
Faculty Compulsory Requirements (21 Hours)

301101 Principles of Management

(3:3-0)

Prerequisite: None

The course covers and defines contemporary management concepts, principles, theories and practices in the business sector. The course specifically includes the following topics: the nature and importance of management, the development of management thoughts, and management functions including planning, decision making, organizing, directing and controlling. Explains the organizational functions of production and operations, purchasing, marketing, human resources, logistics, financial management, research and development and knowledge management.

302101 Principles of Microeconomics

(3:3-0)

Prerequisite: None.

This course introduces the science of economics and the economic problem with its implications for the use and allocation of economic resources. It also discusses value theories with particular emphasis on supply and demand, equilibrium, price determination, and elasticity

302111 Principles of Statistics

(3:3-0)

Prerequisite: None.

This course introduces the science of Statistics and statistical research methods. It also discusses sampling and sample data collection and classification. It covers various topics in descriptive statistics, correlation and regression analysis, time series, index numbers and an introduction to probability theory

303101 Principles of Accounting (1)

(3:3-0)

Prerequisite: None.

Definition and role of accounting, Accounting principles, concepts, and postulate . accounting cycle, accounting system. The accounting equation, accounting in services and trading projects, cash and accrual biases, adjustments, correction errors, financial statements

304101 Introduction to e-Business

(3:3-0)

Prerequisite: None.

This course aims to introduce students to the origins and beginnings of e-business, the evolution of e-business models, integrated e-supply chain management, virtual relationships (virtual communities and e-markets), e-marketing and its importance in the e-business environment, the evolution of e-payment systems, e-government and the provision of e-services, Security and protection in the e-business environment, the impact of social, ethical and cultural issues on e-business.

304200 Management Information Systems and Finance

(3:3-0)

Prerequisite: 304102

This course introduces the basic concepts of management information systems and their applications in business organizations. This includes MIS classification, functions, components, technology infrastructures, and their impact on various management levels. It also includes e-business and e-commerce, information systems security, and information resources management. Labs include hands-on training to develop selected MIS applications using MS Access

306101 Principles of Marketing

(3:3-0)

Prerequisite: None.

This course covers the at defining marketing, its foundation, functions, and stages. analyzing the marketing environment, the marketing mix (product, price, promotion, and distribution), market segmentation, consumer behavior, marketing information systems, and international marketing

Department Compulsory Requirements (60 Hours)

302213 Financial Management (3:3-0)

Prerequisite: 303101

Objectives of financial management. Financial management functions. Financial Analysis. Financial Ratios. Liquidity Ratios. Activity Ratios. Debt Ratios. Profitability Ratios. Market Ratios. Time Value of Money. Future Value. Present Value. Bonds. Shares. Working Capital Management. Liquidity Management. Cash Management. Inventory.

302414 Corporate Finance (3:3-0)

Prerequisite: 302213

General Concepts. Cash Flows. Dividends Policies. Financial Planning. Cost of Capital. Capital Structure. Financial Lease. Merging. Business Failure.

302422 Financial and Money Markets (3:3-0)

Prerequisite: 302213

Rating. Money market. Capital Market. Direct and Indirect Finance. Organized and Unorganized Markets. Brokerage Companies. Margin Accounts. Buy and Sale Orders. Marker Indices. Stocks Evaluation. Bonds Evaluation. Technical Analysis. Fundamental Analysis. Efficient Market Hypothesis.

302431 Islamic Banks (3:3-0)

Prerequisite: 302102

Usury. Concept of Islamic Banking. Objectives and Responsibilities of Islamic Banks. Sources of Funds in Islamic Banks. Investing Money in Islamic Banks. Banking Services. Social Services of Islamic Banks.

302441 Portfolio Management

(3:3-0)

Prerequisite: 302422

Return on Individual Investment. Determining Risk. Standard Deviation. Diversification and Portfolio Risk. Types of Risk. Portfolio Risk Measurement. Capital Asset Pricing Model (CAPM). Beta Coefficient. Portfolio Performance Measures. Investment Companies. Types of Investment Funds. Rating of Investment Funds. Fees and Expenses of Investment Funds. Financial Derivatives. Futures. Forwards. Swaps.

307201 Data Management and Analytics

(3:3-0)

Prerequisite: 304200

This course is based on presenting the basic concepts in the process of dealing with different sources of data and how to collect and arrange them and draw conclusions that support business decisions. This course focuses on dealing with qualitative data in various forms and how to draw conclusions through different processes such as:

1. Preparing and organizing business data.
 2. Review and explore data to find out what it contains.
 3. Create elementary symbols by using highlighting tools, notes in margins, stickers, concept maps, or anything else that helps you communicate and categorize business data.
 4. Review the symbols used in the data and identify recurring themes and beliefs
 5. Presenting the issues in a coherent manner by identifying the need for data analysis, the purpose of the study and the content that must be included in order to effectively review the results of the evidences for business.
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307302 Artificial Intelligence and Machine Learning for Business (3:3-0)

Prerequisite: 304200

This course introduces students to the basics of artificial intelligence (AI) and machine learning, and their different use for businesses. The use of artificial intelligence and machine learning are among the tools used in business, and they are applied in many industries to increase profits, reduce costs, save lives, and improve customer experiences. Hence, organizations that understand these tools and know how to use them benefit at the expense of their competitors. Artificial intelligence and business machine learning skip the hype and technical jargon often associated with these topics. This course provides a simple and succinct introduction to business professionals. Great emphasis is placed on practical application and how to work with technical professionals (data scientists) to maximize the benefits of these technologies

307305 Cybersecurity Applications for Business Intelligence (3:3-0)

Prerequisite: 304200

This course introduces students to the threats and risks that may be exposed to business systems in organizations, protection, and controls that can be used to prevent them or confront them in case they occur, and to restore the system as soon as possible. Principles of data encryption and access control, how to assess risks and develop plans necessary to secure business continuity, in addition to other issues such as ensuring the privacy of individuals and ethics of dealing in the environment of smart business systems.

308210 Basics of Financial Technology (3:3-0)

Prerequisite: 304200

The concept of Financial Technology. Financial technology tools. The tasks and functions of financial technology. The mechanisms of work of financial technology Fintech fields. The impact of investment in financial technology on business establishments

308220 Electronic Banking and Financial services (3:3-0)

Prerequisite: 308210

The concept of Banking operations. Characteristics of Electronic Banking Operations. Electronic banking patterns. Laws and special instructions. Documentation of transactions. Protection of operations, security of banking information. The responsibility of all parties within banking operations
Types of electronic banking operations.

302414 Bank Management (3:3-0)

Prerequisite: 302102

Banks components. Sources and uses of funds. Management of banks. Functions of banks. Structure of the banking system

308322 Risk Management and Financial Derivatives (3:3-0)

Prerequisite: 302213

Types of Financial Risks. Interest rate risk management. Sources and measurement of interest rate risk. Credit risk management. Sources of credit risk. Definition of financial derivatives. Options, put option, call option, option pricing, options strategies, futures and futures contracts.

308350 Technical Financial Legislations (3:3-0)

Prerequisite: 308210

Legislation and laws related to Financial Technology. Legislation at the local and international levels. The impact of laws and legislation on the security of electronic operations. Legal issues in financial technology.

308355 Data Science Applications in Finance (3:3-0)

Prerequisite: 307201

Data science concept. Mechanisms of Data Science in the Financial fields. Fraud prevention, Risk Management. credit. Customer Analytics. algorithmic trading.

308400 Financial Analysis (3:3-0)

Prerequisite: 302213

Fundamentals of financial analysis. Beneficiaries of financial analysis. Data sources used in financial analysis. Tools used in financial analysis. The most important software used in financial analysis. Interpretation of results. Financial Indicators. The ability to know the overlap between the financial statements through financial analysis. Evaluating the performance of financial and investment institutions from the financing and operational aspects

308415 Technology Transformation Management (3:3-0)

Prerequisite: 308210

Technology Transformation approach. Re-Imagining the role of technology. Reinventing technology delivery. Transferring customers to modern technology environments. Creating data for various financial operations.

308420 Blockchain and Financial Applications (3:3-0)

Prerequisite: 307302

The concept of Smart Contracts. Elements of smart contracts. Basic security certificates and their uses in financial and investment operations. Characteristics of digital currencies. The most important elements and parties in digital currencies. Digital currency risks. Example of uses

308425 Business Models and Innovation in Financial Technology (3:3-0)

Prerequisite: 308355

Leadership concept. Leadership in financial technology and its impact on financial institutions. Innovation in solving and reducing financial problems. The impact of leadership and innovation in financial technology on providing financial services to clients. The ability of financial technology to reduce classical problems in financial markets.

308430 Financial Modelling

(3:3-0)

Prerequisite: 302441

The concept of financial Modelling. The methodology used in financial modeling. Using spreadsheets and applications to analyze financial and investment decisions. Designing and developing financial models to solve financial problems. Performance appraisal of investment projects

302498 Graduation Project / Field Training

(3:3-0)

Prerequisite: 90 Hours

Doing a graduation project, which is a practical application of financial modelling.

Department Elective Requirements (3 Hours)

308201 Insurance Technology (3:3-0)

Prerequisite: 302110

Definition of insurance. The basic elements of the insurance industry. The concept of insurance technology. Digital transformation in insurance. Characteristics of insurance technology applications. Innovation in insurance technology The impact of insurance technology on insurance companies. The impact of artificial intelligence on the insurance industry. Challenges of insurance technology.

308352 Special Topics in Financial Technology (3:3-0)

Prerequisite: 308210

The reality of Financial Technology in the Markets. The latest in Financial Technology. The shift towards Financial Technology and its impact on financial institutions. A comparison of traditional methods and Financial Technology. The impact of Financial Technology on maximizing benefits.

308405 Cryptocurrency (3:3-0)

Prerequisite: 308210

The concept of Digital Currencies. The mechanism of Digital Currencies. Types of digital currencies. The legal determinants of digital currencies. The volume of trading in digital currencies and its impact on the economy.

308411 Money Laundering and Financial Fraud (3:3-0)

Prerequisite: 308350

The concept of Financial Crime. forms of Financial Crime. The concept of money laundering. The most important tools and methods of money laundering. Local and international legal legislation related to money laundering. Local and international issues related to money laundering. Methods of detecting financial fraud. Various forms of financial fraud. Using technology and special applications to detect financial fraud.

308452 Small and Medium Enterprises (SEMs) Finance

(3:3-0)

Prerequisite: 302213

Forms of small and medium enterprises. The process of making the right investment decision. Identifying all sources of financing for small and medium enterprises. Administrative and organizational aspects of small and medium enterprises. Legislation and special instructions in small and medium enterprises. Financing risks for small and medium enterprises. Preparation of financial reports for projects.

Department Supportive Compulsory Requirements (15 Hours)

301103 Introduction to Research Methods (3:3-0)

Prerequisite: 302111

The course identifies the basics of the scientific research, and clarifies the tools, methods and approaches that can be used, and thus, the student will be able to prepare and write different reports and research. This in turn will help the student to overcome and deal with several life problems in a scientific manner.

302102 Principles of Macroeconomics (3:3-0)

Prerequisite: 302101

Production Possibilities Curve (PPC). National Accounting. Gross Domestic Product. Price Indices. Employment Theories. Classical Theory. Modern Theory (Keynesian). Consumption Function. Saving Function. Investment Function. Equilibrium Income and Multiplier. Inflation. Unemployment. Fiscal and Money Policy.

302110 Mathematics for Business (3:3-0)

Prerequisite: None.

Sets. Periods. Polynomial. Fraction. Integer Exponents. Linear inequalities. Functions. Straight-line equation. Derivation. Integration. Matrices

304102 Introduction to Computer Applications for Business (3:3-0)

Prerequisite: 9601099 / P.T

Introduction introduces students to the basic concepts of computer, computer applications and the Internet. Plus how to use computer and file management. In this course, students will learn how to use the following applications:

Ms Word

Ms Excel

Ms PowerPoint

This course also includes an introduction to web page design and training students to design web pages using Ms Word application

306314 E-Marketing

(3:3-0)

Prerequisite: 306101

E-Marketing Vs. Digital Marketing Evolution of Web, Website Design, E- promotion /communication, Search Engine Marketing Vs. Search Engine Optimization, Affiliate Marketing, Google Ads and AdSense, e-buying processes, Customer Experience and E-Marketing Plan.

Department Elective Requirements (From Other Faculty Department) (6 Hours)

301311 Human Resources Management (3:3-0)

Prerequisite: 301101

This course clarifies the concept of human resources management in terms of its importance, nature, and the functions required to design and establish the workforce (design and analyze the work, human resource planning, recruitment of human resources, selection and assignment), compensation and reward of human resources (job evaluation system, financial compensation system, financial rewards system and performance evaluation system), training and development, human resource sustainability (safety provision, health provision), and human resource relations (human resource integration , labor relations) and finally analyze the role of these functions such as participation in policy and strategy development

301332 Operations Research in Management (1) (3:3-0)

Prerequisite: 302110

This course provides students with the skills related to the use of quantitative methods for decision making to increase the accuracy of these decisions. The course also focuses on determining the administrative, accounting and financial fields that require the application of the quantitative methods as well as the use of computer programs to develop and solve various quantitative models. These quantitative methods cover decision making theory, linear programming, transportation technique, assignments, networks and game theory

302215 Investment Management (3:3-0)

Prerequisite: 302213

Real Investment and Financial Investment. Immediate Investment and Future Investment. Risk and Return. Investment Tools. Fair Value of Financial Instruments. Investment Decision. Investment Financing. Formation of Investment Portfolios.

302221 Money and Banking

(3:3-0)

Prerequisite: 302102

Origin and Evolution of Money. Definition of Money. Money Functions. Monetary Systems and Rules. International Monetary System. International Monetary Institutions. Money Issuance. Monetary Theory. Economic Equilibrium. Money market. Monetary Policy. Inflation.

303102 Principles of Accounting (2)

(3:3-0)

Prerequisite: 303101

Accounting Adjustments for elements of Statements of Financial Position, Cash Adjustments, Accounts Receivables, Notes Receivable, Inventory, Short term Investments, Current Liabilities, Preparing Financial Statements after adjustments.

303310 Accounting Information System

(3:3-0)

Prerequisite: 303101

Basic concepts, functions, and the factors influencing the design of an accounting information system. Designing a database for an accounting information system, practical application of the previous topics by using the accounting software QuickBooks.

304411 Entrepreneurship and Building The Project Business Plan

(3:3-0)

Prerequisite: 302213

Foundations of entrepreneurship, entrepreneurial mind, strategic management in entrepreneurship, e-business and entrepreneurship, sources of ideas for new projects, forms of business ownership and franchising, the difference between shareholders and the nature of business opportunities and planning for startups, develop a business plan, develop a marketing plan, develop a financial plan, Cash flow management, sources of funds: equity and debt, global aspects of entrepreneurship.

306310 Marketing of Financial services

(3:3-0)

Prerequisite: 306101

Financial services, electronic marketing of financial services and banking, the financial marketing environment, characteristics of financial products, marketing mix of financial services, the quality of financial services, the strategy and product life cycle of financial services, pricing, distribution and promotion of financial services, the effect of personal selling and public relations on financial services
