

# Marketing

## Program description

Marketing professionals make a valuable and significant contribution to the shaping of our cultural landscape.

Our Bachelor of Science (BSc) in Marketing provides you with an in-depth study of the major concepts, frameworks and tools needed for the theory and practice of modern marketing, allowing you to play a meaningful role in the marketing functions of the organizations you'll work for.

## Educational objectives

With particular emphasis placed on subjects related to the Middle East, our course covers a range of strategic marketing functions including brand management, digital marketing, fashion marketing, social and non-profit marketing, relationship marketing, consumer behavior, international marketing, sales force management, integrated marketing communications, services marketing, new product management, eCommerce, and retailing and channel management, along with the impact of globalization and information technology on marketing.

## Learning outcomes

Upon graduating from the Marketing Program, you'll be able to:

### Knowledge

- Demonstrate knowledge of key concepts, term, practices in marketing.
- Demonstrate knowledge of a wide range of concepts, models, frameworks, and tools for understanding marketing functions and strategies.
- Demonstrate knowledge and understanding of management and marketing theories, analysis, and reporting in domestic, regional, and global economic environments of organizations.

### Skills

- Critically identify, analyse and provide solutions for marketing problems and opportunities related to all marketing strategies.
- Critically identify, analyse and provide solutions for business problems and opportunities related to business strategies.
- Conduct research on marketing issues in general through the analysis of marketing related problems, using both quantitative or qualitative information and tools for the collection, creation and analysis of data from a range of sources.

### Competencies

- Learn independently as well as engage in life-long learning skills through teamwork by demonstrating project (technical or vocational) management skills.
- Evaluate the validity and relevance of data for decision-making while solving various dynamic business problems.
- Use professional and scholarly literature, research data and information resources to articulate their implications in the field of marketing while analysing the interplay of key business areas to manage effectively in various organizations.
- Show how managerial decision-support tools (IT) can be used to the advantage of businesses while analysing, and reporting marketing / business information.
- Demonstrate leadership capabilities as well as the ability to work with individuals from diverse backgrounds.
- Demonstrate personal, professional, and ethical competencies while communicating business and marketing ideas effectively both orally and in writing.

## Career opportunities

As a graduate of our Marketing Program you'll be prepared to take up a wide variety of roles, including:

- Marketing Manager/Executive/Assistant.
- Sales Manager/Executive/Assistant.
- Advertising Manager/Executive/Assistant.
- PR Manager/Executive/Assistant.
- Media Planning Manager/Executive/Assistant.
- Strategic Planning Manager/Executive/Assistant.
- Graduate Studies In Marketing and Related Fields.
- Digital Marketing Specialist/Manager/Executive/Assistant
- Brand Manager/Executive/Assistant
- PR & Events Manager/Planner/Assistant

## 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	Free elective requirements	Supervised internship	Total
<b>Marketing</b>							
42	54	12	9	6	6	3	<b>132</b>

### General education requirements: 42 credit hours

List of required general education courses:

Pillar	Credits	Category	Courses	Credits
Skills development	20	Linguistic Communication (English)	GENG 161 Any course from the category	2 2
		Linguistic Communication (Arabic)	Any course from the category	3
		Linguistic Communication (Foreign Languages)	Any two courses from the category	4
		Quantitative Reasoning	GMTH 141 B GSTA 140 or GSTA 141	3 3
		Information, Media and Technology	Any course from the category	3
		Literacies	9	Scientific Literacy
Global Awareness	Any course from the category			3
Cultural Literacy	Any course from the category			3
Cultivating positive disposition	10	Physical and Environmental Wellbeing	Any course from the category	2
		Islamic Thought and Ethics	GISL 171 Any two courses from the category	2 4
		Civic Engagement	Any course from the category	2
Interdisciplinary research	3		GSEM 200	3
<b>TOTAL CREDIT HOURS</b>	<b>42</b>			<b>42</b>

### Business core requirements: 54 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 140	Financial Accounting	2-2-3	None
ACCT 240	Managerial Accounting	3-0-3	ACCT 140
ECON 270	Microeconomics	3-0-3	None
ECON 271	Macroeconomics	3-0-3	ECON 270
FIN 240	Finance	3-0-3	ACCT 140
MATH 160	Mathematics for Management – Applied Calculus	2-2-3	GMATH 141 B
MGT 220	Principles of Management and Entrepreneurship	3-0-3	None
MGT 223	Business Communication	3-0-3	GENG 161
MGT 325	Business Legal Environment	3-0-3	None
MGT 326	Organizational Behavior	3-0-3	MGT 220
MGT 427	Strategic Management	3-0-3	Senior Standing
MGT 428	Ethical and Social Responsibility	3-0-3	Senior Standing
MGT 490	Final Project	3-0-3	Senior standing & Dept. approval
MKT 210	Principles of Marketing	3-0-3	None
SCM 230	Decision Sciences	2-2-3	STAT 111& GMATH 141B
SCM 330	Operations Management	3-0-3	Junior Standing
SCM 432	Project Management	3-0-3	Senior Standing
STAT 241	Applied Statistics for Business	2-2-3	GSTA 140
<b>TOTAL CREDIT HOURS</b>		<b>54</b>	

### Major requirements: 21 credit hours

Students majoring in Marketing will be required to take seven marketing courses (21 credit hours). These are grouped into four required courses (12 credit hours) and three elective courses (nine credit hours).

### Marketing required courses

The required marketing courses are shown in the table below. Three of these are generic to marketing programs in reputable universities worldwide because they include the basics of marketing knowledge. These courses are: Consumer Behavior, Marketing Research and Marketing Strategy. The fourth required course – International Marketing – is necessary given Effat’s educational goals of producing graduates with an appreciation of the international environment of business.

List of required Marketing major courses

Course no.	Course title	Credits	Prerequisite(s)
MKT 313	Marketing Research Methods	3-0-3	MKT 210 & GENG 161
MKT 314	Consumer Behavior	3-0-3	MKT 210
MKT 315	International Marketing	3-0-3	MKT 210
MKT 417	Marketing Strategy	3-0-3	MKT 210
<b>TOTAL</b>		<b>12</b>	

## Marketing elective courses

The elective courses offer students an opportunity to further explore issues from the pool of marketing courses.

### List of marketing major elective courses

Course no.	Course title	Credits	Prerequisite(s)
MKT 311	Fashion Marketing	3-0-3	MKT 210
MKT 312	Brand Management	3-0-3	MKT 210
MKT 316	Social and Non-Profit Marketing	3-0-3	MKT 210
MKT 317	Digital Marketing Essentials	3-0-3	MKT 210
MKT 318	Relationship Marketing	3-0-3	MKT 210
MKT 410	Integrated Marketing Communications	3-0-3	MKT 210
MKT 411	Services Marketing	3-0-3	MKT 210
MKT 412	Sales Force Management	3-0-3	MKT 210
MKT 413	Retailing and Channel Management	3-0-3	MKT 210
MKT 414	eCommerce	3-0-3	MKT-210 & SCM 230
MKT 415	New Product Management	3-0-3	MKT 210
MKT 490	Special Topics in Marketing	3-0-3	Dept. Approval

\*The student is free to select any three courses (nine credit hours) from the list.

## Supervised internship: 3 credit hours

Students are required to complete 12 weeks of supervised internship. This will account for three credit hours and involves practical placement and work in an organization. Students are encouraged to complete a minimum of 90 credit hours before pursuing the internship.

Course no.	Course title	Credits	Prerequisite(s)
MKT 480	Supervised Internship in Marketing	0-0-3	Dept. approval

## Elective courses: 6 credit hours

### Business electives

Two courses (Six credit hours) may be taken from the list of approved business electives. Currently, this list includes courses from all the majors offered at the College of Business, except MKT-designated courses. Other courses not listed here may be taken if approved by an advisor.

### List of business electives for Marketing program

Course no.	Course title	Credits	Prerequisite(s)
ACCT 241	Intermediary Accounting	3-0-3	ACCT 140
ACCT 342	Auditing	3-0-3	FIN 240 and ACCT 240
ECON 370	Econometrics	3-0-3	ECON 270 and GSTA 140
ENTP 252	Entrepreneurship and Enterprise	3-0-3	MGT 220
ENTP 253	Creativity and Innovation	3-0-3	MGT 220
ENTP 350	Entrepreneurship	3-0-3	MGT 220
ENTP 353	LAUNCHING ENTREPRENEURIAL VENTURES	3-0-3	ENTP 252
ENTP 355	Corporate Entrepreneurship	3-0-3	ENTP 252
ENTP 356	Social Entrepreneurship	3-0-3	ENTP 252
ENTP 357	Becoming An Entrepreneurial Leader	3-0-3	ENTP 252
ENTP 454	Family Owned Business	3-0-3	ENTP 252
ENTP 455	International Entrepreneurship	3-0-3	ENTP 252 or MGT 220
ENTP 456	Recognizing And Shaping Opportunities	3-0-3	ENTP 252
ENTP 457	Attracting Talent And Building Ecosystems	3-0-3	ENTP 252
ENTP 458	Developing Business Plans And Pitching Opportunities	3-0-3	ENTP 252
ENTP 490	Special Topics In Entrepreneurship	3-0-3	Dept. Approval
FIN 340	Corporate Finance	3-0-3	FIN 240

Course no.	Course title	Credits	Prerequisite(s)
FIN 341	Financial Statement Analysis	3-0-3	ACCT 240 and FIN 240
FIN 342	Commercial banking	3-0-3	ACCT 140 and FIN 240
FIN 343	Principles of Investment	3-0-3	FIN 240
FIN 344	International Finance	3-0-3	ECON 271 and FIN 240
FIN 440	Management of Financial Institutions	3-0-3	FIN 240
FIN 441	Real estate Finance	3-0-3	FIN 240
FIN 442	Venture Capital	3-0-3	Department Approval
FIN 443	Investment Banking	3-0-3	FIN 240
FIN 444	Risk Management	3-0-3	FIN 343 and FIN 240
FIN 446	Financial Policy	3-0-3	FIN 340, FIN 343 and SCM 230
FIN 490	Special Topics in Finance	3-0-3	Department Approval
HRM 360	Introduction to Human Resource Management	3-0-3	MGT 220
HRM 361	Recruitment, Placement and Staffing	3-0-3	MGT 220
HRM 362	Training and Development	3-0-3	MGT 220
HRM 363	Managing Workforce Diversity	3-0-3	MGT 220
HRM 364	Managing Health and Safety at workplaces	3-0-3	HRM 360
HRM 365	Career Planning	3-0-3	HRM 360
HRM 461	Compensation and Benefits Management	3-0-3	HRM 360
HRM 462	Leadership and Power	3-0-3	MGT 220
HRM 463	Comparative and International HRM	3-0-3	HRM 360
HRM 464	Strategic HRM	3-0-3	HRM 360
HRM 465	Advanced Topics in Employee Selection	3-0-3	HRM 360
HRM 466	Talent Management	3-0-3	HRM 360
HRM 467	Organization Development	3-0-3	HRM 360
HRM 468	Performance Management	3-0-3	HRM 360
HRM 490	Special Topics in HRM	3-0-3	HRM 360
MGT 221	Organization Design and Change	3-0-3	MGT 220
MGT 224	Intercultural Communications	3-0-3	MGT 220
MGT 324	Negotiations	3-0-3	Dept. approval
MGT 327	Teams and inter-group communications	3-0-3	MGT 220
MGT 421	International business	3-0-3	MGT 220
MGT 423	Managerial communications	3-0-3	MGT 220
MGT 426	Business law	3-0-3	MGT 325
SCM 331	Management of service operations	3-0-3	SCM 230
SCM 332	Supply chain management	3-0-3	SCM 230
SCM 333	Physical distribution	3-0-3	SCM 230
SCM 334	Information resource management	3-0-3	SCM 230
SCM 335	Database systems	2-2-3	Junior Standing
SCM 338	Enterprise it system	3-0-3	Junior Standing
SCM 339	Systems analysis and design	2-2-3	SCM 338
SCM 424	Business application development	2-2-3	Junior Standing
SCM 426	Web based systems	2-2-3	SCM 338
SCM 433	Forecasting techniques	3-0-3	MATH 160 and SCM 230
SCM 434	Data mining and business intelligence	3-0-3	SCM 338
SCM 435	Statistical quality control	3-0-3	SCM 230
SCM 490	Special topics in scm	3-0-3	Dept. approval

## Free electives: 6 credit hours

Business Administration majors must choose six credit hours of free electives in order to fulfil the requirements for graduation. Free electives should be chosen in consultation with the academic advisor. They can be chosen from among the courses in any department in the University excepting that of their major, after the prerequisite(s) have been successfully completed.

## Marketing: Study plan

Freshman Year – Semester 1				LEC	LAB	CR
IMT xxx	Information, Media and Technology	2	2	3		
GMTH 141B	Pre Calculus	3	0	3		
SLR xxx	Scientific Literacy Requirement	-	-	3		
GENG 161	Project Based Language Learning & Critical Thinking	1	2	2		
GISL 171	Social and Moral Values in Islam	2	0	2		
GARB xxx	Arabic Language	3	0	3		
<b>TOTAL</b>				<b>16</b>		

Freshman Year – Semester 2				LEC	LAB	CR
ACCT 140	Financial Accounting	2	2	3		
MATH 160	Mathematics for Management – Applied Calculus (GMAT 142)	2	2	3		
GSTA 140	Elementary Statistics	2	2	3		
GENG xxx	English Language	1	2	2		
GISL xxx	Islamic Thought and Ethics Requirement II	2	0	2		
GHE xxx	Physical and Environmental Wellbeing	2	0	2		
<b>TOTAL</b>				<b>15</b>		

Sophomore Year – Semester 3				LEC	LAB	CR
ACCT 240	Managerial Accounting (ACCT 140)	3	0	3		
ECON 270	Microeconomics	3	0	3		
SCM 230	Decision Sciences (GMAT 142, GSTA 140)	2	2	3		
MGT 220	Principles of Management and Entrepreneurship	3	0	3		
CLR xxx	Cultural Literacy Requirement	3	0	3		
FL xxx	Foreign Languages I	2	0	2		
<b>TOTAL</b>				<b>17</b>		

Sophomore Year – Semester 4				LEC	LAB	CR
MKT 210	Principles of Marketing	3	0	3		
ECON 271	Macroeconomics (ECON270)	3	0	3		
GISL xxx	Islamic Thought and Ethics Requirement III	2	0	2		
MGT 223	Business Communication (GENG 161)	3	0	3		
FIN 240	Finance (ACCT 140)	3	0	3		
STAT 241	Applied Statistics for Business	3	0	3		
	Linguistic Communication (Foreign Languages 1)	2	1	2		
<b>TOTAL</b>				<b>17</b>		

Junior Year – Semester 5				LEC	LAB	CR
MGT 325	Business Legal Environment	3	0	3		
SCM 330	Operations Management (Junior)	3	0	3		
MKT 314	Consumer Behavior (MKT 210)	3	0	3		
GAR xxx	Global Awareness Requirement	3	0	3		
BUS xxx	Business Elective I	3	0	3		
FL xxx	Foreign Languages II	2	0	2		
<b>TOTAL</b>				<b>17</b>		

Junior Year – Semester 6				LEC	LAB	CR
MGT 326	Organizational Behavior (Senior)	3	0	3		
MKT 313	Marketing Research (MKT 210, GSEM 200)	3	0	3		
MKT xxx	Technical Elective I	3	0	3		
GSEM 200	Interdisciplinary Seminar and Research	2	2	3		
BUS xxx	Business Elective II	3	0	3		
CE xxx	Civic Engagement	2	0	2		
<b>TOTAL</b>				<b>17</b>		

Summer Session				LEC	LAB	CR
MKT 480	Supervised Internship in MKT	0	0	3		
<b>TOTAL</b>				<b>3</b>		

Senior Year – Semester 7				LEC	LAB	CR
MGT 427	Strategic Management (Senior)	3	0	3		
MKT 315	International Marketing (MKT 210)	3	0	3		
MKT xxx	Technical Elective II	3	0	3		
SCM 432	Project Management (Senior)	3	0	3		
FE XXX	Free Elective I	3	0	3		
<b>TOTAL</b>				<b>15</b>		

Senior Year – Semester 8				LEC	LAB	CR
MGT 428	Business Social Responsibility (Senior)	3	0	3		
MKT 417	Marketing Strategy (MKT 210)	3	0	3		
MKT xxx	Technical Elective III	3	0	3		
MGT490	Research Project	0	0	3		
FE XXX	Free Elective II	3	0	3		
<b>TOTAL</b>				<b>15</b>		

Total credit hours required for Marketing Program: 132

## Summary of courses

Course no.	Course title	Credits	Prerequisite(s)
ACCT 140	Financial Accounting	2-2-3	None
ACCT 240	Managerial Accounting	3-0-3	ACCT 140
ACCT 241	Intermediary Accounting	3-0-3	ACCT 140
ACCT 342	Auditing	3-0-3	FIN 240 and ACCT 240
ECON 270	Microeconomics	3-0-3	None
ECON 271	Macroeconomics	3-0-3	ECON 270
ECON 370	Econometrics	3-0-3	ECON 270 and GSTA 140
ENTP 252	Entrepreneurship and Enterprise	3-0-3	MGT 220
ENTP 253	Creativity and Innovation	3-0-3	MGT 220
ENTP 350	Entrepreneurship	3-0-3	MGT 220
ENTP 353	Launching Entrepreneurial Ventures	3-0-3	ENTP 252
ENTP 355	Corporate Entrepreneurship	3-0-3	ENTP 252
ENTP 356	Social Entrepreneurship	3-0-3	ENTP 252
ENTP 357	Becoming an Entrepreneurial Leader	3-0-3	ENTP 252
ENTP 454	Family Owned Business	3-0-3	ENTP 252
ENTP 455	International Entrepreneurship	3-0-3	ENTP 252 or MGT 220
ENTP 456	Recognizing and Shaping Opportunities	3-0-3	ENTP 252
ENTP 457	Attracting Talent and Building Ecosystems	3-0-3	ENTP 252
ENTP 458	Developing Business Plans and Pitching Opportunities	3-0-3	ENTP 252
ENTP 490	Special Topics in Entrepreneurship	3-0-3	Dept. Approval
FIN 240	Finance	3-0-3	ACCT 140
FIN 340	Corporate Finance	3-0-3	FIN 240
FIN 341	Financial Statement Analysis	3-0-3	FIN 240 and ACCT 240
FIN 342	Commercial Banking	3-0-3	ACCT 140 and FIN 240
FIN 343	Principles of Investment	3-0-3	FIN 240
FIN 344	International Finance	3-0-3	FIN 240 and ECON 271
FIN 440	Management of Financial Institutions	3-0-3	FIN 240
FIN 441	Real Estate Finance	3-0-3	FIN 240
FIN 442	Venture Capital	3-0-3	FIN 240
FIN 443	Investment Banking	3-0-3	FIN 240
FIN 444	Risk Management	3-0-3	FIN 343
FIN 446	Financial Policy	3-0-3	FIN 340, FIN 343, and SCM 230
FIN 490	Special Topics in Finance and Accounting	3-0-3	Dept. Approval
HRM 360	Introduction to Human Resource Management	3-0-3	MGT 220
HRM 361	Recruitment, Placement and Staffing	3-0-3	MGT 220
HRM 362	Employee Training And Development	3-0-3	MGT 220
HRM 363	Managing Workforce Diversity	3-0-3	MGT 220
HRM 364	Managing Health, Wellbeing And Safety	3-0-3	MGT 220
HRM 365	Career Planning	3-0-3	HRM 360
HRM 461	Compensation And Benefits Management	3-0-3	MGT 220
HRM 462	Leadership And Power	3-0-3	MGT 220
HRM 463	International And Comparative HRM	3-0-3	HRM 360
HRM 464	Strategic HRM	3-0-3	HRM 360
HRM 465	Advance Interventions in Employee Selection	3-0-3	HRM 360
HRM 466	Talent Management	3-0-3	HRM 360
HRM 467	Human Resource Development	3-0-3	HRM 360
HRM 468	Performance Management	3-0-3	HRM 360
HRM 490	Special Topics in HRM	3-0-3	Dept. Approval

Course no.	Course title	Credits	Prerequisite(s)
MATH 160	Mathematics for Management – Applied Calculus	2-2-3	GMATH 141B
MGT 220	Principles of Management and Entrepreneurship	3-0-3	None
MGT 221	Organization Design and Change	3-0-3	MGT 220
MGT 223	Business Communication	3-0-3	GENG 161
MGT 224	Intercultural Communication	3-0-3	MGT 220
MGT 324	Negotiations	3-0-3	MGT 220
MGT 325	Business Legal Environment	3-0-3	MGT 220
MGT 326	Organizational Behavior	3-0-3	MGT 220
MGT 327	Teams and Intergroup Communication	3-0-3	MGT 220
MGT 421	International Business	3-0-3	MGT 220, MKT 210, FIN 240
MGT 423	Managerial Communication	3-0-3	MGT 220
MGT 426	Business Law	3-0-3	MGT 325
MGT 427	Strategic Management	3-0-3	Senior Standing
MGT 428	Ethical and Social Responsibility	3-0-3	Senior Standing
MGT 490	Research Project	3-0-3	Dept. Approval
MKT 210	Principles of Marketing	3-0-3	None
MKT 311	Fashion Marketing	3-0-3	MKT 210
MKT 312	Brand Management	3-0-3	MKT 210
MKT 313	Marketing Research Methods	3-0-3	MKT 210 and STAT 241
MKT 314	Consumer Behavior	3-0-3	MKT 210
MKT 315	International Marketing	3-0-3	MKT 210
MKT 316	Social and Non-Profit Marketing	3-0-3	MKT 210
MKT 317	Fundamentals of Digital Marketing	3-0-3	MKT 210
MKT 318	Relationship Marketing	3-0-3	MKT 210
MKT 410	Integrated Marketing Communications	3-0-3	MKT 210
MKT 411	Services Marketing	3-0-3	MKT 210
MKT 412	Sales Force Management	3-0-3	MKT 210
MKT 413	Retailing and Channel Management	3-0-3	MKT 210
MKT 414	eCommerce	3-0-3	MKT 210 and SCM 230
MKT 415	New Product Management	3-0-3	MKT 210
MKT 417	Marketing Strategy	3-0-3	MKT 210
MKT 480	Supervised Internship in Marketing	0-0-3	Dept. Approval
MKT 490	Special Topics in Marketing	3-0-3	Dept. Approval
SCM 230	Decision Sciences	3-0-3	GSTA 140 and GMATH 141B
SCM 330	Operations Management	3-0-3	Junior Standing
SCM 331	Management of Service Operations	3-0-3	SCM 230
SCM 332	Supply Chain Management	3-0-3	SCM 230
SCM 333	Physical Distribution	3-0-3	SCM 230
SCM 334	Information Resource Management	3-0-3	SCM 230
SCM 335	Database Systems	2-2-3	Junior Standing
SCM 338	Enterprise IT Systems	3-0-3	Junior Standing
SCM 339	Systems Analysis and Design	2-2-3	SCM 338
SCM 424	Business Application Development	2-2-3	Junior Standing
SCM 426	Web Based Systems	2-2-3	SCM 338
SCM 432	Project Management	3-0-3	Senior Standing
SCM 433	Forecasting Techniques	3-0-3	MATH 160 and SCM 230
SCM 434	Data Mining and Business Intelligence	3-0-3	SCM 338
SCM 435	Statistical Quality Control	3-0-3	SCM 230
SCM 490	Special Topics in Supply Chain Management	3-0-3	Dept. Approval
STAT 241	Applied Statistics for Business	2-2-3	GSTA 140

## Course descriptions for Marketing

### ACCT 140 Financial Accounting (2-2-3)

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, labor unions, and suppliers. In this class, students will learn to prepare, analyze, and use financial accounting information based on US GAAP and IFRS standards.

### ACCT 240 Managerial Accounting (3-0-3)

Prerequisite: ACCT 140

This course stresses the use of information in making business decisions. Main topics include general price level adjusted financial statements, analysis of financial statements, accounting for stock and bond issues, cost accounting systems, cost-volume-profit analysis, cost-revenue analysis, efficiency analysis, product pricing, investment decisions, and capacity utilization.

### ACCT 241 Intermediary Accounting (3-0-3)

Prerequisite: ACCT 140

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 342 Auditing (3-0-3)

Prerequisite: FIN 240 and ACCT 240

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.

### ECON 270 Microeconomics (3-0-3)

Prerequisite: None

The course is a contemporary introduction to economic thought and tools used in economic analysis as they apply to business decision making. Topics include, demand and consumer behavior, the theory of the firm's production cost and output decisions, and general equilibrium analysis. The impact of regulation and resource allocation under different economic regimes is covered.

### ECON 271 Macroeconomics (3-0-3)

Prerequisite: ECON 270

The course introduces the general principles of economics including major theories of business cycles and economic growth, measurement of national income, the role and structure of the banking system, fiscal and monetary stabilization techniques, the implications and limitations of economic growth, and international economic relations. Other topics include the concepts of inflation, unemployment, and depression.

### ECON 370 Econometrics (3-0-3)

Prerequisite: ECON 270 and GSTA 140

This course is an introduction to econometric theory and practice. This involves applying statistical techniques, primarily regression analysis, to economic events and behavior. The emphasis of this course is on the practical use of basic econometric techniques and its merits for economic analysis. Formal proofs and rigorous derivations of econometric theory will not be attempted in this course.

### ENTP 252 Entrepreneurship and Enterprise (3-0-3)

Prerequisite: MGT 220

The course helps students examine the complexities of entrepreneurial success. Topics highlighted in the class include: deciding on an approach, scrutinizing and monitoring opportunities, networking informally, locating/organizing external resources, managing risk, designing and developing marketing plans, increasing sales, securing investors, managing debt and enterprise capital, using vertical and horizontal integration techniques, developing a leadership team and an innovative culture, monitoring technology cycles, and structuring/managing change, ethics, and exit strategies.

### ENTP 253 Creativity and Innovation (3-0-3)

Prerequisite: MGT 220

This course examines the role of innovation and creativity in business. Particular focus will be placed on the management of the innovation process. The course will review several theoretical and applied models of creativity and innovation as they relate to individuals, groups, and organizations. Students will explore their own 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.

**ENTP 350 Entrepreneurship (3-0-3)****Prerequisite: 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 conceptions and start-up phase, financial issues, valuation techniques, and exit strategies. Special issues such as ethical considerations, not for profit sector entrepreneurship and turn around management will also be address.

**ENTP 353 Launching Entrepreneurial Ventures (3-0-3)****Prerequisite: ENTP 252**

This course analyses in detail the significant steps and essential procedures adopted by successful entrepreneurs when launching their own business. It discusses organizational setups, governance and the legal nature of business, consultative and counseling bodies, business and product legal obligations, intellectual property rights protection, sources of credit, establishing credit, seeking investors and business-enterprise capital, writing and circulating the Venture Profile, making and protecting financial forecasts, revenue flows and expense grouping, cost and price estimates, pro-forma financial statements, negotiating contracts, permits, systems of assessment, and exit strategies.

**ENTP 355 Corporate Entrepreneurship (3-0-3)****Prerequisite: ENTP 252**

Corporate entrepreneurship is the practice of employing entrepreneurial skills and approaches within an organization. To achieve and sustain a true competitive advantage in today's global business environment, companies must be faster, more creative, nimble, flexible and innovative. This course is designed to introduce the topic of corporate entrepreneurship. It focuses on the creation and management of entrepreneurial initiatives within established corporations. It is also designed to introduce students to the issues crucial to the development of organizational innovation and creativity.

**ENTP 356 Social Entrepreneurship (3-0-3)****Prerequisite: ENTP 252**

This course is designed to provide a socially relevant academic experience in order to help students gain in-depth insights into economic and social value creation across a number of sectors/areas including poverty alleviation, energy, health and sustainability. Through case studies, lectures, and classroom dialogue, students will learn to think strategically and act opportunistically with a socially-conscious business mindset. Topics will include problem/opportunity assessment, acquiring the necessary resources to grow a social enterprise, and the tradeoffs between social and financial returns on investment. Students will also gain exposure to various social organizational models that are making tangible and potentially scalable progress in serving the world's poorest populations. Finally, the social venture business plan (at the team project level) will facilitate the sharing of knowledge, best practices, and learning of the process of launching a viable and scalable social enterprise.

**ENTP 357 Becoming an Entrepreneurial Leader (3-0-3)****Prerequisite: ENTP 252**

Understand the concept of entrepreneurial leadership. Introduce the stages of the entrepreneurial life cycle, and define key activities and decisions associated with each stage. Identify different categories of entrepreneurial opportunities depending on the size and scope of the opportunity and risk and reward involved. Learn how different entrepreneurs might be attracted to different categories. Define key "discovery skills" used by successful entrepreneurs.

**ENTP 454 Family Owned Business (3-0-3)****Prerequisite: ENTP 252**

This course explores the issues found in family-owned and managed companies and develops the student's skills and understanding of these organizations to address the challenges family companies and families in business face. Topics include: how family-business-ownership systems evolve; managing business, family and shareholder relationships, including family conflict; dealing with nepotism and encouraging professionalism in the family business; encouraging change in the family business system; women's issues in the family business; developing family members as family business managers and/or shareholders; managing succession and continuity; designing effective family business boards and family governance; and practices of successful family companies and business families. Students will be given opportunities in class to examine the unique challenges of owning/operating a family business in Saudi Arabia.

**ENTP 455 International Entrepreneurship (3-0-3)****Prerequisite: ENTP 252 or MGT 220**

This course analyses in detail the significant steps and essential procedures adopted by successful entrepreneurs when launching their own business in international environments. It discusses organizational setups, governance and the legal nature of business necessary to be adopted when internationalizing their venture, consultative and counselling bodies, business and product legal obligations, intellectual property rights protection, sources of credit, establishing credit, seeking investors and business-enterprise capital, writing and circulating the Venture Profile, making and protecting financial forecasts, revenue flows and expense grouping, cost and price estimates, pro-forma financial statements, negotiating contracts, permits, systems of assessment, and exit strategies. Preparing the business plans and feasibility reports of a real project and actually launching it.

**ENTP 456 Recognizing and Shaping Opportunities (3-0-3)****Prerequisite: ENTP 252**

Understand the process entrepreneurs use to generate ideas for new businesses and shape them into opportunities supported by a business model. Compare examples of how entrepreneurs have navigated the process of recognizing and shaping opportunities. Understand the difference between intuitive and analytical thinking and the role of each in recognizing and shaping opportunities. Examine approaches for converting a business model to a cash flow forecast. Learn approaches for managing risk and uncertainty when launching new ventures.

**ENTP 457 Attracting Talent and Building Ecosystems (3-0-3)****Prerequisite: ENTP 252**

Understand the opportunities and tradeoffs associated with attracting talent in a new venture - including co-founders, employees, and boards of directors and advisors. Learn how to build a business network, or "ecosystem," of customers, suppliers, partners, and evangelists needed to develop products and get them to market. Understand how to use outside resources such as incubators and accelerators effectively. Learn the fundamentals of entrepreneurial negotiations and legal forms of organization. Learn how to build a business network, or "ecosystem," of customers, suppliers, partners, and evangelists needed to develop products and get them to market. Understand how to use outside resources such as incubators and accelerators effectively. Learn the fundamentals of entrepreneurial negotiations and legal forms of organization.

**ENTP 458 Developing Business Plans and Pitching Opportunities (3-0-3) Prerequisite: ENTP 252**

Understand how to translate a business model into a well-crafted plan and pitch. Decide how to select from business plan and pitch types to most effectively convey the opportunity to stakeholders in different situations. Understand how potential investors and other stakeholders evaluate a plan or pitch. Learn how to make the plan or pitch succinct, comprehensive, and compelling.

**ENTP 490 Special Topics in Entrepreneurship (3-0-3)****Prerequisite: Dept. Approval**

ENTP 450 covers topics of interest in the field of Entrepreneurship.

**FIN 240 Finance (3-0-3)****Prerequisites: ACCT 140**

This course is an introduction to corporate finance and the role of the manager in maximizing shareholder wealth. It provides a conceptual framework of a firm's investment and, financing, decisions. Students are exposed to basic tools and concepts of the time value of money, risk, rates of return, capital budgeting, and valuation.

**FIN 340 Corporate Finance (3-0-3)****Prerequisite: FIN 240**

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 341 Financial Statement Analysis (3-0-3)****Prerequisite: FIN 240 and ACCT 240**

This course analyzes how firms communicate through financial statements. Students will use financial statement analysis as an integral part of the strategic analysis of firms, while learning how accounting regulations and managerial discretion influence presented financial statements. Course modules include strategic analysis, risk and profitability analysis using ratios, and accounting analysis and prospective analysis. At the end of the course, students will be able to interpret and analyze financial statements, analyze cash flows, make judgments about earnings quality, uncover hidden assets and liabilities, and use financial statement analysis prospectively to forecast and value firms using cash flow based and accounting based valuation methods.

**FIN 342 Commercial Banking (3-0-3)****Prerequisite: ACCT 140 and FIN 240**

This course is designed to provide an overview of commercial banks, their functions, management, and role in the economy. This course covers issues related to the structure of banking system, the impact of government policy and regulation on banking, Internal organization of commercial banks, financial analysis of Bank's statements, measuring and evaluating the performance of banks, asset and liability management, the management of capital, managing and pricing deposit services and lending policies and procedures.

**FIN 343 Principles of Investment (3-0-3)****Prerequisite: FIN 240**

This is a course in the analysis of financial investments within the framework of modern portfolio theory (MPT). A wide range of investment securities are described and the student is introduced to the scope and characteristics of financial markets and institutions. Equilibrium pricing theories including the capital asset pricing model and the arbitrage pricing model are developed. The course also provides an introduction to futures and options contracts and their role in mitigating investment risk.

**FIN 344 International Finance (3-0-3)****Prerequisite: FIN 240 and ECON 271**

This course discusses the interaction among capital flow, interest rates, inflation, monetary and fiscal policies, cross-border trading, and economic growth. The potential impact that these components may have on local, regional, and global markets will be discussed. Main topics include the foreign exchange market, international equity and bond markets, hedging foreign exchange risk, currency and financial crises, the valuation of risk loss, risky international assets, international capital budgeting, corporate governance, and raising capital in an international setting.

**FIN 440 Management of Financial Institutions (3-0-3)****Prerequisite: FIN 240**

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 441 Real Estate Finance (3-0-3)****Prerequisite: FIN 240**

This is a course in the valuation and financial structuring of real estate. It discusses the major factors affecting the real estate market, including general tax, depreciation policies, macroeconomic cyclical movements, and demographic changes. The roles of principle lending institutions, mortgage banks and investment banks in real estate lending, syndications, and partnerships will be presented. The course also surveys real estate-related securities and their markets. It discusses the major factors affecting the real estate market, including general tax, depreciation,

**FIN 442 Venture Capital (3-0-3)****Prerequisite: FIN 240**

The course highlights four major aspects of venture capital: valuation, deal structuring, governance, and harvesting. Topics include industry history and performance metrics, partnership structure and fund economics, the investment stage, evaluating entrepreneurial character, business models and executive summaries, due diligence, term sheet structure and negotiation, managing investment portfolios, and harvesting investments. Business cases will be used to enhance students' learning.

**FIN 443 Investment Banking (3-0-3)****Prerequisite: FIN 240**

Investment banks are important financial intermediaries that link investors and entrepreneurs. This course will introduce students to the concepts and scope of investment banking. Main topics include financial innovation, financial engineering, the mechanism of primary and secondary trading securities, fund management, mergers and acquisitions, and the regulatory framework interfacing investment banking.

**FIN 444 Risk Management (3-0-3)****Prerequisite: FIN 343**

This course deals with identifying, measuring, and managing financial risks. Main topics include credit risk, interest rate risk, liquidity risk, operational risk, model risk, and market risk. Several hedging techniques will be discussed including hedging with futures, option, swaps. Other topics include value at risk and Basel accords.

**FIN 446 Financial Policy (3-0-3)****Prerequisite: FIN 340, FIN 343, and SCM 230**

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.

**FIN 490 Special Topics in Finance and Accounting (3-0-3)****Prerequisite: Dept. Approval.**

The course covers topics of interest in Finance and Accounting.

**HRM 360 Introduction to Human Resource Management (3-0-3)****Prerequisite: MGT 220**

This course introduces students to human resource management, as practiced by human resource specialists in business organizations. Specific topics include employment law; external and economic influences, recruitment, selection, training and career development, promotion, performance appraisal, ethics, business strategy integration, international human resource management, work and life programs, and compensation and benefits.

**HRM 361 Recruitment, Placement and Staffing (3-0-3)****Prerequisite: MGT 220**

The primary objective of this course is to provide students with an understanding of the fundamental aspects of the staffing process in any organizations. Students will (1) acquire knowledge of recruitment and selection procedures that meet scientific, professional, and Saudi legal standards; (2) develop their ability to critically evaluate organizations recruitment and selection systems; and (3) have the opportunity to develop/apply skills in designing and implementing manpower planning, recruitment and selection systems of a particular organizations.

**HRM 362 Employee Training And Development (3-0-3)****Prerequisite: MGT 220**

The increased complexity of the working world has increased the strategic value of training and development, especially in attracting and retaining best employees. Consequently, organizations invest a great deal towards employee training and development to remain competitive. Thus, it is important for students specializing in the area of HRM to be familiar with related theories and practices in the area of training and development.

**HRM 363 Managing Workforce Diversity (3-0-3)****Prerequisite: MGT 220**

Managing a diverse workforce requires working effectively with people who vary by nationality, ethnicity, culture, religion, gender, language, age, abilities, and unique personal characteristics. This diverse workforce may be employed in one locale, region, or nation, or it may span several countries or the world. This course investigates the concepts, policies, and practices facing professionals in the global workplace to working effectively with people who vary by nationality, ethnicity, culture, religion, gender, language, age, abilities, and unique personal characteristics.

**HRM 364 Managing Health, Wellbeing And Safety (3-0-3)****Prerequisite: MGT 220**

This course aims to introduce students to the challenging and evolving field of occupational health and safety, and will enable them to gain an understanding of the ethical, legislative, technical, and management aspects of health and safety practice in human resources.

**HRM 365 Career Planning (3-0-3)****Prerequisite: HRM 360**

Workforce efficiency and effectiveness is based on career planning and management. This course develops competencies of students in career planning and management. It covers topics such as role of career management in HRM, goals of career management, career management process, and competency analysis; identify career progressions- promotion, transfers and outplacement. It also focus on career development stages-preparation for work, organizational entry, early career, midcareer and late career, career development initiatives such as career planning workshops, career counselling, mentoring, career networking. And the application of replacement charts, skill inventories, career paths, succession planning, PAQ (position analysis questionnaires), and career development strategies related to plateaued staff.

**HRM 461 Compensation And Benefits Management (3-0-3)****Prerequisite: MGT 220**

An exploration of alternative compensation philosophies. Topics include strategies of employee compensation, incentives to productivity, employee motivation, and performance appraisal. Strategies such as incentive cash and/or stock compensation programs, employee ownership, and nonmonetary rewards are discussed and evaluated in varying situations. Discussion also covers techniques for identifying and classifying critical job components and observable standards and measures, setting compensation for job performance, and developing an executive compensation program. The interrelationship between compensation, motivation, performance appraisal, and performance within the organization is examined.

**HRM 462 Leadership And Power (3-0-3)****Prerequisite: MGT 220**

This course examines the process of leadership and the use of power as essential ingredients for making a difference in business, government, and not-for-profit settings. One objective of this course is to improve inspirational skills to persuade people to focus their efforts toward achieving a shared purpose or goal. A second objective of this course is to understand power and identify strategies, and tactics of influence. The third objective is to improve the ability to "manage" the dilemmas of leadership and power to promote productive actions.

**HRM 463 International And Comparative HRM (3-0-3)****Prerequisite: HRM 360**

Globalization has compelled organizations to increasingly deal with a diversified workforce; a workforce with different cultural values. Additionally, these organizations are also required to meet different human resources regulations, imposed by host governments and labour unions which required these organizations to coordinate and integrate their global human resource practices. The objective of the course is to provide students with the knowledge, skills and abilities necessary to manage human resources in global organizations. The course includes discussions on HR challenges in multinational companies and HR functions of recruitment, selection, compensation, training and development, cross-cultural performance evaluation, as well as host country industrial relations.

**HRM 464 Strategic HRM (3-0-3)****Prerequisite: HRM 360**

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

**HRM 465 Advance Interventions in Employee Selection (3-0-3)****Prerequisite: HRM 360**

Advanced Interventions in Employee Selection is an important course for students to develop advanced competencies in employee selection. This covers topics such as psychometric testing, assessment development centers, competency mapping and behavioral based interviews.

**HRM 466 Talent Management (3-0-3)****Prerequisite: HRM 360**

Talent Management has become a key component in managing the talent in improving effectiveness and efficiency of organization. This course should include a comprehensive overview of concepts such as talent management systems, scope of talent management, workforce analysis, succession planning, talent acquisition, onboarding, performance management, talent development, talent retention and employee engagement. And TMS systems software.

**HRM 467 Human Resource Development (3-0-3)****Prerequisite: HRM 360**

Human Resources Development (HRD) is an important element of Saudi Arabian strategic plan. This course objective is to introduce students the important concepts of HRD that helps them to design and develop HRD programs in the organization to match with Saudi business environment. This course introduces the following concepts of HRD such as Introduction to HRD- Role of HRD- process and outcomes of HRD, HRD interventions, designing and developing HRD programs, applications of HRD such as coaching and mentoring, career management, employee counselling, competency mapping, balance score card, appreciative inquiry, People Capacity Maturity Models (PCMM), integrating HRD with technology, employer branding, HRD audit, HRD culture and ethics in HRD.

**HRM 468 Performance Management (3-0-3)****Prerequisite: HRM 360**

Performance Management is a course that aims to provide students with competencies necessary to plan, design implement and evaluate Performance Management Systems (PMS). The focus of this course includes understanding the concept of performance appraisal, performance management, steps in PMS process, the relationship between PMS-Total Rewards, and strategic plan, measuring the behavior, performance and results, techniques of performance appraisal systems- ranking, forced distribution, paired comparison, recording critical incidents, BARS, field review, 360 Degree, MBO, cost accounting etc.. Defining performance standards, technique of providing PMS feedbacks, organizing performance interviews, archiving performance data and using performance data for training and rewards. Legal and cultural issues in PMS, EDP, Implanting suitable PMS in Saudi based business organizations.

**HRM 490 Special Topics in HRM (3-0-3)****Prerequisite: Dept. Approval.**

This course covers areas of interest to students in human resources management, as practiced by human resource specialists in business organizations. The course intends to link theory to practice and connect students to the profession through career exploration methods. The choice of the topics will be determined by the lecturer of the course according to his/her assessment. Readings are specified according to the selected topics.

**MATH 160 Mathematics for Management – Applied Calculus (2-2-3) Prerequisite: GMATH 141B**

Introduction to differential and integral calculus, with an emphasis on business applications. Students will learn how to use mathematics and mathematical software to model business related concepts and processes.

**MGT 220 Principles of Management and Entrepreneurship (3-0-3)****Prerequisite: None**

This introductory course deals with the theory and practice of management and entrepreneurship in all kinds of enterprise. Such functions as planning, organizing, leading, and controlling are given particular attention. The course also meant to help the students understand the applicability of such functions to entrepreneurship process. Trends and issues in management and entrepreneurship of developing countries including Saudi Arabia are given emphasis.

**MGT 221 Organization Design and Change (3-0-3)****Prerequisite: MGT 220**

This is an advanced course in managing people and organizations for high performance. The course is divided into two main topics- organizational design and change management. Specific topics include open systems organizational analysis, technology, the effects of national culture on organizational forms, problem diagnosis, change implementation, the resistance to change, the role of change agents, implementing mergers and acquisitions, changing the ethical climate, and managing organizational culture.

**MGT 223 Business Communication (3-0-3)****Prerequisite: GENG 161**

Communication impacts every aspect of business operations and human resource interaction and management. The most successful businesses are those able to communicate effectively. Managerial communication is designed to facilitate understanding of the basic concepts and vocabulary, theories, empirical knowledge, and processes relevant to the study of communication in business and organizational contexts. An equally important function of this course is to foster student's insight into their own communication behavior and to develop students' repertoire of behavioral choices so that they are able to apply course-related concepts to their own experience in professional relationships. This course will look at a range of successful practices and guidelines that have been derived from both research and experience, give the students the opportunity to practice their skills, and provide them with feedback to help strengthen communication skills as future managers.

**MGT 224 Intercultural Communication (3-0-3)****Prerequisite: MGT 220**

As the marketplace becomes more 'global,' smart managers will be the ones who understand the role of culture in getting work done. Culture challenges us by assaulting some of our most basic assumptions about working, that is to say, how we communicate with each other to complete work successfully. This course explores the rules that govern communication in other cultures. It explains how people in different cultures give feedback, plan, and make decisions.

**MGT 324 Negotiations (3-0-3)****Prerequisite: MGT 220**

Negotiation is the art and science of securing agreements between two or more parties who are interdependent and who are seeking to maximize their outcomes. The purpose of this course is to understand the theory and processes of negotiation in a variety of settings. Objectives include evaluating notions of when to negotiate and what assumptions, beliefs, values, and habits influence negotiation behavior; understanding the central concepts in negotiation; developing confidence in negotiating; and providing experience in negotiating. The course is experiential. A great deal of emphasis will be placed on simulations, role plays, and cases.

**MGT 325 Business Legal Environment (3-0-3)****Prerequisite: MGT 220**

The course will examine the basic legal concepts and laws of Saudi Arabia covering business transactions, finance and investment, import-export, licensing, intellectual property and cyber issues. The nature of the legal system and how it relates to Saudi Arabia will be studied.

**MGT 326 Organizational Behavior (3-0-3)****Prerequisite: 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.

**MGT 327 Teams and Intergroup Communication (3-0-3)****Prerequisite: MGT 220**

This course teaches the fundamental concepts relating to group dynamics, group decision making, and interpersonal conflict. The course introduces students to different types of group-level interventions designed to improve group performance. The course also applies this conceptual knowledge to common group problems.

**MGT 421 International Business (3-0-3)****Prerequisite: MGT 220, MKT 210, FIN 240**

The International Business course focuses on opportunities and challenges created by globalization. It examines issues related to managing business in an international marketplace. The aim of this course is to enable students to better analyze and understand the opportunities and challenges that companies face when expanding their activities internationally and when dealing with international competitors in their home markets.

**MGT 423 Managerial Communication (3-0-3)****Prerequisite: MGT 220**

MGT 423 will examine the role of managerial communication in organizations. Emphasis will be on analysis and on communication options, strategies, skills, and formats, including written, oral, interpersonal, and group communication. Course objectives include: 1) to recognize the centrality of audience in effective communication, with attention to organizational, cultural, and ethical expectations; 2) to identify internal and external barriers to communication effectiveness; 3) to communicate more effectively and efficiently in written and oral business communication formats; 4) to communicate more effectively in group situations, and 5) to increase awareness of communication's role in management and in the functioning of organizations.

**MGT 426 Business Law (3-0-3)****Prerequisite: MGT 325**

This course focuses on a study of the Uniform Commercial Code as it applies to negotiable instruments and secured transactions. The course will cover agency law, business organizations, employment law, creditors' rights, bankruptcy, property law (real and personal), and estates.

**MGT 427 Strategic Management (3-0-3)****Prerequisite: Senior Standing**

The course examines how firms build and sustain superior competitive positions and profitability. It includes the strategy design and implementation of 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. 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' business unit, corporate, global and non-market strategy.

**MGT 428 Ethical and Social Responsibility (3-0-3)****Prerequisite: Senior Standing**

This course examines the ethical foundations of economic activity, the general relationship between the business firm and society, and the role of ethical judgment in business decisions. Topics include: the application of ordinary principles of morality in the business context; the rights and responsibilities that go with various roles in business relationships; ethical judgment and cultural diversity; managing the ethical environment in a company; and individual responsibility in cooperative enterprises. Although the emphasis is on the practical problems of the relations between business and society, students are expected to demonstrate understanding of the theoretical foundations of their reasoning about these problems. Analytical skills are stressed.

**MGT 490 Research Project (3-0-3)****Prerequisite: Dept. Approval**

The project is to be undertaken by every student in the final semester. This will be research based and an instructor/professor will supervise the project / student. The aim of the project will be for the student to carry out genuine research and produce a project in the relevant field. The student will capitalize on the knowledge gained from her experience and education in 7 semesters. Student will choose the research title and get it approved from the department chair.

**MKT 210 Principles of Marketing (3-0-3)****Prerequisite: 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.



**MKT 311 Fashion Marketing (3-0-3)****Prerequisite: MKT 210**

Give student's sufficient understanding of the different consumer behavior in fashion and luxury business with a strong multicultural approach. We will first focus in Europe key players mainly: France and Italy. On a second stage, we will focus on the new consumers from the Brics (Brazil, Russia, China and India) but also in the USA, the first luxury market in the world. Understanding cultural differences is key for future managers as the fashion business is one of most international industry and each of these markets has its own and unique characteristics. Luxury and fashion brand are an expression on a national culture. They act as ambassadors of national virtues. We will also focus on some of these new fashion designers from China, Brazil that could play an important role in a near future and influence thus the fashion industry. To succeed, future sales & marketing & communications managers need to have a multicultural. Approach of these markets and its consumer's habits. This course is for students interested in working in marketing, brands management, ad sales, and Sales managers in both retail and B2B in the luxury and fashion industry more and more Confronted with customers from diverse cultures.

**MKT 312 Brand Management (3-0-3)****Prerequisite: MKT 210**

The 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 center 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 313 Marketing Research Methods (3-0-3)****Prerequisite: MKT 210 and STAT 241**

This course will deal with the application of scientific techniques when collecting, translating, and analyzing data used to inform marketing decisions. Specifically, this course will outline the role and influence of marketing research in business. The nature of marketing research, procedure, design, and budgeting will be examined. Quantitative and qualitative applications will be used to analyze and explain data. Research results will be used to guide managerial planning and decision-making.

**MKT 314 Consumer Behavior (3-0-3)****Prerequisite: MKT 210**

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 analyze 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. How the marketer relates to different problems is emphasized in the course.

**MKT 315 International Marketing (3-0-3)****Prerequisite: MKT 210**

The objective of this course is to provide an understanding of how the global environment including the global economy, cultural forces, and the political and regulatory climate affects the application of marketing principles and business practice on a global basis and the competencies necessary to be a successful global manager. The course explores how managers analyze global opportunities-buyer behavior, competitors, and marketing research. The course describes global marketing strategies, foreign market entry options, and the global implications of managing the marketing mix.

**MKT 316 Social and Non-Profit Marketing (3-0-3)****Prerequisite: MKT 210**

The course aims to support the application of traditional marketing concepts and theories to non-profit organizations and social change efforts. Moreover, the course intend to equip the students with the appropriate analytical skills to create effective strategies for the marketing of social or non-profit products, services, organizations and ideas using relevant marketing resources and tools. The course will also highlight the ethical considerations in social and non-profit marketing.

**MKT 317 Fundamentals of Digital Marketing (3-0-3)****Prerequisite: MKT 210**

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 center 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 318 Relationship Marketing (3-0-3)****Prerequisite: MKT 210**

Over the last three decades, the relationship between the consumer and the companies has shifted from a merely transactional perspective to well-established relationships considering the customer as the central theme of marketing strategy. This course is an introduction to the broad concept of relationship marketing and how it compares to other forms and practices of marketing. The course will explore the underlying theories, values and benefits of doing business through one-to-one relationships. It will also highlight the main concepts and tools underpinning this marketing perspective and will especially look at if and when relationship marketing is an efficient approach.

**MKT 410 Integrated Marketing Communications (3-0-3)****Prerequisite: MKT 210**

Integrated Market Communications (IMC) provides the student with the tools, language, and skills necessary for the strategic management of communications within integrated contexts. IMC is a response to the communication challenges facing today's organizations. 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 411 Services Marketing (3-0-3)****Prerequisite: MKT 210**

This course examines the similarities and differences between service marketing and product marketing. Special attention will be given to the planning and integration required among several traditional marketing functions (i.e. marketing, operations, human resources, and finance). The course builds upon key frameworks and theories in market management and adapts them to the service sector. Important themes such as the service encounter, service failure and recovery, service scope and service factory, customer service issues, core and supplementary service elements, service quality and customer satisfaction, customer relations, and yield management as a pricing tool are presented.

**MKT 412 Sales Force Management (3-0-3)****Prerequisite: MKT 210**

This course discusses the strategic and tactical aspects of sales force management. It is appropriate for students who are interested in careers in sales management or for those who will work in companies whose revenues and profits depend upon a productive sales force.

**MKT 413 Retailing and Channel Management (3-0-3)****Prerequisite: MKT 210**

This course emphasizes practical applications of retailing policies, methods, and procedures for both small and large operations. Course projects are designed to help the students relate current retail strategies to the basic concepts of retailing management. The course also involves a study of the elements and management of marketing channels, focusing on how institutions can effectively and efficiently transmit things of value from points of conception, extractions, and/or production to points of value consumption.

**MKT 414 eCommerce (3-0-3)****Prerequisite: MKT 210 and SCM 230**

Fundamentally, the Internet has changed the nature of commerce. Today's managers need to understand the key issues, technologies, pitfalls, and rewards of doing business online. In this course, students will get a chance to examine this new marketplace in a variety of industrial and business contexts including business-to-business, business-to-consumer, and consumer-to-consumer. In addition, they will learn how to use Web Application development tools by building simple business applications.

**MKT 415 New Product Management (3-0-3)****Prerequisite: MKT 210**

The development of new products is crucial to the growth and ultimate survival of a corporate institution. This course covers the techniques of managing the process of new product development that have been effective. Students will be given the opportunity to examine the managerial processes used when developing a new product. Such processes are evident from conception to product launch. Topics covered include: new product success, the new product process, new product ideas, project selection, portfolio management, customer input, the market launch plan, and the product strategy for a business.

**MKT 417 Marketing Strategy (3-0-3)****Prerequisite: MKT 210**

This course will help students examine the entire marketing mix that can be integrated into a comprehensive marketing strategy. Students will analyze 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 which 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 480 Supervised Internship in Marketing (0-0-3)****Prerequisite: Dept. Approval**

Eight weeks of practical training in a selected business organization. The Department of Marketing approves the training program and monitors the student's progress during his internship period. Under the supervision of a marketing faculty member or a faculty member in a related discipline, the student writes a report about his internship experience.

**MKT 490 Special Topics in Marketing (3-0-3)****Prerequisite: Dept. Approval**

This course covers topics of interest in the field of Marketing.

**SCM 230 Decision Sciences (2-2-3)****Prerequisite: GSTA 140 and GMATH 141B**

This course will demonstrate how quantitative modeling and data analysis techniques are used in managerial decision making. Topics explored include: decision analysis, econometrics, probability analysis, simulation, and optimization. Case studies will be presented to show how Saudi managers use decision science to support fundamental business functions such as marketing, finance, operations management, and functionality. Students will also be exposed to a variety of software designed to support the decision making process.

**SCM 330 Operations Management (3-0-3)****Prerequisite: Junior Standing**

This course focuses on understanding and analysis of processes for production and delivery of goods and services. It covers management of supply chains, inventories and capacities, waiting lines, quality, and projects involving new product development. 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. The course emphasizes systems thinking and practical applications of statistical process control and material management. Several real cases are used to mesh theory with practice in an attempt to illustrate the critical importance of aligning operations with other core business functions such as finance and marketing.

**SCM 331 Management of Service Operations (3-0-3)****Prerequisite: SCM 230**

The service sector is a major segment of most industrial economies. This course explores the role of operations in service organizations, and introduces the principle issues, activities, management skills, conflicts, communication issues, and problems faced by service operation managers. Students will gain an understanding of the techniques and tools that can be used to achieve and maintain excellence in a service organization. Examples will be drawn from a variety of industries such as health care, financial services, transportation, restaurants, hotels, and information-based services. Where appropriate, the unique nature of the Saudi context will be explored.

**SCM 332 Supply Chain Management (3-0-3)****Prerequisite: SCM 230**

This course introduces students to the strategic role of the supply chain and its impact on a company's overall performance. Students will be exposed to the methods, models, and tools used to plan and manage the flow of materials, services, and information across organizational boundaries. Topics such as effective supply chain strategies, drivers for success, and the impact of technology and globalization will be discussed.

**SCM 333 Physical Distribution (3-0-3)****Prerequisite: SCM 230**

This course will provide students with an in-depth knowledge of the complex relationship between physical distribution and logistical functionality when attempting to enhance supply chain operations. Importance will be placed on the following four key elements of physical distribution: 1) facility location (warehousing); 2) distribution marketing practices; 3) materials management (inventory control and management); and 4) transportation. The selection of marketing techniques, freight routing plans, and transportation methods that influence physical distribution practices in and between organizations will be analyzed. The Saudi context of logistics will be a major focus in the course.

**SCM 334 Information Resource Management (3-0-3)****Prerequisite: SCM 230**

This course is designed to allow students explore information resource issues from managerial as well as corporate perspectives. Students will learn how to make sound business decisions and solve organizational problems using appropriate information resources. Topics covered may include: aligning business strategy with IT resources, IT implementation issues, IT maintenance and monitoring, and project management.

**SCM 335 Database Systems (2-2-3)****Prerequisite: Junior Standing**

This course is a practical introduction to the key principles and activities associated with the design, implementation, administration, and use of business databases. Students will acquire the analytical and technical skills needed to effectively use a Data Base Management System (DBMS) for information storage and retrieval. Issues related to security, control, and performance will be discussed. The strategic role of business databases, particularly in the context of the Internet and the World Wide Web, will also be examined.

**SCM 338 Enterprise IT Systems (3-0-3)****Prerequisite: Junior Standing**

This course will introduce students to the architecture, design, utilization and administration of enterprise information systems. The students will become familiar with Enterprise Resource Planning (ERP) packages, Customer Relationship Management (CRM) and database management systems. Students will work on projects where they will analyze practical IT problems within a variety of business contexts.

**SCM 339 Systems Analysis and Design (2-2-3)****Prerequisite: SCM 338**

This course will provide students with a basic understanding of how to develop and design computer-based information systems. The different approaches to system development will be introduced, together with the tools and skills used in the various phases of a project. Topics covered will include applications in architecture and modeling, fact finding techniques for requirements discovery, logical design specification processes, data and object-oriented modeling and analysis, design specification techniques, input and output design and prototyping, database design, user interface design, testing strategies, user-oriented design, and software maintenance. Students will work in teams to analyze, design, and build a small information system.

**SCM 424 Business Application Development (2-2-3)****Prerequisite: Junior Standing**

This course is specifically designed for students with business, arts, or soft science backgrounds who are interested in acquiring the skills needed for end-user development of computer applications. Students will be introduced to the basics of computer programming and object-oriented software development. The skills learned will enable students to use advanced features of packaged software such as spreadsheets and database management systems, or to create Web-based or stand-alone applications.

**SCM 426 Web Based Systems (2-2-3)****Prerequisite: SCM 338**

This is a hands-on course where students will design and develop business applications that use the World Wide Web. Students will gain additional practice in using the skills and knowledge learned in previous courses. As well, they will learn how to effectively use more advanced methods and strategies. Other related topics, such as current issues, innovative applications, and emerging technologies may also be discussed.

**SCM 432 Project Management (3-0-3)****Prerequisite: Senior Standing**

This course will introduce the learner to the essentials of project management. Emphasis will be placed on understanding and analyzing the interdependencies among the core processes for initiating, planning, executing, controlling, and terminating projects. The course will explore contemporary approaches to the conceptualization, scoping, planning, management, and assessment of business projects. Specific topics covered will include: project selection and scope definition, work breakdown structures and statements of work, and project scheduling.

**SCM 433 Forecasting Techniques (3-0-3)****Prerequisite: MATH 160 and SCM 230**

The primary objective of this course will be to present several, basic, statistical techniques that can be used when preparing individual forecasts and long-range planning. Computers will be used to apply and interpret forecasting information.

**SCM 434 Data Mining and Business Intelligence (3-0-3)****Prerequisite: SCM 338**

This course will introduce students to the use of large data sets to aid in business decision-making. Students will learn how to identify, collect, organize, and analyze data captured from various sources such as the Internet, electronic banking, point-of-sale devices, bar-code readers, and intelligent machines. Data mining techniques drawn from Statistics, Computer Science, and Artificial Intelligence will be presented. Students will gain hands-on experience in the use of modern software tools. Examples will be drawn from several areas including applications in marketing, risk management, and fraud detection.

**SCM 435 Statistical Quality Control (3-0-3)****Prerequisite: SCM 230**

This course will introduce students to topics related to quality improvement. Fundamental methods and tools for examining, improving, and sustaining product and service quality will be covered. Probabilistic and statistical methods will be used when studying the variability related to production, product quality, service, and service quality. The following topics will be included in the class: analysis of product design tolerances, six sigma techniques, statistical analysis of process capability, and statistical methods for process improvement using control charts, quality improvement, and acceptance sampling. Case studies highlighting the Saudi context will be used throughout the course.

**SCM 490 Special Topics in Supply Chain Management (3-0-3)****Prerequisite: Dept. Approval**

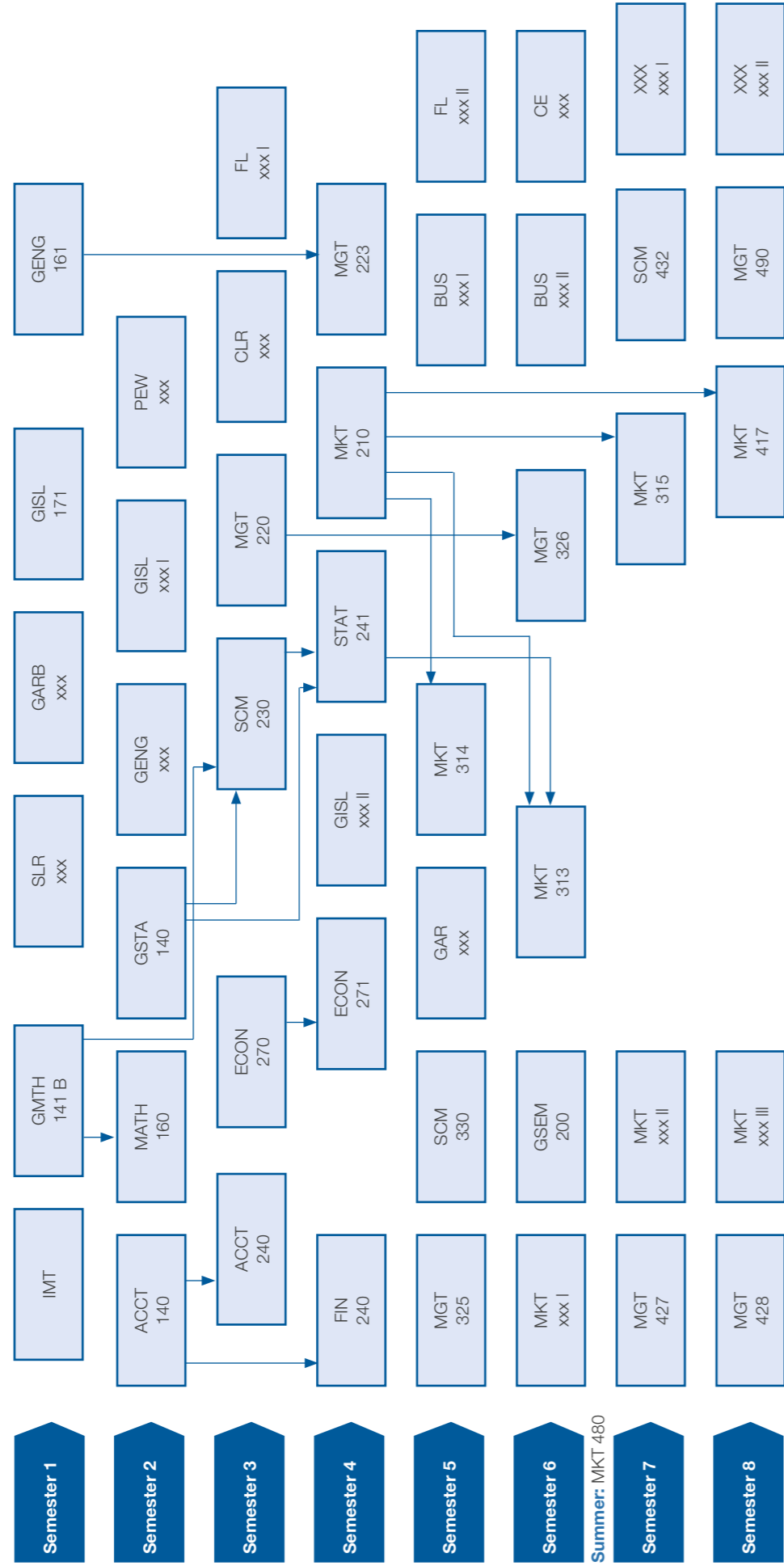
This course will cover topics of interest in the field of Operations and Information Management.

**STAT 241 Applied Statistics for Business (2-2-3)****Prerequisite: GSTA 140**

This course aims at introducing students to the conceptual underpinnings of statistical methods to address more advanced statistical question than are covered in introductory statistics course, GSTA140. The statistical methods covered in the course are useful for many types of questions that relate to multiple variables and/or multiple groups. Learning how to effectively use data and statistical methods to make evidence based business decisions is the overarching goal of the course.

Marketing Curriculum (Pre-Requisite Chart)

Courses



Course no.	Graduation Requirements	Crs.
IMT xxx (Refer to Information, Media and Computer literacy Course)	GED Requirements	42
SLR xxx (Refer to Scientific Literacy Requirements Courses)		
CLR xxx (Refer to Cultural Literacy Requirements Courses)	Business Core Requirements	54
BUS xxx (Refer to Business Elective Courses)		
FL xxx (Refer to Foreign Language Courses)	Technical Core Requirements	15
GAR xxx (Refer to Global Awareness Requirements Courses)		
CE xxx (Refer to Civic Engagement Courses)	Technical Electives Requirements	6
GARB xxx (Refer to Arabic Language Courses)		
GENG xxx (Refer to English Language Courses)	Business Elective Requirements	6
GISL xxx (Refer to Islamic Thoughts and Ethics Requirements Courses)		
PEW xxx (Refer to Physical & Environmental Wellbeing Courses)	Internship Requirements	3
XXX xxx (Refer to free Elective Courses)	Free Elective	6
<b>TOTAL CREDIT</b>		<b>132</b>