-3)	CINA 112
CINA 321	Practicum in Writing Short Films	(2-2-3)	CINA 211
CINA 322	Documentary Film Workshop	(2-2-3)	CINA 215
CINA 323	Post Production Workshop	(2-2-3)	CINA 213
CINA 324	Practicum in Producing	(2-2-3)	CINA 215
CINA 431	Art Direction Workshop	(2-2-3)	CINA 215
CINA 432	Advanced Film & TV Techniques	(1-4-3)	CINA 217

Elective Requirements: Film Production and Direction :9 credits

Dept. or Section Prefix and Course Number	Course title	Credits (Lecture-Practical-Total)	Prerequisite(s)
ANIM 215	Freehand Drawing	(0-6-3)	None
ANIM 216	Writing for Animation	(2-2-3)	ANIM 212
ANIM 320	Storyboarding	(2-2-3)	ANIM 212
ANIM 420	Visual Effects	(2-2-3)	ANIM 212
ANIM 421	Stop Motion Workshop	(2-2-3)	ANIM 212
CINA 325	Writing the Feature Screenplay	(2-2-3)	CINA 321
CINA 326	Interactive Storytelling	(2-2-3)	None
CINA 433	Advanced Post Production	(2-2-3)	CINA 323
CINA 434	Set Design	(2-2-3)	CINA 431
CINA 435	Adaptation for Film	(2-2-3)	CINA 321
CINA 436	Marketing and Distribution	(2-2-3)	CINA 324
CINA 437	Music Appreciation	(2-2-3)	CINA 320

Cinematic Arts– Animation Concentration: Study Plan

Semester 1				Semester 2			
Course #	Course Title	Pre-requisite	Credits	Course #	Course Title	Pre-requisite	Credits
CINA 101	Introduction to Media & Film	None	3	CINA 114	Introduction to Media Writing	None	3
CINA 112	Introduction to Sound Production	None	3	CINA 105	History of Film	CINA 104	3
CINA 113	Introduction to Photography	None	3	CINA 116	Fundamentals of Graphic Design	None	3
CINA 104	History of Art	None	3	CINA 117	Fundamentals of Cinematography	CINA 113	3
GENG 131	Advanced English Language Skills & Critical Thinking	None	3		Arabic Language	None	3
GISL 121	Islam and Civil Society (Mandatory)	None	3		English Language II	GENG 131	3
TOTAL			18	TOTAL			18
Semester 3				Semester 4			
Course #	Course Title	Pre-requisite	Credits	Course #	Course Title	Pre-requisite	Credits
CINA 211	Fundamentals of Screenwriting	CINA 114	3	ANIM 215	Freehand Drawing	-	3
ANIM 212	Introduction to Animation	CINA 116	3	ANIM 216	Writing for animation	ANIM 212	3
CINA 213	Fundamentals of Editing	CINA 117	3	ANIM 217	History of Animation	ANIM 212	3
CINA 204	Film Analysis and Criticism	CINA 105	3	ANIM218	Character Design	ANIM 212	3
	Foreign Language I	None	2		Computer Science and Technology (Formal Sciences)	None	3
	Creative Arts and Cultural Studies	None	3	GSEM 100	Research Seminar	None	2
TOTAL			17	TOTAL			17
Semester 5				Semester 6			
Course #	Course Title	Pre-requisite	Credits	Course #	Course Title	Pre-requisite	Credits
ANIM 319	2D Digital Animation I	ANIM 218	3	ANIM 323	2D Digital Animation II	ANIM 319	3
ANIM 320	Storyboarding	ANIM 212	3	ANIM 324	Into to 3D Modelling & Animation	ANIM 319	3
ANIM 321	Landscape & Background	ANIM 215	3	ANIM 325	Short Animation Production	ANIM 319 ANIM 320	3
	Social Structure and Global Awareness I	None	3	Choice	Technical Elective (1)		3
GMTH 181-A	Pre- Calculus A (Quantitative Science)	None	3	GSEM 201	Interdisciplinary Seminar and Research	None	3
TOTAL			15		Foreign Language II	None	2
TOTAL			15	TOTAL			17
Summer Semester				Semester 7			
Course #	Course Title	Pre-requisite	Credits	Course #	Course Title	Pre-requisite	Credits
CINA 360	Internship	85 CR	3	CINA 450	Capstone I	CINA 360	3
				ANIM 420	Visual Effects	ANIM 212	3
				ANIM 421	Stop Motion Workshop	ANIM 212	3
				Choice	Technical Elective (2)	None	3
				GSTA 181	Introductory Statistics (Quantitative Reasoning)	None	3
TOTAL			15	TOTAL			15
Semester 8				Semester 8			
Course #	Course Title	Pre-requisite	Credits	Course #	Course Title	Pre-requisite	Credits
CINA 451	Capstone II	CINA 450	3	Choice	Technical Elective (3)		3
				Choice	Physical & Environmental Sciences	None	3
				Choice	Social Structure and Global Awareness II	None	2
TOTAL			12	TOTAL			12

Total credit hours required for Animation Program track: 132

Cinematic Arts – Film Production and Direction Concentration: Study plan

Semester 1				Semester 2			
Course #	Course Title	Pre-requisite	Credits	Course #	Course Title	Pre-requisite	Credits
CINA 101	Introduction to Media & Film	None	3	CINA 114	Introduction to Media Writing	None	3
CINA 112	Introduction to Sound Production	None	3	CINA 105	History of Film	CINA 104	3
CINA 113	Introduction to Photography	None	3	CINA 116	Fundamentals of Graphic Design	None	3
CINA 104	History of Art	None	3	CINA 117	Fundamentals of Cinematography	CINA 113	3
GENG 131	Advanced English Language Skills & Critical Thinking	None	3		Arabic Language	None	3
GISL 121	Islam and Civil Society (Mandatory)	None	3		English Language II	GENG 131	3
TOTAL			18	TOTAL			18
Semester 3				Semester 4			
Course #	Course Title	Pre-requisite	Credits	Course #	Course Title	Pre-requisite	Credits
CINA 211	Fundamentals of Screenwriting	CINA 114	3	CINA 215	Intermediate Film Production	CINA 112, CINA 211, CINA 213	3
ANIM 212	Introduction to Animation	CINA 116	3	CINA 216	Principles of interactivity	CINA 101	3
CINA 213	Fundamentals of Editing	CINA 117	3	CINA 217	Introduction to Television Production	CINA 213	3
CINA 204	Film Analysis and Criticism	CINA 105	3	CINA 218	Directing and Acting	CINA 211	3
	Foreign Language I	None	2		Computer Science and Technology (Formal Sciences)	None	3
	Creative Arts and Cultural Studies	None	3	GSEM 100	Research Seminar	None	2
TOTAL			18	TOTAL			18
Semester 5				Semester 6			
Course #	Course Title	Pre-requisite	Credits	Course #	Course Title	Pre-requisite	Credits
CINA 319	Advanced Cinematography	CINA 112	3	CINA 322	Documentary Film Workshop	CINA 215	3
CINA 320	Advanced Sound Design	CINA 211	3	CINA 323	Post Production Workshop	CINA 213	3
CINA 321	Practicum in Writing Short Films	None	3	CINA 324	Practicum in Producing	CINA 215	3
	Social Structure and Global Awareness I	None	3	Choice	Technical Elective (1)		3
GMTH 181-A	Pre- Calculus A (Quantitative Science)		3	GSEM 201	Interdisciplinary Seminar and Research	None	3
TOTAL			15	TOTAL			17
Summer Semester				Semester 7			
Course #	Course Title	Pre-requisite	Credits	Course #	Course Title	Pre-requisite	Credits
CINA 360	Internship		3	CINA 450	Capstone I	CINA 360	3
				CINA 431	Art Direction Workshop	CINA 215	3
				CINA 432	Advanced Film & TV Techniques	CINA 217	3
				Choice	Technical Elective (2)		3
				GSTA 181	Introductory Statistics (Quantitative Reasoning)	None	3
TOTAL			15	TOTAL			15
Semester 8				Semester 8			
Course #	Course Title	Pre-requisite	Credits	Course #	Course Title	Pre-requisite	Credits
				CINA 451	Capstone II	CINA 450	3
				Choice	Technical Elective (3)		3
				Choice	Global Awareness (GA)	None	3
				Choice	Physical and Environmental Wellbeing	None	2
				Choice	Physical & Environmental Sciences	None	3
TOTAL			12	TOTAL			12

Total credit hours required for Animation Program track: 132

Summary of Courses

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisite(s)
ANIM 212	Introduction to Animation	(2-2-3)	CINA 116
ANIM 215	Freehand Drawing	(0-6-3)	None
ANIM 216	Writing for Animation	(2-2-3)	ANIM 212
ANIM 217	History of Animation	(3-0-3)	ANIM 212
ANIM 218	Character Design	(2-2-3)	ANIM 212
ANIM 219	Drawing for Anatomy	(2-2-3)	ANIM 215
ANIM 319	2D Digital Animation I	(2-2-3)	ANIM 218
ANIM 320	Storyboarding	(2-2-3)	ANIM 212
ANIM 321	Landscape & Background	(0-6-3)	ANIM 215
ANIM 323	2D Digital Animation II	(2-2-3)	ANIM 319
ANIM 324	Introduction to 3D Modelling & Animation	(2-2-3)	ANIM 319
ANIM 325	Short Animation Production	(2-2-3)	ANIM319, ANIM 320
ANIM 326	3D lighting & Rendering	(2-2-3)	ANIM 324
ANIM 327	Intermediate 3D Rigging & Animation	(2-2-3)	ANIM 324
ANIM 420	Visual Effects	(2-2-3)	ANIM 212
ANIM 421	Stop Motion Workshop	(2-2-3)	ANIM 212
ANIM 422	Motion Graphics	(2-2-3)	ANIM 324
ANIM 423	Fundamentals of Game Design	(2-2-3)	ANIM 324
ANIM 424	Augmented and Virtual Reality	(2-2-3)	ANIM 324
ANIM 435	Practicum in Stop-motion	(2-2-3)	ANIM 421
ANIM 436	3D Modelling and Texturing II	(2-2-3)	ANIM 324
CINA 101	Introduction to Media & Film	(2-2-3)	None
CINA 104	History of Art	(3-0-3)	None
CINA 105	History of Film	(3-0-3)	CINA 104
CINA 112	Introduction to Sound Production	(2-2-3)	None
CINA 113	Introduction to Photography	(2-2-3)	None
CINA 114	Introduction to Media Writing	(2-2-3)	None
CINA 116	Fundamentals of Graphic Design	(2-2-3)	None
CINA 117	Fundamentals of Cinematography	(1-4-3)	CINA 113
CINA 204	Film Analysis and Criticism	(3-0-3)	CINA 105
CINA 211	Fundamentals of Screenwriting	(2-2-3)	CINA 114
CINA 213	Fundamentals of Editing	(2-2-3)	CINA 117
CINA 215	Intermediate Film Production	(1-4-3)	CINA 112, CINA 211, CINA 213
CINA 216	Principles of Interactivity	(2-2-3)	CINA 101
CINA 217	Introduction to Television Production	(2-2-3)	CINA 213
CINA 218	Directing and Acting	(1-4-3)	CINA 211
CINA 319	Advanced Cinematography	(1-4-3)	CINA 117
CINA 320	Advanced Sound Design	(2-2-3)	CINA 112
CINA 321	Practicum in Writing Short Films	(2-2-3)	CINA 211
CINA 322	Documentary Film Workshop	(2-2-3)	CINA 215
CINA 323	Post Production Workshop	(2-2-3)	CINA 213
CINA 324	Practicum in Producing	(2-2-3)	CINA 215
CINA 325	Writing the Feature Screenplay	(2-2-3)	CINA 321
CINA 326	Interactive Storytelling	(2-2-3)	None



Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisite(s)
CINA 360	Internship	(1-4-3)	After completing 85 Credit Hours
CINA 431	Art Direction Workshop	(2-2-3)	CINA 215
CINA 432	Advanced Film & TV Techniques	(1-4-3)	CINA 217
CINA 433	Advanced Post Production	(2-2-3)	CINA 323
CINA 434	Set Design	(2-2-3)	CINA 431
CINA 435	Adaptation for Film	(2-2-3)	CINA 321
CINA 436	Marketing and Distribution	(2-2-3)	CINA 324
CINA 437	Music Appreciation	(2-2-3)	CINA 320
CINA 450	Capstone I	(2-2-3)	CINA 360
CINA 451	Capstone II	(0-6-3)	CINA 450



Course Descriptions

ANIM 212: Introduction to Animation (2-2-3) **Pre-requisite: CINA 116**
 This course is an introduction to the art of animation for students in the area of cinematic arts. The course content includes lectures and studio-based education with an emphasis on practice and hands-on in order to prepare students to confront issues of movement and timing. The course will allow students to apply various types of animation techniques including traditional and digital mediums and technologies. Examination of concepts, character design, and storyboards for basic animation production will be covered throughout the course. By the end of the course, the students will be able to present a short animation production that reflects their ability to communicate knowledge and skills of animation.

ANIM 215: Freehand Drawing (0-6-3) **Pre-requisite: None**
 An introductory course in various approaches to representational, expressive, and abstract forms of drawing using a wide variety of media. Students will develop effective drawing techniques as a specialized form of visual communication, dealing with the use of line, value, composition, texture, perspective, proportion and expressive stylization. Life drawing, still life drawing and fast sketching techniques will be utilized in creating two-dimensional shapes and three-dimensional forms and spaces. By the end of the course, the students will be able to present a final portfolio that includes semester course work and creative outcome.

ANIM 216: Writing for Animation (2-2-3) **Pre-requisite: ANIM 212**
 This course will introduce students to methods of screenwriting for animation. Through the development and pitching of an original concept, students will gain insights into how the roles of writer, director, and story-artist contribute to the development of scenarios, narratives, and characters that convey believability. Students who successfully complete this unit will be able to identify and discuss narrative structures and concepts during the development of animation production. The final project will be a screenplay for an animated production that exhibits an identifiable genre.

ANIM 217: History of Animation (3-0-3) **Pre-requisite: ANIM 212**
 A survey of history and development of animation from various perspectives: by chronology, from its prehistory before the invention of film to the present day, by form including method and medium, covering different animation practices globally and by subject and personality. During the examination of the artwork and its context, students will identify the influences of race, gender, technology, culture, and the correlation between art and industry. By the end of the course, the students will be able to present a term paper that reflects their ability to communicate knowledge of history of animation.

ANIM 218: Character Design (2-2-3) **Pre-requisite: ANIM 212**
 In this course, students will learn the process of designing characters through conceptualization and iteration. Using imaginative and observational skills students will create a visual narrative around their created character. Students will also produce visual outcomes that visually communicate the character design.

ANIM 219: Drawing for Anatomy (2-2-3) **Pre-requisite: ANIM 215**
 This intensive course focuses on being able to build the entire human figure from scratch, with correct and proportional anatomy, and without the need for photo reference. Students will build on an established foundation of basic forms to construct figures. Each week students will receive an intense tutorial describing each muscle group of the body and how the muscles are constructed and drawn. Students will see examples of how the muscles can be applied to various industry methods of drawing such as comics, animation, and concept design.

ANIM 319: 2D Digital Animation I (2-2-3) **Pre-requisite: ANIM 218**
 Skill development in the 2D paperless animation. Emphasis will be on the principles of animation, techniques, conceptualization, and visual aesthetics. This course takes the students through various aspects of animation applications, developing concepts, storyboarding, and production of 2D animation projects, applying characteristics of well-designed and executed animation.

ANIM 320: Storyboarding (2-2-3) **Pre-requisite: ANIM 212**
 The course will cover, in very broad strokes, composition, shot flow, screen direction, camera placement and the importance of film language, sound effects, and music during storyboarding. Also included are insights into where the storyboard artists fit into the contemporary industry and where there are opportunities for career development. It will also give an insight into how storyboarding and its application is a valuable addition to the professional development of directors and visual storytelling professionals and how screenwriters can benefit from an understanding of storyboarding as a tool for lean story development and pitching.

ANIM 321: Landscape & Background (0-6-3) **Pre-requisite: ANIM 215**
 This construction-drawing course imparts a working knowledge of procedures and techniques. Students learn the process of assembling a complete and comprehensive set of construction drawings in which title and base sheets, dimensioned layout sheets, and demolition plans are prepared. Grading, drainage, and other drawings prepared in other courses are incorporated into the overall document package.

ANIM 323: 2D Digital Animation II (2-2-3) **Pre-requisite: ANIM 319**
 Students will learn the skills of cut-out animation, build an arm from scratch, rig it, and animate it. This course takes the students through various aspects of animation using 2-dimensional software techniques and applications of motion graphics. Projects will cover basic motion theory, typography, colour, and basic elements of design. Students will work through the motion graphics pipeline including, storyboarding, animatic, sound development, and rendering.

ANIM 324: Introduction to 3D Modelling & Animation (2-2-3) **Pre-requisite: ANIM 319**
 This course introduces computer-based 3D modelling and animation techniques that have become one of the defining modes of expression of the 21st century. From animated movies to concept design and prototyping, students will acquire skills in visualizing 3D concepts that are useful to the repertoire of any artist or designer.

ANIM 325: Short Animation Production (2-2-3) **Pre-requisite: ANIM 319 □ ANIM 320**
 Exploring creative strategies for designing animated form and content paired with a practicum in film, video and computer animation. The course culminates in an individual project, the production of a 30-60 second work.

ANIM 326: 3D Lighting & Rendering (2-2-3) **Pre-requisite: ANIM 324**
 This course focuses on lighting, shading, and rendering in Maya for animation films. Students will set up a simple lighting scene and learn the differences between direct versus indirect illumination, light typologies, and designations. Students will learn high-level transmissivity materials: refraction, caustics, sub-surface scattering, and mixing materials. Students will composite various elements together, reconstruct lighting and shading using Nuke, and cover effective rendering strategies.

ANIM 327: Intermediate 3D Rigging & Animation (2-2-3) **Pre-requisite: ANIM 324**
 Advanced work in 3-D animation. Emphasis on character modelling, rigging and animation. This course focuses on the set up and rigging of bipedal characters, creatures and props for animation. Specific topics cover, bone/joint creation, skinning, constraints, blend shape creation, creating special attributes, weighting, and introduction to scripting a rig for characters, objects and facial set ups. Students will use image-based modelling to demonstrate the different stages of workflow while they create and complete a realistically rendered 3D model. Students will also focus on intermediate texturing and lighting techniques for 3D environments and various levels of animation. In addition, they will learn how to combine these skills to create and produce a short 3D animated film.

ANIM 420: Visual Effects (2-2-3) **Pre-requisite: ANIM 212**
 The course includes techniques for modelling and creating visual effects through technology. Students will explore digital lighting and shading techniques with the goal of creating realistic-looking animated movies and games. Class projects may be completed using professional animation and film software. Students will learn how to develop visual effects and choose effects that fit well with the characters or story.

ANIM 421: Stop Motion Workshop (2-2-3) **Pre-requisite: ANIM 212**
 This workshop offers a hands-on overview of the stop-motion animation process. Students will participate in exercises designed to teach principles of motion and timing. Using a range of materials, students will build stop-motion animation puppets and infuse them with the spark of life by creating performances in split-second increments. Students will learn how to arrange gestures and manipulate materials to not only give the illusion of movement but to tell a story.

ANIM 422: Motion Graphics (2-2-3) **Pre-requisite: ANIM 324**
 A survey and project-based approach to learning motion graphics while building a core set of skills in Adobe After Effects. Skills covered include key-framing, track mattes, 3D space, particles, typography techniques, and more. Students finish with stunning motion graphics for film, television, or advertising projects, and a working understanding of the exciting field of motion graphics design.

ANIM 423: Fundamentals of Game Design (2-2-3) **Pre-requisite: ANIM324**
 This course introduces the process of designing a game level on paper and quickly iterating on designs. A major element of this course is to explore the connections between game design and level design, especially how players interact in different game types. Students learn about planning for technical limitations, as well as unexpected player interactions. The final level designs are brought into a commercial engine to further understand how the level will be seen from the player's perspective.

ANIM 424: Augmented and Virtual Reality (2-2-3) **Pre-requisite: ANIM 324**
 Students will learn the key fundamentals of VR and AR. Learning in a world-class environment, they will be creating on the latest software, using the gained knowledge in augmented reality, virtual reality, mixed reality, haptic technologies, human-computer interaction, and prototyping. Students will learn the technical workflows associated with common augmented and virtual reality platforms. These can include scripting and asset pipeline, apply design as well as project management processes whilst engaging in the development of scholarly skills.

ANIM 435: Practicum in Stop-motion (2-2-3) Pre-requisite: ANIM 421

This course takes the form of a workshop that offers a hands-on overview of the stop-motion animation process. Students participate in exercises designed to teach principles of motion and timing. Using a range of materials, students will build their very own stop-motion animation puppets and infuse them with the spark of life by creating performances in split-second increments. Students will learn how to arrange gestures and manipulate materials to not only give the illusion of movement but to tell a story.

ANIM 436: 3D Modelling and Texturing II (2-2-3) Pre-requisite: ANIM 324

The purpose of this course is to extend techniques and builds upon theories introduced in the beginning animation course of ANIM324. This course provides the foundation for advanced animation construction, incorporation of and integration with external media, and techniques to automate and optimize development processes. In this course, students build upon fundamental techniques to create professional quality imagery and motion. Students learn advanced modelling techniques such as NURBS modelling, advanced surfacing techniques such as sequenced mapping, and advanced animation and special effects including controllers, effectors, dynamics, and multiple emitters. In addition, students will be introduced to productivity and optimization techniques such as scripting and expressions. Students will also be introduced to a variety of compositing methods.

CINA 101: Introduction to Media & Film (2-2-3) Pre-requisite: None

This course is an introduction to film and media theories and principals. Students will review the literature on the history, structures, functions, and effects of media in society. Students will integrate theory, aesthetics, and research in order to develop fundamental knowledge of various forms of media and its role in culture and socio-economic development. The course requires students to present a term paper that shows their ability to discuss and comment on media and film industries.

CINA 104: History of Art (3-0-3) Pre-requisite: None

This is an introductory course in the field of art history. The course emphasizes a deep conceptual understanding of art appreciation through the review of the history of art. Students will develop essential knowledge of visual and contextual analysis by examining works of art from diverse cultures and their global artistic traditions. Students will distinguish and appreciate the values of various art movements according to their historical and cultural contexts. Students will review the literature on the role of the arts in cultural and societal development. Students are required to present a term paper that includes their criticism, views, and comments on the topics of art history.

CINA 105: History of Film (3-0-3) Pre-requisite: CINA 104

The course is a general review of the history of film from the early development of black and white and silent movies to the introduction of sound, color, and new media. The course includes an overview of various genres and narrative structures of fiction and nonfiction film and the characteristics of the major film industry and independent filmmaking around the world. Course topics will include key movements in international film history, and the impact of changing technologies, convergence, and social, economic, and political events in shaping film forms and film industries. Students are required to present a term paper that includes their criticism, views, and comments on the topics of the history of film.

CINA 112: Introduction to Sound Production (2-2-3) Pre-requisite: None

This course introduces students to the fundamental techniques and applications of recording, editing, and mixing of digital audio. The course content will cover the technical and creative aspects of the recording process and students will work on short sound production projects to enhance their skills using the sound studio equipment. The course will also cover the basic fundamentals of the audio post-production workflows.

CINA 113: Introduction to Photography (2-2-3) Pre-requisite: None

The Introduction to Photography course prepares the students with a wide range of basic photographic techniques and practices. The course content includes an introduction to the history, theory, and fundamentals of photography. The course will also involve hands-on demonstrations and the development of students' skills by utilizing various types of equipment and image manipulation applications. Students are required to develop a term portfolio that presents the outcome of their final course work.

CINA 114: Introduction to Media Writing (2-2-3) Pre-requisite: None

Introduction of Media Writing course is a basic practice of scriptwriting for various types of media. The course covers topics on developing concepts, stages of script development, and structures and formats of creative writing. Students will achieve writing skills by completing several stages and types of projects including logline, synopsis, treatment, script, storyboard, print and television advertisements, music video, and documentary film. By the end of the course, the students will be able to present a term paper that reflects their ability to communicate knowledge of media through writing and publishing.

CINA 116: Fundamentals of Graphic Design (2-2-3) Pre-requisite: None

The course Fundamentals of Graphic Design is a study of two-dimensional (2D) design with an emphasis on the visual communication design process. The course will cover basic terminology and graphic design principals and theories to discover and comprehend the visual language. Students will develop their skills in using graphic design principals such as balance, structure, rhythm, harmony, and color theory and apply them in practice through several mediums and materials. Students are required to develop a term portfolio that presents the outcome of their final course work.

CINA 117: Fundamentals of Cinematography (1-4-3) Pre-requisite: CINA 113

Fundamental of Cinematography course is an introduction to the knowledge of the art and craft of motion picture cinematography. Through lectures and screenings, students will recognize the aesthetics of cinematography, and learn the cinematographer's role and tools of creative image creation. The course includes hands-on instruction and exercises regarding the effective use of camera, basic grip and lighting equipment. Students are required to develop a term portfolio that presents the outcome of their final course work in the motion picture cinematography.

CINA 204: Film Analysis and Criticism (3-0-3) Pre-requisite: CINA 105

Film Analysis and Criticism is an essential course for cinematic arts students. The course offers a general review of the film evaluation using various critical approaches. The course will allow students to explore how to analyse narrative structure and themes, mise-en-scene, characters and dialogue, cinematography and lighting design, visual and sound effects, and editing and directing. By the end of the course, the students will be able to present a term paper that reflects their ability to communicate knowledge of film analysis and criticism through writing and publishing.

CINA 211: Fundamentals of Screenwriting (2-2-3) Pre-requisite: CINA 114

This course is an exploration of the key concepts and fundamentals involved in the process of screenwriting, including form, structure, and planning of the script for film, television, and other forms of media. Students will develop a story idea and theme, and write a script using professional screenwriting applications. By the end of the course, the students will be able to present a term paper that reflects their ability to communicate knowledge and skills achieved in screenwriting.

CINA 213: Fundamentals of Editing (2-2-3) Pre-requisite: CINA 117

This course offers an overview of the fundamentals of "the invisible art" of film and digital editing. The course content will cover the history, theory, and practical techniques of editing. Students will examine and analyse clips from films and television shows and will learn how to analyse footage and how to integrate them to fulfill a vision. The students will use the editing lab as part of the course teaching methodology. By the end of the course, the students will be able to present a term project that demonstrates their ability to communicate knowledge of film and digital editing.

**CINA 215: Intermediate Film Production (1-4-3) Pre-requisite: CINA 112
CINA 211, CINA 213**

This course is an intensive practical group experience in making films. Students will learn the basics of film language through a series of exercises with different genres of short film. Each exercise will explore a specific approach in filmmaking. Course teaching methodology includes using feedback exercises; students will learn to engage critically in each other's work. By the end of the course, the students will be able to present a short film that demonstrates their basic ability in filmmaking.

CINA 216: Principles of interactivity (2-2-3) Pre-requisite: CINA 101

This course focuses on understanding and applying the core principles of designing and developing interactive games and applications. Students are introduced to industry-standard authoring techniques and technologies for delivery on the Web and as stand-alone applications. Designing and implementing interactivity is the focus of the course. Course content includes fundamental knowledge of 2D vector graphics for animation on the web and mobile devices, scripting techniques for interactivity, action script syntax, logic, and control. By the end of the course, the students will be able to present a term project that demonstrates their basic ability to work in this area.

CINA 217: Introduction to Television Production (2-2-3) Pre-requisite: CINA 213

An introduction to the principles, procedures, and techniques of television production. In this course, students will explore various features of the television studio and field equipment and the roles of production personnel. Applying the knowledge of television scripting, directing and editing, students will produce several short programs. This course allows students to take part in the process of TV production. By the end of the course, the students will be able to present a term project that demonstrates their basic ability to work in this area.

CINA 218 : Directing and Acting

(1-4-3)

Pre-requisite: CINA 211

This course offers the students an exploration of the complex relationship between the actor and the director through theoretical knowledge and practical workshops. Through script analysis, rehearsals, and scene performances, students will learn the fundamentals of the acting process and gain the necessary skills to communicate their objectives and intentions with actors effectively. By the end of the course, the students will be able to present a portfolio that demonstrates their ability and readiness to direct actors.

CINA 319: Advanced Cinematography

(1-4-3)

Pre-requisite: CINA 117

This course explores advanced cinematography techniques used in the world of filmmaking. This includes examining the features of digital high-definition cinematic cameras, different lenses' visual effects, camera blocking and movement, and aesthetic principles of lighting design. The course will also study in detail some film examples created by cinematographers considered to be masters of their craft. The coursework consists of exercises conducted both in-studio sets and in field locations. Working as a team, students will learn to interpret the script to create a visual style and look.

CINA 320: Advanced Sound Design

(2-2-3)

Pre-requisite: CINA 112

This course further develops a student's understanding and application of core skills to include additive, sampling, and other advanced synthesis techniques. Additional work with sonic ear training and patch dictation will help students identify and create unusual and dynamic instrumental sounds and sound effects. Classroom activities and assignments will provide the opportunity to use advanced hardware and software synthesis systems to develop unique electronic sounds that can be used in media post-production and audio applications. By the end of the course, the students will be able to present a term project that demonstrates their ability in sound design.

CINA 321: Practicum Writing Short Films

(2-2-3)

Pre-requisite: CINA 211

This course introduces students to core screenwriting principles and techniques. Questions of thematic cohesiveness, plot construction, logical cause and effect, character behaviour, dialogue, and genre consistency and pace will be explored as students gain confidence in the form by completing a number of short screenplays. The course will illustrate and analyse the power of visual storytelling to communicate a story to an audience and will guide students to create texts that serve as "blueprints" for emotionally powerful and immersive visual experiences. By the end of the course, the students will be able to present a final portfolio that includes short exercises and screenplays.

CINA 322: Documentary Film Workshop

(2-2-3)

Pre-requisite: CINA 215

This course is an introduction to the art of documentary filmmaking. Tackling a method of a workshop, the course will allow the students to explore the rich genre of a documentary film, developing an understanding of the form and documentary filmmaking techniques. Each class session covers a different element of the documentary-filmmaking process, including idea development and planning, cinematography, sound, and editing. By the end of the course, the students will be able to present a final portfolio that includes a short documentary film.

CINA 323: Post Production Workshop

(2-2-3)

Pre-requisite: CINA 213

This course will help students build a technical and aesthetic foundation in digital post-production. Students will explore a set of tools, concepts, and methods covering both primary and intermediate aspects of digital video post-production. The course is conducted in the form of a workshop that allows students to engage in hands-on lab exercises. By the end of the course, the students will be able to present a final portfolio that includes short digital video post-production.

CINA 324: Practicum in Producing

(2-2-3)

Pre-requisite: CINA 215

This course will take students behind the camera for an in-depth look at modern cinematography and narrative storytelling. Explore the business side of cinema, including the essentials of finance, budgets, and distribution. Develop foundational knowledge in technical film production that translates to small-scale projects and major motion pictures alike. Students will examine the aesthetic aspects of narrative story development in multiple genres of film, from music videos to documentaries. The course is an opportunity for the exploration of the creative, financial, legal, and organizational role of the producer across various media platforms in the context of pre-production, production, and post-production. By the end of the course, students will gain an overview of the producing and production management process, script analysis, and the creation of a film.

CINA 325: Writing the Feature Screenplay

(2-2-3)

Pre-requisite: CINA 321

The practice and process of screenwriting from ideation, story outline, and beat sheet to a feature-length screenplay. The course will cover strategies for character design, scene description, dramatic conflict and contrast, effective dialogue, and script format. Students will develop story ideas and themes, and write a feature screenplay using professional screenwriting applications.

CINA 326: Interactive Storytelling

(2-2-3)

Pre-requisite: NONE

The course introduces the evolution of storytelling, from oral delivery to written and interactive texts, and transmedia publication. The course further examines the effects of this evolution on storytellers and participants. It offers hands-on creation of online identities and texts. By the end of the course, the students will be able to present a term paper that reflects their ability to communicate interactive storytelling through writing and publishing.

CINA 360: Internship

(1-4-3)

Pre-requisite: 85 Credits

Internships provide students with the opportunity to gain experience in workplace settings and to translate classroom learning into practice. This course offers the students an opportunity to engage in real-life work experience with a host organization or supervisor in a professional company or individual currently active in and with considerable experience in some aspect of the film, video, television, audio, new media or telecommunication. Interns must be engaged in meaningful activities within one of these media organizations. Students must follow the instructions of the Career Development Office (CDO) in terms of preparation and completion of internship documents. By the end of the course, the students will present an internship report that reflects their ability to communicate the knowledge they acquired through their internship experience and demonstrate their understanding of the work environment in media and film production careers.

CINA 431: Art Direction Workshop

(2-2-3)

Pre-requisite: CINA 215

Art Direction Workshop is a practical course focusing on art direction in film and television. Key aspects of screen design, from script analysis and interpretation to researching skills, development of concepts, and finding interesting presentation approaches will be explored. Students will be trained on how to design each film scene to establish the visual style and to add aesthetic value. Class exercises and short assignments will involve students in the actual profession of film directors. By the end of the course, students will gain an overview of the art directing process that they will present in a term paper.

CINA 432: Advanced Film & TV Techniques

(1-4-3)

Pre-requisite: CINA 217

This course will expose students to the latest techniques utilized in the film industry and television production. Digital cinema and HDTV formats, incorporated multimedia, interactivity and enhanced systems of the virtual studio, keying, and the usage of special effects will be covered. Students will exercise on the advanced digital methodologies applied in both video and cinema worlds. By the end of the course, the students will be able to present a final portfolio that includes short digital post-production project.

CINA 433: Advanced Post Production

(2-2-3)

Pre-requisite: CINA 323

This course will help students build advanced technical and aesthetic competence in digital post-production. Students will explore a set of tools, concepts, and methods covering both primary and intermediate aspects of digital video post-production. By the end of the course, the students will be able to present a final portfolio that includes short digital video post-production.

CINA 434: Set Design

(2-2-3)

Pre-requisite:

CINA431

This course focuses on varied techniques used during the set design process in film and television production. Students will learn how to develop an idea for set design, apply drawing, painting and drafting skills to create a design expressing their ideas clearly and then produce a three-dimensional environment that participates in presenting the work of the director and performers. They will be able to work with set designs for real and virtual production and evaluate the set designs used within different films, television dramas, and programs.

CINA 435: Adaptation for film

(2-2-3)

Pre-requisite: CINA 321

This advanced course offer students an inquiry into motion picture adaptations and an exploration of the issues that arise when translating a novel, play or other creative forms into a screenplay. The course teaching methodology includes in class exercises, short assignments and end of term project.

CINA 436: Marketing and Distribution

(2-2-3)

Pre-requisite: CINA 324

Exploration of the marketing and distribution strategies for a film including traditional and online distribution channels, national and international markets, and development of press kit, web site, trailer, and poster.

CINA 437: Music Appreciation

(2-2-3)

Pre-requisite: CINA 320

An introductory course examines how music serves film and television. Various functionalities, basic literacy, styles, terms, and elements will be covered. Throughout course lectures and exercises, students will explore the tools used to create background music and gain deeper understanding and appreciation for different types of music used in film and TV.

CINA 450: Capstone I

(2-2-3)

Pre-requisite: CINA 360

This course focuses on the preparation stage of the complete short film for their capstone project in the following semester. The students will demonstrate their skills at a professional level to develop the process of pre-production of a short film. Students will start with the planning and design of an idea, writing a logline, script breakdown, character drawing and development, casting, and pitching the project. Students will create and use preproduction documents such as storyboards, shooting scripts, shot lists, editing scripts, lighting design documents, wardrobe lists, and location diagrams. By the end of the course, the students will be able to present a term research project that demonstrates their ability to communicate knowledge of film production.

CINA 451: Capstone II

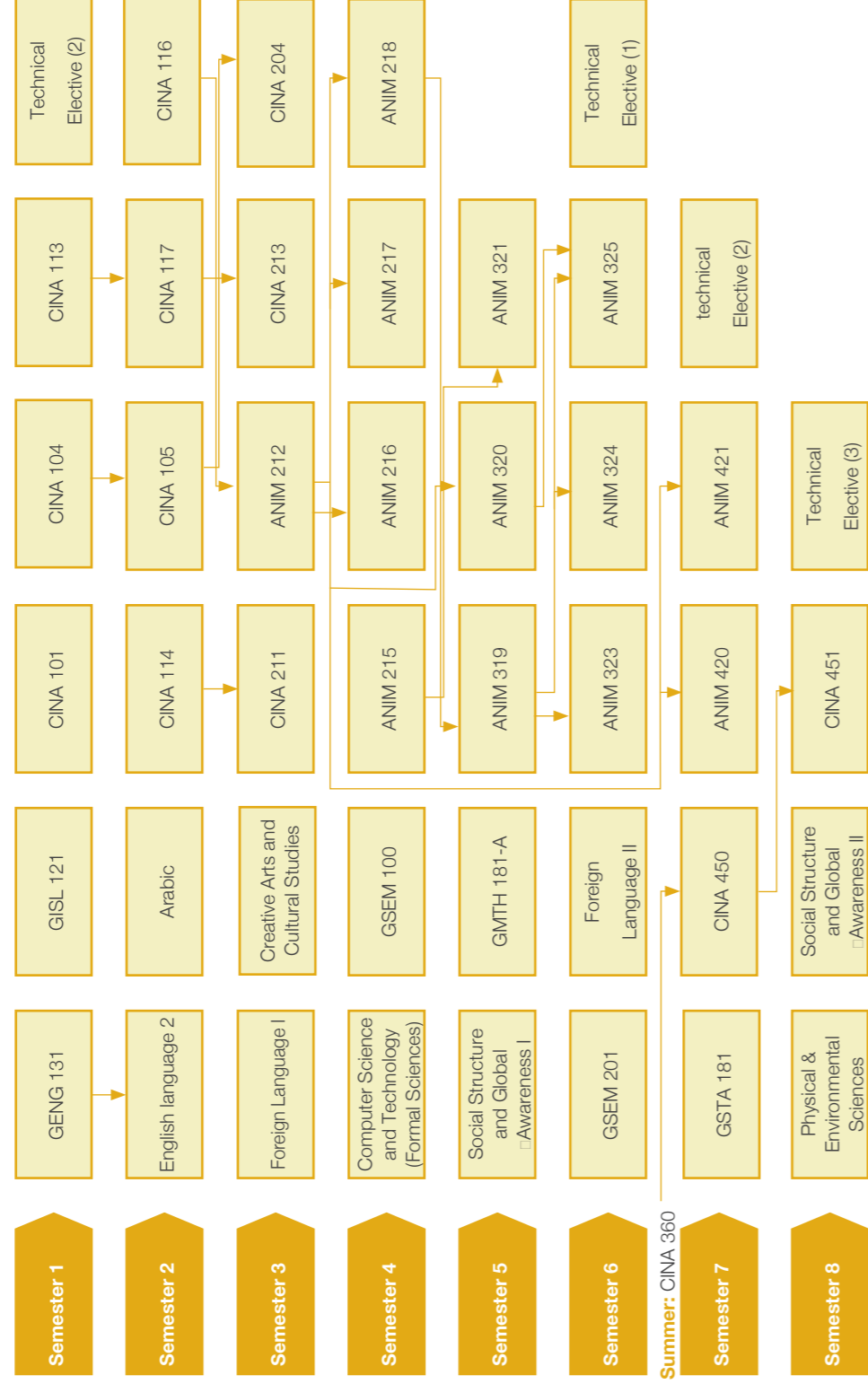
(0-6-3)

Pre-requisite: CINA 450

Students are required to complete a capstone project at the culmination of the program. During the capstone project, students will demonstrate professional expertise in one of their concentrations, completing a project that will be part of a work portfolio to be used to gain a professional position in the industry. The course is the second semester of a yearlong project that will result in the production of individual and/or collaborative film projects. The course will emphasize production and post-production. This course prioritizes technical and conceptual approaches to filmmaking. The goal is a film project and a written hybrid research/reflection essay. By the end of the course, the students will be able to screen and present a short film that demonstrates their ability in cinematic arts in the presence of a jury panel.

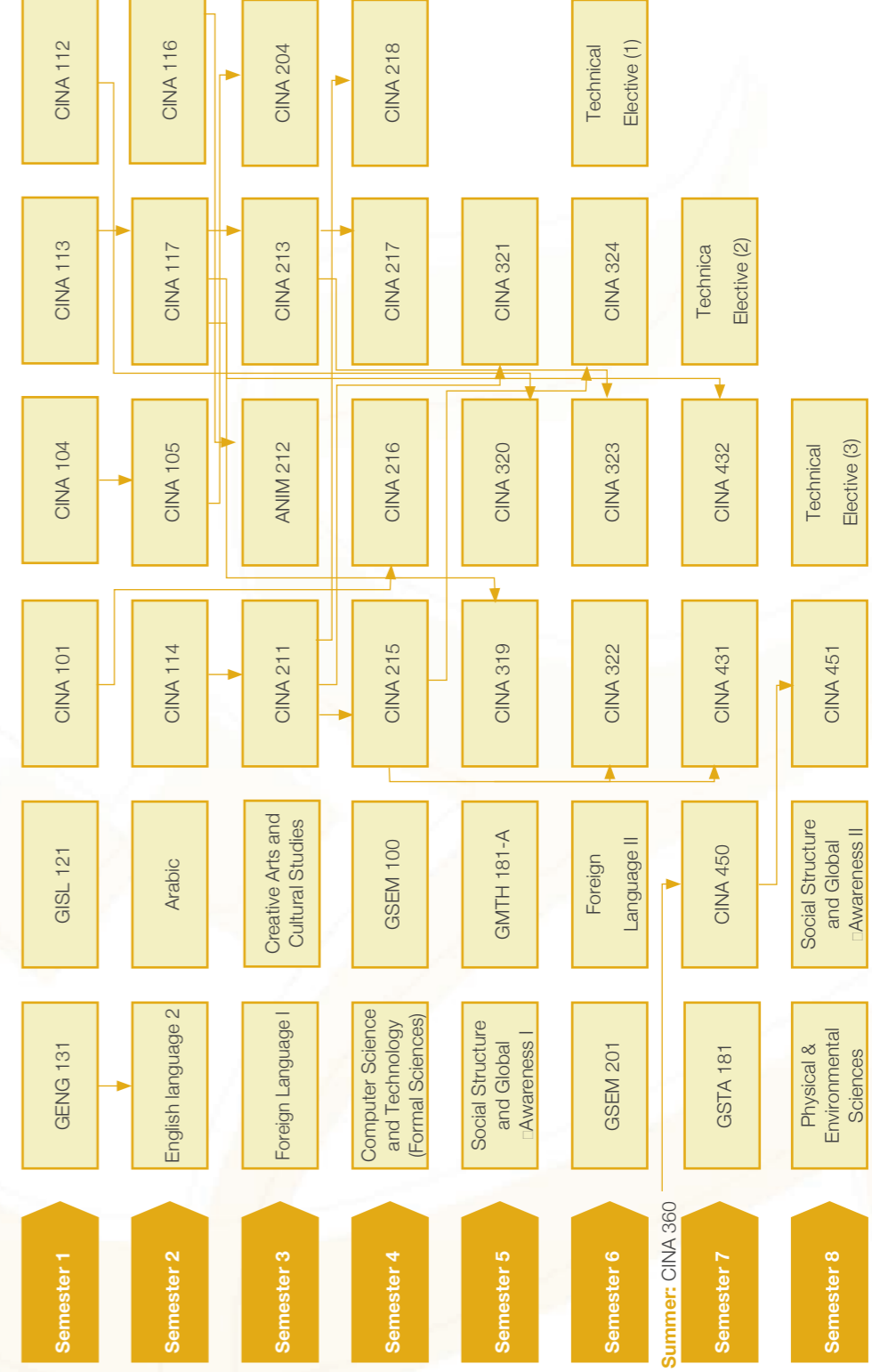
Cinematic Arts – Animation Concentration

Advising flowchart



Cinematic Arts – Film Production and Direction Concentration

Advising flowchart



Design



Program description

A designer's mind and hand shapes, structures and supports the physical and aesthetic attributes of all the products around us. As our world changes, designer must observe carefully and react with solutions that can inhabit, influence and further shape it.

Our Bachelor of Science (BSc) in Design (DESN) will provide you with a strong foundation in the principles, concepts, processes and practices of design; giving you the skills you need to play a meaningful role in today's design world.

Educational objectives

Graduates of the Design program will be prepared for careers as entry-level designers in both the public sector and the private sector. Graduates will be able to carry out multiple design related tasks specifically related to the interior design and product design professions. In addition, graduates of the program will be able to pursue advanced studies at the graduate level. Following are some of the specific educational objective of the DESN program:

- To provide graduates with a comprehensive, critical and competency based education so that they will be able to assume professional responsibilities in a range of design industries. (Note: The program includes substantial focus on design concepts, principles, theories, applications, technologies, and the interplay of social, cultural, economic, and environmental factors).
- To help graduates refine their ability to think critically, to communicate effectively, and to solve complex design problems.
- To prepare graduates to develop the technical skills to engage effectively in multi-disciplinary teams in the design industries.
- To help graduates understand the ethical and professional issues related to design based professions, businesses and

industries.

Learning outcomes

Knowledge and Understanding

- Identify the physical, environmental, physiological, cognitive, cultural and social factors that shape design decisions.
- Identify the histories and theories of design including the influential individuals, institutions, events and factors that shaped the emergence and development of the design professions.
- Explain the contemporary design issues as it relates to regional, national
- and global contexts emphasizing interior design and product design.

Skills

- Solve design problems, using the skills of problem identification, research and information gathering, analysis, generation of alternative solutions and user testing, and evaluation of outcomes.
- Create design solutions based on an understanding of the concepts, principles, processes and practices of design.
- Analyze works of design perceptively and to evaluate them critically. This ability is predicated on an understanding of the similarities, differences and relationships among the various design disciplines.
- Evaluate the principles of sustainability and its manifestation in the choices of materials, technologies, products, processes and systems.
- I- Develop design concepts through aesthetic, functional, structural, spatial and culturally specific elements, principles and processes related to the creation of interior places, spaces, and experiences.
- P- Explain how products work and what makes a product useful, usable, and desirable for different target audiences.
- Communicate persuasively through written, verbal, graphic, analog and digital tools.
- Apply analog and digital techniques, particularly freehand

sketching, constructed hand drawings, physical and virtual modeling and prototyping, and appropriate digital tools in all phases of the design process from conceptual idea to design presentation and production.

Values

- I- Explain the business and professional practices in interior design.
- P- Explain the business and professional practices in product design.
- I- Select materials, lighting, furniture, fixtures and equipment in interior spaces based on functional aesthetic, environmental, life cycle, cultural and economic criteria.
- P- Develop mass-produced products ranging from small, single use objects to larger, multi-use products and systems.
- I- Develop custom, built-in and free-standing furniture and case work in interior environments.
- P- Apply technological tools and software related to the ideation, representation, production and testing of materials, processes, products, and design.

Career opportunities

The Bachelor of Science in Design program prepares graduates to be creative managers and skilful professionals for the following fields:

Jobs directly relevant to Interior design (INTD) concentration:

- Interior designer
- Interior spatial designer
- Kitchen Designer
- Interior Lighting Designer
- Interior decorator

Jobs where INTD concentration may be useful include:

- Furniture Designers
- Exhibition designers
- Production designer, theatre/TV/film
- Visual merchandiser

Jobs directly relevant to Product design (PROD) concentration:

- Product designer
- Industrial designer
- Furniture designer
- Automotive designer
- CAD technician
- Designer/maker

Jobs where PROD concentration may be useful include:

- Design engineer
- Interior and spatial designer
- Exhibition designer
- Jewellery designer
- Textile designer
- Color technologist
- Clothing/textile technologist
- Production manager/planner

Designation of the digits used for the course numbering

Letters	Digit 1	Digit 2	Digit 3
---------	---------	---------	---------

Every course is identified by an alphanumeric designation:

- Digit 1: designates the year at which the course is taken.
- Digit 2: designates the area of specialization of the course. (Areas of knowledge listed in the table below).
- Digit 3: designates the sequence of the course for the same area.

Designation of the second digit of the course numbers

Letter Code	Domain of Study
DESN	Design
INTD	Interior Design
PROD	Product Design

Designation of the decimal (Second) digit of the course numbers in Design (DESN, INTD, PROD)

Digit	Topic
0	Design Studio
1	Basics—Concepts and Principles
2	Skills
3	Design History, Theory and Criticism
4,5,6	Content Courses
7	Design Electives

Credit hours are listed throughout the document in the following format: (3-0-3). The first digit indicates the number of lecture hours, the second digit indicates the number of practical hours (if applicable), and the third digit indicates the total number of credit hours for the course.

Bachelor of Science in Design Program Graduation Requirements

This section explains in detail the total credit hour requirements and the distribution of credit hours among the general education, core, and concentrations requirements. The BSc. DESN program requires 133 credits covering 4 years of study (8 semesters). Due to the delivery of the Design program in English language, students might be asked to complete a foundation level or two before they start the program if they lack the skills required to be admitted to the program, especially for their English language proficiency.

Major Requirements: 133 Credit Hours

Requirements	Number of Credits
General Education Program Requirements	42
Core Requirements	38
Concentration Requirements	44
Elective Requirements	9
Total	133

General Education Program Requirements: 42 Credit Hours

Pillar	Credits	Category	Courses	Credits
Humanities	19	Creative Arts and Cultural Studies	GISL121: Islam and Civil Society	3
			Any course from the category	3
		Arabic Language	Any course from the category	3
		English Language	GENG 131- Advanced English Language Skills and Critical Thinking	3
			Any course from the category	3
Social Sciences	8	Foreign Languages	Any two courses from the category	4
		Social Structure and Global Awareness	GSEM100: Research Seminar	2
Research	3		Any two courses from the category	6
Natural Sciences	12	Research Skills and Innovation	GSEM201: Research, Innovation and Intellectual Property.	3
		Physical and Environmental Sciences	Any course from the category	3
		Computer Science and Technology	Any course from the category	3
		Quantitative Sciences	GMTH181A: Pre- Calculus A	3
			GSTA181: Introductory Statistics	3
TOTAL	42		15 Courses	42

Core Requirements: 38 Credit Hours

To fulfil graduation requirements in the Bachelor of Science in Design, all students must complete 38 credit in the following core courses:

Course no.	Course title	Credits	Prerequisite(s)
DESN 101	Design Studio-1: Fundamentals of Design	1-6-4	None
DESN 102	Design Studio-2: Design Thinking and Application	1-6-4	DESN 101
DESN 121	Freehand Drawing	0-6-3	None
DESN 122	Technical Drawing	2-2-3	DESN 121
DESN 152	Color Theory: Concepts and Applications	2-2-3	None
DESN 221	Digital Modeling in Design	2-2-3	DESN 122
DESN 241	Human Factors and Design Psychology	3-0-3	DESN 102
DESN 251	Materials and Methods 1	2-2-3	DESN 122
DESN 342	Design for Sustainability	3-0-3	DESN 241 and DESN 251
DESN 363	Internship (Summer Course)	0-0-3	97 CR and INTD 302 and INTD 362 or PROD 302 and PROD 362
DESN 431	Contemporary Issues in Design	3-0-3	DESN 342 and INTD 362 or PROD 362
DESN 462	Design Entrepreneurship and Leadership	3-0-3	DESN 431
TOTAL		38 Credits	

Compulsory Courses in Interior Design Concentration INTD: 44 Credit Hours

Course no.	Course title	Credits	Prerequisite(s)
INTD 201	Interior Design Studio-3: Residential Design	1-6-4	DESN 102 & DESN 122
INTD 202	Interior Design Studio-4: Advanced Residential Design	1-6-4	INTD 201
INTD 231	History and Theory of Interior Design-1	3-0-3	None
INTD 232	History and Theory of Interior Design-2	3-0-3	INTD 231 & INTD 201
INTD 252	Lighting and Fixtures in Interior Design	2-2-3	DESN 251 & INTD 201
INTD 301	Interior Design Studio-5: Office and Corporate Design	1-6-4	INTD 202 & INTD 232
INTD 302	Interior Design Studio-6: Retail and Commercial Design	1-6-4	INTD 301 & INTD 351
INTD 351	Building Systems in Interior Design	2-2-3	INTD 252
INTD 353	Furniture and Equipment in Interior Design	2-2-3	INTD 202 & INTD 252
INTD 362	Professional Practices in Interior Design	3-0-3	INTD 301
INTD 401	Interior Design Studio-7: Hospitality and Entertainment Design	1-6-4	INTD 302
INTD 402	Interior Design Studio-8: Capstone Project	1-6-4	INTD 401 & INTD 461
INTD 461	Capstone Project Research and Programming	1-2-2	INTD 302
TOTAL		44 Credits	

Compulsory Courses in Product Design Concentration PROD: 44 Credit Hours

Course no.	Course title	Credits	Prerequisite(s)
PROD 201	Product Design Studio-3: Analysis and Design Process	1-6-4	DESN 102 and DESN 122
PROD 202	Product Design Studio-4: Product Design for Diverse Groups	1-6-4	PROD 201
PROD 222	Advanced Sketching for Product Design	0-6-3	DESN121
PROD 231	History and Theory of Product Design-1	3-0-3	None
PROD 232	History and Theory of Product Design-2	3-0-3	PROD 231 and PROD 201
PROD 301	Product design Studio-5: Product Assembly and Micro Branding	1-6-4	PROD 202
PROD 302	Product design Studio-6: User Centered and Mass Customization	1-6-4	DESN 241 and PROD 301 and PROD 321
PROD 321	Product Prototyping and Fabrication	2-2-3	DESN 221 and DESN 251 and PROD 202
PROD 322	Packaging and Branding	2-2-3	DESN 251 and PROD 301
PROD 362	Professional Practices in Product Design	3-0-3	PROD 301
PROD 401	Product design studio-7: Outdoor Products	1-6-4	PROD 302
PROD 402	Product Design Studio-8: Capstone Project	1-6-4	PROD 401 and PROD 461
PROD 461	Capstone Project Research and Programming	1-2-2	PROD 302
TOTAL		44 Credits	

Technical Elective Requirements

Course no.	Course title	Credits	Prerequisite(s)
DESN 371	Photography for Designers	(2-2-3)	DESN 152
DESN 372	Design, Culture and Environment	(3-0-3)	DESN 241
DESN 373	Special Topics in Design	(3-0-3)	Departmental Approval
INTD 374	Sustainable Interior Lighting Design	(2-2-3)	INTD 252
INTD 375	Interior Landscape Architecture	(3-0-3)	DESN 241
INTD 376	Spatial Detailing in Interior Design	(2-2-3)	DESN 251
PROD 377	Advanced Prototyping and Fabrication	(2-2-3)	DESN 251
PROD 378	Advanced Digital Design Techniques	(2-2-3)	DESN 221
PROD 379	Anatomy and Ergonomics in Product Design	(3-0-3)	DESN 241

Required internship: 3 credits

All students in the DESN program are required to pursue a focused internship related to design as a broad discipline and professional practice or the specific concentration of their choice or a closely allied area to their design major or concentration. To be eligible for a credit-bearing internship, students should fulfill following prerequisites:

1. Completed 97 credit and
2. Successfully complete concentration specific courses as applied:
 - a. INTD 302 + INTD 362 or PROD 302 + PROD 362

Bachelor of Science in Design – Interior Design track: Study Plan

Semester 1		Prereq.	CR	Semester 2		Prereq.	CR
DESN 101	Design Studio-1: Fundamentals of Design	None	4	DESN 102	Design Studio-2: Design Thinking and Application	DESN 101	4
DESN 121	Freehand Drawing	None	3	DESN 122	Technical Drawing	DESN 121	3
GENG 131	Advanced English Language Skills & Critical Thinking	None	3	DESN 152	Color Theory: Concepts and Applications	None	3
GISL 121	Islam and Civil Society (Mandatory)	None	3	GSTA 181	Introductory Statistics (Quantitative Reasoning)	None	3
GMTH 181-A	Pre- Calculus A (Quantitative Science)	None	3	Choice	Arabic Language	None	3
TOTAL			16	TOTAL			16
Semester 3		Prereq.	CR	Semester 4		Prereq.	CR
INTD 201	Interior Design Studio-3: Residential Design	DESN 102 DESN 122	4	INTD 202	Interior Design Studio-4: Advanced Residential Design	INTD 201	4
INTD 231	History and Theory of Interior Design-1	None	3	INTD 232	History and Theory of Interior Design-2	INTD 231 INTD 201	3
DESN 251	Materials and Methods-1	DESN 122	3	INTD 252	Lighting and Fixtures in Interior Design	DESN 251 INTD 201	3
DESN 221	Digital Modelling in Design	DESN 122	3	DESN 241	Human Factors and Design Psychology	DESN 102	3
	English Language II	GENG 131	3	Choice	Creative Arts and Cultural Studies	None	3
TOTAL			16	TOTAL			16
Semester 5		Prereq.	CR	Semester 6		Prereq.	CR
INTD 301	Interior Design Studio-5: Office and Corporate Design	INTD 202 INTD 232	4	INTD 302	Interior Design Studio-6: Retail and Commercial Design	INTD 301 INTD 351	4
INTD 351	Building Systems in Interior Design	INTD 252	3	DESN 342	Design for Sustainability	DESN 251 DESN 241	3
INTD 353	Furniture and Equipment in Interior Design	INTD 202 INTD 252	3	INTD 362	Professional Practices in Interior Design	INTD 301	3
Choice	Computer Science and Technology (Formal Science)	None	3	Choice	Technical Elective 1	As per course	3
GSEM 100	Research Seminar	None	2	GSEM 201	Research, Innovation and Intellectual Property	None	3
Choice	Foreign Language I	None	2				
TOTAL			17	TOTAL			16
Summer Semester				Prereq.	CR		
DESN 363	Internship			97 CR INTD 302 INTD 362	3		
Semester 7		Prereq.	CR	Semester 8		Prereq.	CR
INTD 401	Interior Design Studio-7: Hospitality and Entertainment Design	INTD 302	4	INTD 402	Interior Design Studio-8: Capstone Project	INTD 401 INTD 461	4
INTD 461	Capstone Project Research and Programming	INTD 302	2	DESN 462	Design Entrepreneurship & Leadership	DESN 431	3
DESN 431	Contemporary Issues in Design	DESN 342 INTD 362	3		Technical elective 3		3
	Technical Elective 2	As per course	3		Linguistic Communication (Foreign Languages)		3
	Social Structure and Global Awareness I	None	3		Islamic Thought and Ethics - 3		3
	Foreign Language II	None	2		Physical and Environmental Wellbeing		3
TOTAL			17	TOTAL			16

Bachelor of Science in Design – Product Design Track: Study Plan

Semester 1		Prereq.	CR	Semester 2		Prereq.	CR
DESN 101	Design Studio-1: Fundamentals of Design	None	4	DESN 102	Design Studio-2: Design Thinking and Application	DESN 101	4
DESN 121	Freehand Drawing	None	3	DESN 122	Technical Drawing	DESN 121	3
GENG 131	Advanced English Language Skills & Critical Thinking	None	3	DESN 152	Color Theory: Concepts and Applications	None	3
GISL 121	Islam and Civil Society (Mandatory)	None	3	GSTA 181	Introductory Statistics (Quantitative Reasoning)	None	3
GMTH 181-A	Pre- Calculus A (Quantitative Science)	None	3	Choice	Arabic Language	None	3
TOTAL			16	TOTAL			16
Semester 3		Prereq.	CR	Semester 4		Prereq.	CR
PROD 201	Product Design Studio-3: Analysis and Design Process	DESN 102 DESN 122	4	PROD 202	Product Design Studio-4: Product Design for Diverse Groups	PROD 201	4
PROD 231	History and Theory of Product Design-1	None	3	PROD 232	History and Theory of Product Design-2	PROD 231 PROD 201	3
DESN 251	Materials and Methods-1	DESN 122	3	PROD 222	Advanced Sketching for Product Design	DESN 121	3
DESN 221	Digital Modeling in Design	DESN 122	3	DESN 241	Human Factors and Design Psychology	DESN 102	3
	English Language II	GENG 131	3	Choice	Creative Arts and Cultural Studies	None	3
TOTAL			16	TOTAL			16
Semester 5		Prereq.	CR	Semester 6		Prereq.	CR
PROD 301	Product design Studio-5: Product Assembly and Micro Branding	PROD 202 PROD 232	4	PROD 302	Product design Studio-6: User Centered and Mass Customization	DESN 241 PROD 301 PROD 321	4
PROD 321	Product Prototyping and Fabrication	DESN 221 DESN 251 PROD 202	3	DESN 342	Design for Sustainability	DESN 251 DESN 241	3
PROD 322	Packaging and Branding	None	3	PROD 362	Professional Practices in Product Design	PROD 301	3
	Computer Science and Technology	None	3	Choice	Technical Elective 1	As per course	3
GSEM 100	Research Seminar	None	2	GSEM 201	Interdisciplinary Seminar and Research	None	3
	Foreign Language I	None	2				
TOTAL			17	TOTAL			16
Summer Semester				Prereq.	CR		
DESN 363	Internship			97 CR PROD 302 PROD 362	3		
Semester 7		Prereq.	CR	Semester 8		Prereq.	CR
PROD 401	Product design studio-7: Outdoor Products	PROD 302	4	PROD 402	Product Design Studio-8: Capstone Project	PROD 401 PROD 461	4
PROD 461	Capstone Project Research and Programming	PROD 302	2	DESN 462	Design Entrepreneurship & Leadership	DESN 431	3
DESN 431	Contemporary Issues in Design	DESN 342 PROD 362	3		Technical elective 3	As per course	3
	Technical Elective 2	As per course	3		Physical & Environmental Sciences		3
	Social Structure and Global Awareness I	None	3		Social Structure and Global Awareness II		3
	Foreign Language II	None	2				
TOTAL			17	TOTAL			16

Summary of Courses

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisite(s)
DESN 101	Design Studio-1: Fundamentals of Design	1-6-4	None
DESN 102	Design Studio-2: Design Thinking and Application	1-6-4	DESN 101
DESN 121	Freehand Drawing	0-6-3	None
DESN 122	Technical Drawing	2-2-3	DESN 121
DESN 152	Color Theory: Concepts and Applications	2-2-3	None
DESN 221	Digital Modeling in Design	2-2-3	DESN 122
DESN 241	Human Factors and Design Psychology	3-0-3	DESN 102
DESN 251	Materials and Methods-1	2-2-3	DESN 122
DESN 342	Design for Sustainability	3-0-3	DESN 241, DESN 251
DESN 363	Internship [Summer Course]	0-0-3	97 Credits INTD 302 and INTD 362 or PROD 302 PROD 362
DESN 431	Contemporary Issues in Design	3-0-3	DESN 342 and INTD 362 or PROD 362
DESN 462	Design Entrepreneurship and Leadership	3-0-3	DESN 431
INTD 201	Interior Design Studio-3: Residential Design	1-6-4	DESN 102, DESN 122
INTD 202	Interior Design Studio-4: Advanced Residential Design	1-6-4	INTD 201
INTD 231	History and Theory of Interior Design-1	3-0-3	None
INTD 232	History and Theory of Interior Design-2	3-0-3	INTD 231, INTD 201
INTD 252	Lighting and Fixtures in Interior Design	2-2-3	DESN 251, INTD 201
INTD 301	Interior Design Studio-5: Office and Corporate Design	1-6-4	INTD 202, INTD 232
INTD 302	Interior Design Studio-6: Retail and Commercial Design	1-6-4	INTD 301, INTD 351
INTD 351	Building Systems in Interior Design	2-2-3	INTD 252
INTD 353	Furniture and Equipment in Interior Design	2-2-3	INTD 202, INTD 252
INTD 362	Professional Practices in Interior Design	3-0-3	INTD 301
INTD 401	Interior Design Studio-7: Hospitality and Entertainment Design	1-6-4	INTD 302
INTD 402	Interior Design Studio-8: Capstone Project	1-6-4	INTD 401, INTD 461
INTD 461	Capstone Project Research and Programming	1-2-2	INTD 302
PROD 201	Product Design Studio-3: Analysis and Design Process	1-6-4	DESN 102, DESN 122
PROD 202	Product Design Studio-4: Product Design for Diverse Groups	1-6-4	PROD 201
PROD 222	Advanced Sketching for Product Design	0-6-3	DESN 121
PROD 231	History and Theory of Product Design-1	3-0-3	None
PROD 232	History and Theory of Product Design-2	3-0-3	PROD 231, PROD 201
PROD 301	Product Design Studio-5: Product Assembly and Micro Branding	1-6-4	DESN 251, PROD 202
PROD 302	Product design Studio-6: User Centred and Mass Customization	1-6-4	DESN 241 and PROD 301 and PROD 321
PROD 321	Product Prototyping and Fabrication	2-2-3	DESN 221, DESN 251 PROD 202
PROD 322	Packaging and Branding	2-2-3	PROD 202
PROD 362	Professional Practices in Product Design	3-0-3	PROD 301
PROD 401	Product design studio-7: Outdoor Products	1-6-4	PROD 302
PROD 402	Product Design Studio-8: Capstone Project	1-6-4	PROD 401, PROD 461
PROD 461	Capstone Project Research and Programming	1-2-2	PROD 302

Dept. or Section Prefix and Course Number	Course Title	Credits (Lecture-Practical-Total)	Prerequisite(s)
Technical Electives			
DESN 371	Photography for Designers	2-2-3	DESN 152
DESN 372	Design, Culture and Environment	3-0-3	DESN 241
DESN 373	Special Topics in Design	3-0-3	Departmental Approval
INTD 374	Sustainable Interior Lighting Design	2-2-3	INTD 252
INTD 375	Interior Landscape Architecture	3-0-3	DESN 241
INTD 376	Millwork and Detailing in Interior Design	2-2-3	DESN 251
PROD 377	Advanced Prototyping and Fabrication	2-2-3	DESN 251
PROD 378	Advanced Digital Design Techniques	2-2-3	DESN 221
PROD 379	Anatomy and Ergonomics in Product Design	3-0-3	DESN 241

Course descriptions

Design Requirements

DESN 101: Design Studio-1: Fundamentals of Design (1-6-4)**Prerequisite: None**

This course is a beginner level design studio, in the first semester of the Design Program. The course introduces the fundamental design elements and design process, in addition to covering, vocabulary, principles, concepts and processes applicable to create basic designs. In addition, orthographic representation principles will be introduced to be applied to the basic design problems. The course introduces the two main domains of Interior and Product design to provide the initial understanding of designing spaces. Through lectures, case studies, and one to one instruction, supervision and critics, knowledge will be delivered. Students will undertake number of assessments in the form of assignments, small projects, one-day sketch exam development, and a final semester project. By the end of the course, students will be able to explain and apply the design elements and design process to create basic interior spaces and simple products.

DESN 102: Design Studio-2: Design Thinking and Application (1-6-4) Prerequisite: DESN 101

This is a freshmen level 2 design studio course. This studio focuses on the application of design principles, concepts and processes, in addition to design thinking in action that were introduced in the previous semester. The principles and elements of interior design along with product design are taught at more focused level and applied in the projects. Through lectures, group discussion, focus group, and one to one supervision, knowledge is delivered. Students undertake number of assessments in the form of one-day sketch exam, assignments, projects and presentations. By the end of the course, students will be able to understand the design problems, visualize ideas through the development, analysis, composition and construction of form, space and experiences and achieve preliminary level of interior and product design competencies. Students are required to present their final project.

DESN 121: Freehand Drawing (0-6-3)**Prerequisite: None**

This is a freshmen level 1 course, with the emphasis to develop freehand sketching skills. This course encourages students to visualize their thoughts and ideas through the extensive exploration of the abstract and representational languages of drawing. The ability to draw quickly and to accurately communicate ideas will be stressed by an understanding of space, form and structure and the effects of light through the use of line, texture, color, shade and shadow. Interior and product design related assignments and projects allow students to apply the skills in their studio work. Through short lectures, teaching drawing techniques, group discussion, and one to one supervision, information will be delivered. Students will undertake number of practical assignments, projects and presentations. On successful completion of the course, students will be able to create freehand sketches of objects and environment; draw design concepts, apply shading and render the sketches.

DESN 122: Technical Drawing (2-2-3)**Prerequisite: DESN 121**

This is a freshmen course, that introduces the principles of technical drawing. The course prepares students with necessary skills required by the designers to convert their designs into technical drawing that are used by suppliers and manufacturers. The course integrates two methods of technical drawing documentation: a hand drawn working drawing and a technical drawing using Computer Aided Design software, e.g. AutoCAD to produce two and three dimensional drawings including parallel line drawings (plans, sections, elevations) and orthogonal drawings (axonometric, isometric and perspective) and design details at different scales. Through short lectures, demonstrations, workshops, and tutorials the various topics will be delivered, facilitated and taught in the drawing studio and computer lab simultaneously. Learning will be assessed using number of assessment methods, including, exams, practical assignments, projects, in-class exercises and portfolio development of drawings. Upon completing this course, students will understand the information presented in the technical drawings, and will use typical symbols, graphic conventions, dimensioning, and the professionally relevant methods of conveying design information accurately, clearly and completely as applicable to interior design and product design.

DESN 152: Color Theory: Concepts and Applications (2-2-3)**Prerequisite: None**

This is a freshmen course that introduces the color theory to be used in design development. The course focuses on the concepts, principles, theories and systems of color. Beginning with the nature of color, and through understanding concepts such as hue, value, saturation, analogous and complementary colors and progress to the Munsell color system for applied design. Through detailed lectures, case studies, workshops, and tutorials the various color topics will be delivered and taught. Learning will be assessed using, exams, practical assignments, projects and in-class exercises. Students will be able to explain and apply color theory to the design problems and use the learning in their interior and product design studio work.

DESN 221: Digital Modeling in Design (2-2-3)**Prerequisite: DESN 122**

This is a sophomore level course that focuses on 2-D image generation, manipulation, and 3-D object creation and surfacing. This course allows students to understand and investigate computer technology potential as a tool for creative exploration, representation, and documentation of design. Students will explore 3D modeling, cameras, lighting, surface textures, material application and rendering output along with presentation concepts such as narrative, rendering style, visual mood board and image composition for interior and product design. Through short lectures, demonstration, workshops, and tutorials, digital application will be taught to create and develop 2D media material, e.g. using Photoshop and 3D models development e.g. using 3D Max. Learning will be assessed using, timed exams, practical assignments, projects and in-class exercises. Students will be able to use the software application and apply digital techniques to present the projects related to interior and product design.

DESN 241: Human Factors and Design Psychology (3-0-3)**Prerequisite: DESN 102**

This is a Sophomore level theory course, introduce students to the important topics of human factors and design psychology. The course examines the vital role of human factors such as anthropometrics and ergonomics as tools to optimize the physical and emotional aspects of design. Topics include standards and data related to different user groups regarding function and safety. In addition, the role of proxemics and cultural issues in the design and experience of products, spaces and environments are introduced. The principles of universal design and the need to seamlessly integrate these factors in design processes are emphasized. Through lectures, in class exercises, case studies and design scenarios, teaching will be delivered. The students learning will be assessed using, timed exams, in-class exercises, assignments, and small projects. Students will be able to apply anthropometrics and ergonomics as tools to optimize the physical and emotional aspects in their design project.

DESN 251: Materials and Methods-1 (2-2-3)**Prerequisite: DESN 122**

This is a sophomore level course, that present students with the primary types of materials and methods used in creation of design. Students are introduced to basic properties and fabrication techniques materials such as wood, metals, plastics and other materials that are typically used to develop design concepts. Fabrication Laboratory (FabLab) safety rules and policies are introduced to establish standards for safe working environment. The use and setup of basic workshop equipment is demonstrated and students will fabricate items using different equipment. An introduction to rapid prototyping technique (3D Printing) will expose the students to fabrication methods that enable the transition from fabrication for design development to fabrication for low volume production and commercial uses. Through detailed lectures, process videos, process demonstration, FabLab training, and tutorials, various aspects of theory and competency will be taught. Learning will be assessed using, timed exams, practical tasks, projects and in-class exercises. Students will be able to identify the basic types of materials and use manual and automatic tools to develop the study models and mockups.

DESN 342: Design for Sustainability (3-0-3)**Prerequisite: DESN 241 and DESN 251**

This is a junior level theory course that presents sustainable design philosophies. The course identifies, describes and analyzes the important principles, approaches and aspects of sustainable design. By contextualizing sustainability as an optimal problem solving that considers environmental, socio-cultural, physiological and financial dimensions of design decisions at any scale the course material is presented under five broad themes related to reduce, reuse, recycle, restore and process. Resiliency, the twin concept to sustainability, is also identified and discussed as a complementary topic for holistic design thinking. Through lectures, in class exercises, case studies and design scenarios, knowledge will be delivered. The students learning will be assessed using, timed exams, in-class exercises, assignments, and small projects. The students will be able to understand and apply the principles of sustainable design in the interior and product design problems.

DESN 363: Internship (0-0-3) Prerequisites: Completed 97 credit and INTD 302 + INTD 362 or PROD 302 + PROD 362

This is an internship course, taken after completing 97 credit hours, when students have passed through higher studio learning and gained sufficient design knowledge. The course provides an opportunity for students to gain professional experience supporting the application and further development of the knowledge and skills acquired in the classroom. Under the supervision of a faculty and an industrial supervisor, students identify the scope of their work, based on the specialty of their choice in the field of interior and product design. Training happens during the work experience in the form of completing assigned tasks and attending workshops or training offered by the employer. The students will submit a final report and present the portfolio of work experience to the jury members. The students will be fully conversant with work environment and be prepared with required commitment level by the industry. A minimum number of 240 hours of documented work is necessary to earn credit for this course.

DESN 431: Contemporary Issues in Design (3-0-3) Prerequisites: DESN 342 and INTD 362 or PROD 362

This is a senior level course that explores the contemporary design issues emerging in current era. The course identifies the currently emerging design issues at the local, regional, national and global contexts. The influence of factors such as interconnectivity and interactivity, increasing computing power, digitization, emergence of knowledge economies, technological, material and experiential innovations, mechanization and urbanization, resource conservation, depletion and renewal, sustainability and resilience, schools of thought such as non-linearity, bio- mimicry, reflective and networked practices, and quality of life in shaping our understanding of the what, why, how, when, and where of design are analyzed and articulated. Through lectures, seminars, discussion, verbal presentation and case studies, various aspects of contemporary issues are taught that can be directly applied to the design problems. The students learning will be assessed using, timed exams, position papers submission, in-class exercises, assignments, and small projects. The students will be able to understand the contemporary issues emerging in interior and product design, in the current time and develop appropriate design solution in response.

DESN 462: Design Entrepreneurship and Leadership (3-0-3)**Prerequisites: DESN 431**

This senior course exposes students to a higher level academic skills useful for entrepreneurship and leadership. It presents creative intelligence as a new form of cultural literacy and design thinking as a powerful catalyst for change. When combined with entrepreneurship, ethics and leadership, design thinking has tremendous potential to transform human experience. Examples of intended and unintended, positive and negative consequences are identified and discussed. The leadership qualities, business canvas along with reflective practice for entrepreneurs are embedded within course content. Teaching methods include, lectures, seminars, discussion, verbal presentation and case studies, to deliver the knowledge and develop advanced academic skills. The students learning will be assessed using, exams, position paper, reflection paper, quiz, in-class exercises, and assignments. The students will be able to explain and apply "design thinking process" into design entrepreneurship to resolve the organizational issues; and develop effective skills, useful for new entrepreneurs and leaders.

INTD 201: Interior Design Studio-3: Residential Design (1-6-4) Prerequisites: DESN 102 and DESN 122

This sophomore design studio course is the first specialized studio of the Interior Design concentration that focuses on "Residential - Home Design". The study is combining the lectures and practical projects where students work to apply the concepts of design process, interior design principals, interior design elements (flooring, walls, ceiling, lighting, furniture), ergonomics and human factors. Varieties of projects cover all housing spaces such as reception, living area, dining area, kitchen, as well as bedrooms, bathrooms, and multi-purpose rooms. Assessment methods will be implemented in the form of projects and assignments (sketching and manual hand rendering). By the end of this course, students will be able to design residential interiors and develop creative applicable solutions.

INTD 202: Interior Design Studio-4: Advanced Residential Design (1-6-4) rerequisite: INTD 201

This second Interior Design studio focuses on "Advanced Residential and Housing Design". The teaching methods combine lectures and practical projects, where students think deeper about the design process starting with a pre-design stage (research, identifying the actual users' needs, select the suitable style, identifying materials and color scheme), then a design stage, and finally a modifying stage for the whole design for improvements and increase users' comfort and safety. Two different projects during the semester cover all housing spaces with focusing on stairs, flooring plan, ceiling plan and electricity, wall treatments & cladding and furniture & equipment. Assessment methods will be implemented in the form of projects and assignments (Sketching, manual & computerized rendering). By the end of this course, students will be able to design a variety of residential or housing interiors with enough knowledge about details and applications.

INTD 231: History and Theory of Interior Design-1 (3-0-3)**Prerequisite: None**

This is a sophomore level course which focuses on the history & theories of interior design. Through lectures supported by visual imagery and descriptive narrative, this course provides a critical overview of interior design history from pre-historic periods until the end of the 19th century, going through many historical and cultural stages such as Ancient Egyptians, Greeks, Romans, Coptic, Islamic periods and styles, Middle Ages, Renaissance, Gothic style, English styles, French styles. Assessment methods will be implemented in the form of reports, exams, assignments, portfolio of sketches, and final exam. By the end of this course, students will be able to recognize and identify the main historical interiors with the possibility to represent through any contemporary interior design.

INTD 232: History and Theory of Interior Design-2 (3-0-3) Prerequisite: INTD 231 and INTD 201

This course builds on the (pre-requisite) INTD 231. Referring to the end of the 19th century and the begin of 20th century as the next starting point, the course focuses on the major stylistic movements, influential theories and prominent individuals and institutions that shaped the interior design profession such as Victorian Style, Art & Craft Movement, Art Nouveau, Cubism, De Stijl, Art Deco, Bauhaus, Postmodernism, De-constructivism as well as sustainability, do it yourself and futurism. Through lectures, discussions and the analyses of case studies students learn about factors such as societal and environmental influences, politics, economics, science, technology, psychology and media that have shaped interior design. By the end of this course, students will be able to recognize and identify the 20th century interiors styles and movements with the possibility to represent any of them through any contemporary interior design.

INTD 252: Lighting and Fixtures in Interior Design (2-2-3) Prerequisites: DESN 251 and INTD 201

This course introduces the principles of lighting including terminology, definitions and characteristics of light. Students select and apply luminaries and light sources based on graphic exercises in lighting design and lighting calculations. A second major focus of the course is the important role of fixtures; finish materials and furnishings (textiles) in the creation of residential, commercial and institutional interiors. Through lectures, discussions and the analyses of case studies students learn about many topics include the selection, specification, and application of textiles and finish materials based on their properties and performance criteria; sources of textiles, fabrics and finish materials; the concept of sustainable resources; appropriate installation and maintenance requirements; codes; and regulations and standards. By the end of this course, students will be able to design the lighting of any interior space, identify the suitable fixtures and materials.

INTD 301: Interior Design Studio-5: Office and Corporate Design (1-6-4) Prerequisites: INTD 202 and INTD 232

This junior level interior design studio focuses on office and corporate design. The studio is combining the lectures and practical projects, where students study, design, and develop two main different projects; the first is a small office consist of (main office, secretary, waiting area and meeting room) and the second is a bigger corporate office, such as a company, a bank branch, an administrative or service sector. Through this studio course, students learn more about the efficiency and the functionality of interior design, in addition to improving their research, analysis and presentation skills. Assessment methods will be implemented in the form of projects and assignments (Sketching and computerized rendering). By the end of this course, students will be able to study, design and upgrade small size office or medium size corporate office interiors with enough knowledge about the technical and the construction details and applications.

INTD 302: Interior Design Studio-6: Retail and Commercial Design (1-6-4) Prerequisites: INTD 301 and INTD 351

This advanced studio emphasizes the resolution of complex design issues in interior environments such as retail interiors. The design process involves program analysis, ecological and environmental factors, design concept articulation and development of a completed design that incorporates advanced technological and aesthetic principles. Holistic development of concept, application of current sustainable design practices, effective space planning, appropriate material, finish and furniture selection, expression of lighting design, building systems and codes and universal design are emphasized in the final presentation. A three dimensional representation of the interior space through physical or virtual models is required.

INTD 351: Building System of Interior Design (2-2-3)**Prerequisites: INTD 252**

This junior level course is about studying the Interior Design systems. Through lectures, the course focuses on explaining the different building systems that play a critical role in the health, safety and welfare of occupants of any interior environments. Students will become knowledgeable about the typical flooring, ceiling, wall treatments, electrical, acoustical, plumbing, HVAC, security and other building systems used in interior environments. In addition, students will become knowledgeable about fire detection, protection and firefighting in building interiors. Through multiple exercises, case studies analyses, and projects students will be able to understand, evaluate and develop interior building systems.

INTD 353: Furniture and Equipment in Interior Design (2-2-3) Prerequisites: INTD 202 and INTD 252

This course introduces the principles and the practical of furniture design process. Students will design and draw many types of furniture and present a study about the used materials, joints, fittings and the production process. A second major focus of the course is the important role of equipment and accessories in the creation of residential, commercial and institutional interiors. Through lectures, discussions and the analyses of case studies students will learn how to design and select the furniture and interior equipment based on their properties and performance criteria; the concept of sustainable resources; appropriate installation and regulations and standards. By the end of this course, students will be able to design furniture and select the suitable interior equipment.

INTD 362: Professional Practices in Interior Design (3-0-3)**Prerequisites: INTD 301**

This junior level lecture based course focuses on topics related to the specialized services performed by professional interior designers by focusing on the administrative, legal, ethical and financial aspects of professional practice. Contract documents, specifications, safety standards and building codes will be studied within the context of a contract design project. Additional topics will be covered in terms of, business principles applicable to interior design such as marketing, purchasing, accounting, development of business plans, budgeting and collaboration with teams and other consultants. Through lectures, one to one instruction, and supervision knowledge will be delivered. Students will undertake number of assessments in the form of exams, assignments, and practical projects. By the end of the course, students will be able to explain the legal requirements for interior design, and will be able to create professional documents.

INTD 401: Interior Design Studio-7: Hospitality and Entertainment Design (1-6-4) Prerequisites: INTD 302

This is an advanced level of interior design studios that focuses on "Touristic & Entertainment Design". The studio is combining lectures and practical applications on one real project. Students will understand the correlation between indoor and outdoor design with the consideration of the number of users and their variable needs. The studio brief is mainly about one complex heavy crowded project such as cinema, theatre, coffee shops and restaurants. Assessment methods will be implemented in the form of one project which divide into many assignments (Sketching & computerized rendering). By the end of this course, students will be able to study, design and upgrade touristic and entertainment interiors with enough knowledge about the project's relation with the surrounded exterior environment and all the applicable technical and constructional details.

INTD 402: Interior Design Studio-8: Capstone Project (1-6-4) Prerequisites: INTD 401 and INTD 461

This studio is the Capstone Project. Following one semester of interior design capstone project research and programming, this studio requires students to integrate all knowledge and skills acquired throughout their program. A well designed multifunctional projects such as Hotels, Resorts, Service Centers, Sport Clubs, Libraries, Educational Institutions, Governmental buildings, and so on, are expected. In addition to the lectures, this culminating design experience is a self-directed, faculty monitored project requiring students to demonstrate the breadth and depth of their design thinking and skills. Each student pursues the design exploration, development and presentation based on the design brief or programming document of a specific design project that was defined by them in the previous semester. Though each project may have a different focus, the course is structured so that every project is of comparable scope, sophistication, and complexity. By the end of this studio, students graduate as professional interior designers who can study, design, update and manage any type of interior projects.

INTD 461: Capstone Project Research and Programming (1-2-2)**Prerequisites: INTD 302**

This is a senior course, aimed to prepare the chapters to inform the student's Capstone Project in the subsequent semester. Within a specific area of interest, students undertake precedent studies, programming, and functional analyses based on which they organize and synthesize this information to hypothesize and propose solutions to interior design problems. Students are required to complete extensive research documenting the role of cultural, sociological, political, economic, environmental, anthropometric and human factors in addition to life safety, and materials, methods and technologies. The "programming document or design brief" produced by each students includes written and graphic communication, which in turn complement their oral presentations to design faculty and professionals with expertise in their area of research. Through detailed lectures, discussion, case study analysis, presentation, and tutorials, various aspects of design research methods will be taught. The students will present the design problem proposal, and review will happen at the midterm. Thesis chapters will go through iterative process submitted by the end of the semester. The students will be able to effectively communicate design problems; explain and apply design process to solve the design problem, in addition to using design research methods.

PROD 201: Product Design Studio-3: Analysis and Design Process (1-6-4) Prerequisites: DESN 102 and DESN 122

This sophomore level design studio is a first specialized course of the Product Design concentration that focuses on analysis and design of simple products. Through an iterative design process, students learn and apply the concepts, theories, terminology and methodologies related to the creation of products. By conducting product analysis, students will explore, how products work. Through the formation of simple objects, students gain basic competence in model making and prototyping. Emphasis includes the development of appropriate design sketches and the construction of representational prototypes. Assessment methods include, projects, assignments (sketching and manual hand rendering) and exams to develop students' quick ideation skills. By the end of the course, students will be able to analyze the products functions and explain how it works, identify the design and functional variables in a simple product design, as well as explore and evaluate alternatives by building models and prototypes.

PROD 202: Product Design Studio-4: Product Design for Diverse Groups (1-6-4) Prerequisite: PROD 201

This is a sophomore level course that enhances students' skills in product design research methods, including observational research, and use the results of their research outcome to design simple, single or limited use objects for various client groups including special populations such as children, elderly, and disabled. The course focuses on generation of product form while developing meticulous attention to every aspect of the design process by limiting the complexity of the projects. Short lectures, case studies, and group discussion are some teaching methods that are used, in addition to skills development in digital software for product design. By the end of the course, the students will be able to deliver complete, clear, compelling design documentation and construction of multiple study models and presentation models at different scales.

PROD 222: Advanced Sketching for Product Design (0-6-3) Prerequisite: DESN 121

Following the successful completion of DESN 121, this sophomore level course focuses on developing students' advanced sketching skills. The course enhances the understanding of sketching elements, visualizing ideas, and components of product design. The delivery begins with the basics of product design sketching techniques, and go through the steps using design elements up to advance level, in addition to using the markers to finalize the product sketches. Through practical guidance, hands-on demonstrations, lectures, workshops, and one to one instructions, knowledge will be delivered. Students will undertake number of assignments, and a final assessment, which results in a comprehensive portfolio presentation. By the end of the course, students will be able to prepare quick ideation, finished illustrative sketches with the application of colors resembling materials.

PROD 231: History and Theory of Product Design-1 (3-0-3) Prerequisites: None

This is a sophomore level course which focuses on the history and theories of Product Design. Through lectures supported by visual imagery and descriptive narratives, this course provides a critical overview of product design history from pre-historic periods until the end of the 19th century, going through many historical and cultural stages such as Ancient Egyptians, Greeks, Romans, Coptic, Islamic periods and styles, Middle Ages, Renaissance, Gothic style, English styles, French styles. Assessment methods will be implemented in the form of reports, exams, assignments and final exam. By the end of this course, students will be able to recognize and identify the main historical products with the possibility to represent through any contemporary product design.

PROD 232: History and Theory of Product Design-2 (3-0-3) Prerequisites: PROD 231 and PROD 201

This sophomore level course introduces the major stylistic movements, influential theories and prominent individuals and institutions that shaped the product design profession from the 20th-century to present. Through lectures and case studies, students will analyze product designs in terms of design values and ideals, style, materials, production, technology, ergonomics and context. In depth discussions of case studies will focus on how societal and environmental influences, politics, economics, science and technology and media among other factors have shaped the greater context for product design. Students will undertake number of assessments in the form of exams, assignments and small projects. By the end of the course, students will be able to classify artefacts, products and objects by period, designers and country. Also they will be able to describe the distinguishing characteristics of the major periods of modern design, and comparing artefacts of the same period and of different periods.

PROD 301: Product design Studio-5: Product Assembly and Micro Branding (1-6-4) Prerequisites: DESN 251 and PROD 202

This junior level studio focuses on the design of products with increasing levels of complexity. The projects are broad in scope, requiring the application of design research techniques, continuing the emphasis on product form and function and understanding the effect of design decisions on the product development process. Additional emphasis is placed upon designing product components for assembly. In the second part of the semester, "micro branding" or the current trend of developing products for a niche market. Assessment methods are implemented in the form of assignments and projects. By the end of the course, students will be able to determine market information about a product category, using basic research techniques, review a product's functional limitations and efficiencies, develop proof of concept models and develop a product's components for assembly into a functional prototype and manufacturing.

PROD 302: Product design Studio-6: User Centred and Mass Customization (1-6-4) Prerequisites: DESN 241 and PROD 301 and PROD 321

This Junior studio emphasizes the integration of five broad domains (design research, human factors, material innovation, technology, product customization), in the creation and development of advanced products for specialized and niche markets. Through lectures, case studies, and one to one supervision and critics, knowledge will be delivered on design research, user interface information, and ethnographic methods of data collection. Students will undertake a comprehensive design project that has two parts. The first part of the project focuses on the integration of design research, human factors, material innovation and technology in the creation, development and fabrication of a product for a specialized or niche market. The second part of the same project involves refining and improving the designed for a mass customization. By the end of the course, students will be able to integrate and apply knowledge and skills in creating and developing advanced product solutions for specialized markets.

PROD 321: Product Prototyping and Fabrication (2-2-3) Prerequisites: DESN 221 and DESN 251 and PROD 202

This junior level lecture-lab based course focuses on the development of 3D mock-ups or prototypes using both hand-operated tools and CNC automated devices. Students develop the ability to safely and appropriately use different techniques, equipment and materials. The course includes additive processes such as 3D printing and subtractive processes such as CNC Milling programming and file preparation for laser cutting process. In addition, students develop their understanding of appropriate material selection for manufacturing in product. Students will undertake number of assessments in the form of exams, assignments, and practical projects. By the end of the course, students will be able to safely operate a number of manual and automatic machine to develop mock-ups and prototypes.

PROD 322: Packaging and Branding (2-2-3) Prerequisite: PROD 301

This is a junior level course which focuses on three-dimensional packaging structures for a broad range of products that will not only protect the contents but also create an experience for the user. Students will examine the role of visual, structural, ergonomic and environmental factors in the design of rigid and flexible packaging containers. Through lectures, case studies, and one to one instruction, supervision and critics, knowledge will be delivered. Students will undertake various projects to include conceptual development, prototyping, materials, typography, image making, composition, design and form are reviewed and explored to create innovative and memorable packaging. By the end of the course, students will be able to apply graphical elements to 3D forms to communicate relevant values through packaging, explore a variety of packaging types, prototype original packaging designs, develop structures that protect products during shipping and handling and assess the environmental impact of selected packaging materials.

PROD 362: Professional Practices in Product Design (3-0-3) Prerequisite: PROD 301

This junior level lecture based course focuses on topics related to the different structures of professional practices in product design including contracts, agreements, billings, and business procedures. Additional topics include the need for multi-disciplinary teams to bring a product to market, building a business around a core competency in design, and the development and protection of intellectual property. Topics related to legal and ethical aspects related to the practice of product design in a closely connected global world are also discussed. Through lectures, one to one instruction, and supervision knowledge will be delivered. Students will undertake number of assessments in the form of exams, assignments, and practical projects. By the end of the course, students will be able to explain the legal requirements for product design, while will be able to create professional documents.

PROD 401: Product design studio-7: Outdoor Products (1-6-4) Prerequisites: PROD 302

This senior studio deals with one of the outdoor projects (e.g. bus stop- kiosks- booths -food trucks-outdoor home appliances) that applies the four domains (design research, human factors, material innovation, and technology) in addition to integrating "design for manufacturing". Teams of students will work collaboratively on the project from precedent analyses through concept development and schematic design to design development and culminating in design presentation. The scope, scale and nature of the assigned project is such that students are required to think concurrently at the macro, micro, and mediated scales of design. Each team will develop one set of presentation documents and artifacts showcasing one integrated, holistic design rather than a collection of three or more separate efforts. Opportunities to demonstrate individual student skills and knowledge will also be integrated into the design project through assignment. By the end of the course, students will be able to solve medium to large scale outdoor design problems.

PROD 402: Product Design Studio-8: Capstone Project (1-6-4) Prerequisites: PROD 461 and PROD 401

This is a senior level product design capstone studio that require students to integrate knowledge and skills acquired throughout the design curricula. This culminating design experience is a self-directed, faculty monitored project requiring students to demonstrate the breadth and depth of their design thinking and skills. Each student pursues the design exploration, development and presentation based on the design brief or programming document of a specific design project that was defined by them in the previous semester. Though each project may have a different focus, the course is structured so that every project is of comparable scope, sophistication, and complexity. Instructor acts as a facilitator and closely monitors and guides students to achieve the final outcome set in the brief. By the end of the course, students will be able to solve complex product design problems with competency in technical communication, design research, freehand sketching, physical and digital modelling and prototyping.

PROD 461: Capstone Project Research and Programming (1-2-2) Prerequisites: PROD 302

This is a senior course, aimed to prepare the chapters to inform the student's Capstone Project in the subsequent semester. Within a specific area or topic of interest, students undertake precedent studies, programming, and functional analyses based on which they organize and synthesize this information to hypothesize and propose solutions to product design problems. Students are required to complete extensive research documenting the role of cultural, sociological, political, economic, environmental, anthropometric and human factors in addition to life safety, and materials, methods and technologies. The "programming document or design brief" produced by each students includes written and graphic communication, which in turn complement their oral presentations to design faculty and professionals with expertise in their area of research. Through detailed lectures, discussion, case study analysis, presentation, and tutorials, various aspects of design research methods will be taught. The students will present the design problem proposal, and review will happen at the midterm. Thesis chapters will go through iterative process submitted by the end of the semester. The students will be able to effectively communicate design problems; explain and apply design process to solve the design problem, in addition to using design research methods.

Technical Elective Requirements

DESN 371 Photography for Designers (2-2-3)

Prerequisites: DESN 152

This course will equip the student with a wide range of basic photographic techniques and practices. This includes an introduction to the fundamentals of photography along with the study of photographic art and its use in design graphic and presentation. Issues covered include angle of vision, image formation center, photographic perspective and background, use of light and photographic illusion techniques. The course will also involve hands-on demonstrations and development of skills by utilising various types of equipment and image manipulation applications. Basics of photographic print techniques are covered. Assessment of student's work includes assignments, portfolio, and presentation.

DESN 372 Design, Culture and Environment (3-0-3)

Prerequisites: DESN 241

This course introduces students to the complex interactions between humans and their environment. Students address specific cases of cultural artifacts and cultural designs that emerged as a result of the exploitation of earth's natural resources and how sustainable design can help to minimize man's harmful impacts and maximize benefits. Assessment of students includes assignments, research paper, and exam.

DESN 373 Special Topics in Design (3-0-3)

Departmental Approval

This course offers approved topics that are of timely interest to the design careers.

INTD 374 Sustainable Interior Lighting Design (2-2-3)

Prerequisites: INTD 252

In this junior level lecture-lab technical elective course, students first learn about the principles of lighting including terminology, definitions and characteristics of light. Then, students select and apply luminaires and light sources based on graphic exercises in lighting. Students also learn color and directional effects of lighting, natural and artificial light sources, the relationship between energy, the environment and sustainable design, illumination, human health and behavior. Through lectures, case studies, and one to one instruction, supervision and critics, knowledge will be delivered. Students learning will be assessed through multiple, structured exercises and one culminating project. By the end of course, students will be able to develop and apply lighting systems using luminaires, controls and technological developments such as LED and OLEDs.

INTD 375 Interior Landscape Architecture (3-0-3)

Prerequisites: DESN 241

This elective course introduces interior design students to the use of landscape architecture in design process. Students learn how to define the use of green areas, interior patios, outdoor rooms, and roof gardens. The course enhances students' skills to map out paths that lead the eye (and the body) through a series of transitions to different kinds of places in the indoor-outdoor environments. Students will learn how to frame views to and from the home, carefully consider how various outdoor spaces interact with each other and how they relate to the home through openings, windows, and integrated visual links. Assessment is according to students' engagement with in class discussions, assignments, and a proposal for indoor use of landscape architecture.

INTD 376 Spatial Detailing in Interior Design (2-2-3)

Prerequisites: DESN 251

This junior level lecture-lab technical elective course focuses on specific finish components of interior environments that are classified as millwork and detailing. Examples of interior millwork and detailing include architectural woodwork, partitions, floors, ceilings, stairs, custom cabinetry, furniture and specialty elements. Millwork and detailing serve functional and aesthetic purposes by providing spatial, material, and experiential character to interior spaces. Through lectures, case studies, and FabLab practical tasks, knowledge will be delivered. Students undertake number of assessments in the form of assignments, small projects and a final project. By the end of the course, students will be able to apply the vital building blocks in the creation and development of interior spaces and places in the built environments.

PROD 377 Advanced Prototyping and Fabrication (2-2-3)

Prerequisites: DESN 251

This lecture-lab elective course builds on the students' fabrication and prototyping skills and knowledge from PROD 321 (Product Prototyping and Fabrication). This advanced course focuses on methods of integrating interactive experiences in products. Students will use Arduino or similar system, which is a flexible open source micro-controller platform designed to make electronic components in projects. With an almost unlimited range of input and output add-ons, sensors, indicators, displays, motors and more, Arduino offers countless ways to create novel user experiences in products, through interactivity. Using short lectures, workshops, demonstration, teaching will be facilitated. Students will undertake number of assessments in the form of assignments, small projects and a final project. By the end of the course, students will be able to identify, select and implement number of technologies into a given product.

PROD 378 Advanced Digital Design Techniques (2-2-3)

Prerequisites: DESN 221

This lecture-lab elective course builds upon the skills and knowledge of digital modelling, which the students have acquired from the pre-requisite courses (DESN 221 and PROD 321). In this course, students will learn how to take their early design concepts through to the final presentation using advanced digital representation and exploration techniques including animation. Students will use high-end digital design software packages. Through demonstration and workshops, students are taught how to export the 3D models into rendering environment to create high quality product image for advertise and marketing purposes. Students will undertake number of assessments in the form of assignments, ongoing exercises and a final project. By the end of the course, students will be able to create products 3D models with high quality render.

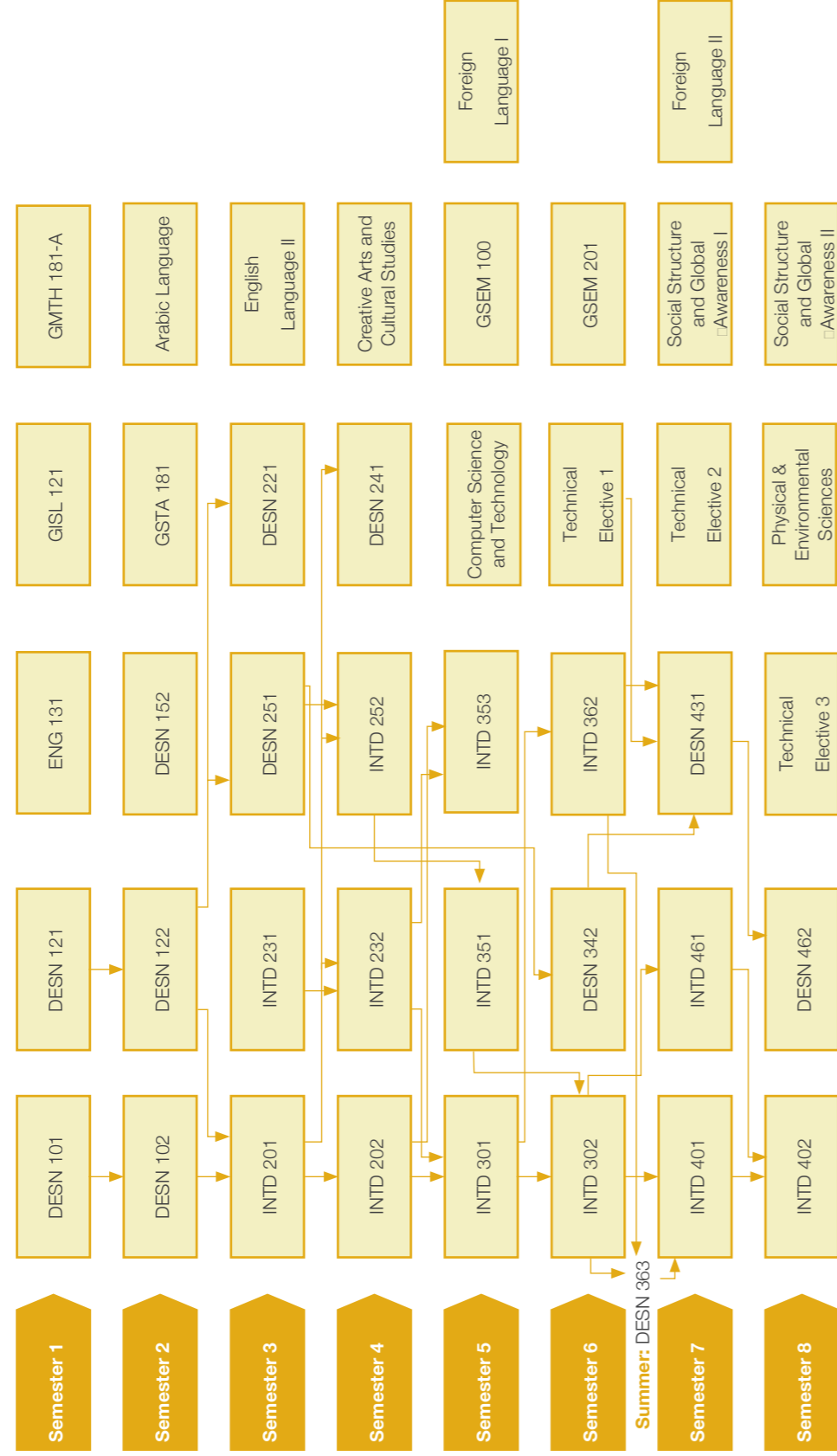
PROD 379 Anatomy and Ergonomics in Product Design (3-0-3)

Prerequisites: DESN 241

This advanced level of anatomy and ergonomics course uses the principles of physics to understand human anatomy as a mechanical system. Emphasis is placed on physiological issues related to age, gender, and physical disabilities. Consideration is also given to the implications of these principles for applied ergonomics. Students will be assessed on their proposals for innovative product ideas and the capacity of expressing their visual communication skills.

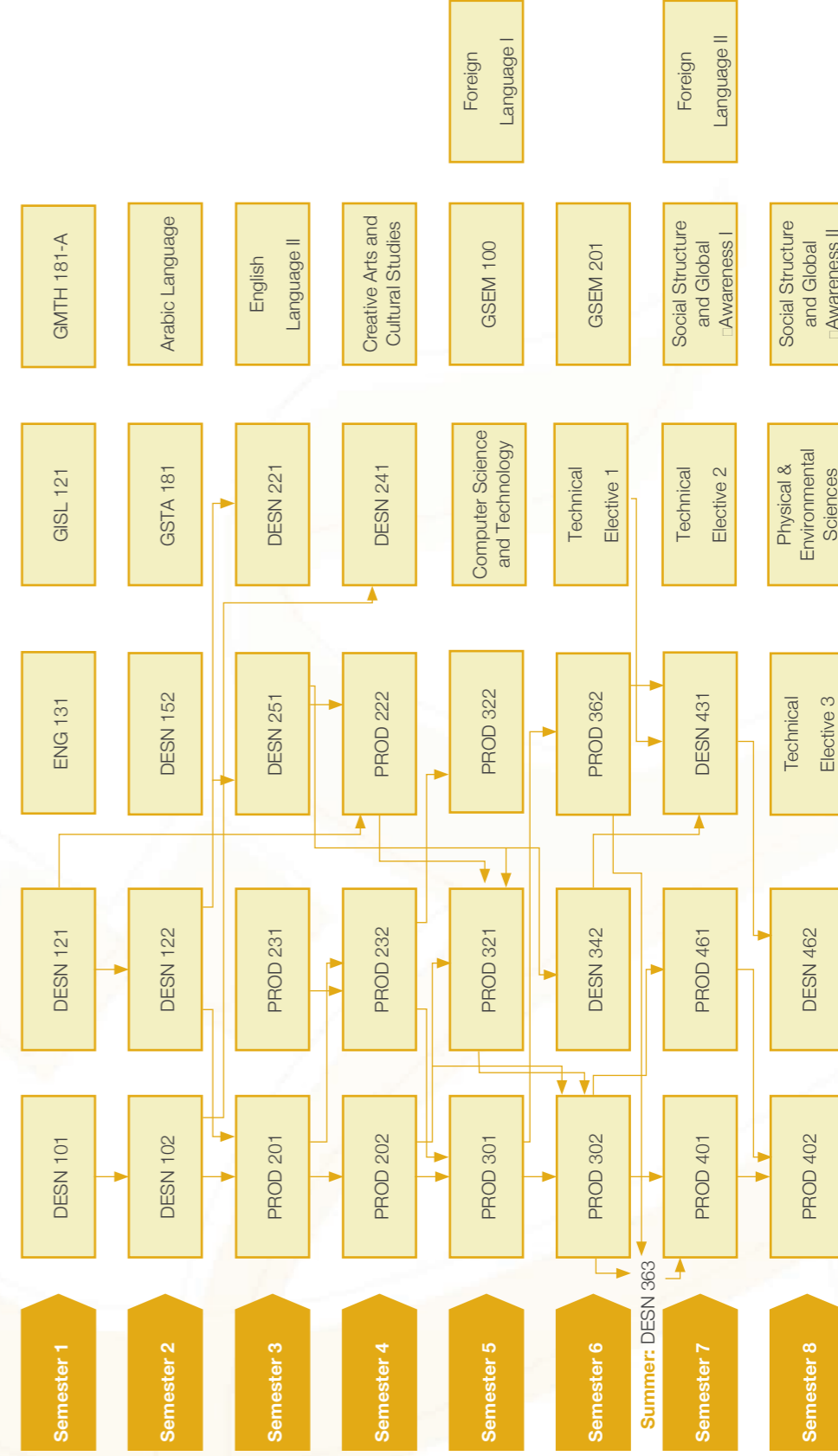
Bachelor of Design – Interior Design Track

Advising flowchart



Bachelor of Design – Product Design Track

Advising flowchart





جامعة عفت
EFFAT UNIVERSITY

Effat University

PO Box 34689
Jeddah 21478
Saudi Arabia

Telephone: +966 92 000 3331

Fax: +966 12 637 7447

Email: effatuniversity@effatuniversity.edu.sa

www.effatuniversity.edu.sa

