

FACULTY OF BUSINESS ADMINISTRATION



SU KANTARA
SINAI UNIVERSITY



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DEAN'S MESSAGE

Welcome to the official site of the Sinai University for the faculty of Business Administration. Here, you will be provided with helpful information on making your career decision.

Since technology and the market forces make the global economy profoundly competitive, business education need to be as demanding and bold as it can be for new ideas, products, economy demand, insight tools, and responses.

Our primary objective is to understand the characteristics of business knowledge and to offer a quality of education that will make a difference in the student's academic life.

In order to achieve this, we've developed a curriculum that provides our students with the necessary skills to meet the latest international standards. Moreover, our academic team does not only hold an adequate academic track, but also has experience in many business disciplines such as: entrepreneurship, economics, finance, and marketing. Also, taking note with experience in several business-related fields, such as: mathematics, statistics, and commercial law; with extensive international experience in teaching, training, and consultations.

Therefore, we promise our students that they'll receive the knowledge, research, insights, and effective personal skills to meet the needs of becoming business professionals at the critical stages of their careers.

Finally, we believe that our innovative philosophy will allow our students to increase their future success. We are looking forward to meeting our students, parents, faculty, and colleagues to accomplish our goals.

Prof. Ahmed Abd Allah Abaza

Dean of Faculty of Business Administration





VISION

Preparing our future leaders for leadership in international business management and marketing.



MISSION

Preparing a qualified graduate who is able to meet the needs of the local and regional community in various fields of business and marketing management by keeping pace with modern methods of education and supporting continuous learning and innovation in scientific research.



FACILITIES

Items Name	Student Capacity	Number	Total
Main Hall	425	1	425
Lecture Hall	220	2	440
Lecture Hall	160	16	2560
Lecture Hall	131	2	262
Lecture Hall	120	6	720
Lecture Hall	110	6	660
Lecture Hall	92	2	184
Class Room	60	4	240
Class Room	30	22	660
Seminar Room	27	2	54
Video Conference	10	1	10

Items Name	Student Capacity	Number	Total
Computer lab	24	2	48
Computer lab	27	2	54
Apple IMac	24	1	24
Total			126



Courses Program

1- Management

Course Code	Course Title	L	A	Credit Hours
BGM 1101	Introduction to Management	3	1.5	3
BGM 1202	Organizational Behavior Management	3	1.5	3
BGM 2203	Production and Operation Management	3	1.5	3
BGM 2204	Management Information Systems	3	1.5	3
BGM 3105	Human Resources Management	3	1.5	3
BGM 3206	Strategic Management	3	1.5	3
BGM 3207	Feasibility Studies and Project Evaluation	3	1.5	3
BGM 3221	Financial Management	3	1.5	3
BMM 4108	Graduation Project (Continuous Course - Two Semesters)	6	–	6
BMM 4109	Leadership in Organizations	3	1.5	3
BMM 4110	International Management	3	1.5	3
BMM 4111	Quality Management	3	1.5	3
BMM 4117	Managing Innovation and Technology	3	1.5	3
BMM 4212	Material Management	3	1.5	3
BMM 4213	Decision Making and Planning	3	1.5	3
Elective Courses				
BGM E2215	Public Administration	3	1.5	3
BGM E3116	Public Relations	3	1.5	3
BMM E4121	Seminar in Management	3	1.5	3
BMM E4218	Researches in Management	3	1.5	3
BMM E4219	Management of Negotiations	3	1.5	3
BKM E4120	Comparative Management Systems	3	1.5	3

2- Accounting

Course Code	Course Title	L	A	Credit Hours
BGA 1101	Financial Accounting (1)	3	1.5	3
BGA 1202	Financial Accounting (2)	3	1.5	3
BGA 2103	Partnership Accounting	3	1.5	3
BGA 2204	Corporation Accounting	3	1.5	3
BGA 3105	Cost Accounting (1)	3	1.5	3
BGA 3106	Principles of Auditing (1)	3	1.5	3
BGA 3207	Intermediate Accounting	3	1.5	3
BAA 4108	Graduation Project (Continuous Course- Two Semesters)	6	-	6
BAA 4109	National and Governmental Accounting	3	1.5	3
BAA 4110	Accounting Information Systems	3	1.5	3
BAA 4111	Auditing (2)	3	1.5	3
BAA 4112	Financial Statements Analysis	3	1.5	3
BAA 4113	Cost Accounting (2)	3	1.5	3
BAA 4114	Tax Accounting (1)	3	1.5	3
BAA 4215	Managerial Accounting	3	1.5	3
BAA 4216	International Accounting	3	1.5	3
BAA 4217	Tax Accounting (2)	3	1.5	3
Elective Courses				
BAA E4218	International Accounting Standards	3	1.5	3
BAA E4219	Seminar In Accounting	3	1.5	3

3- Investment and Finance

Course Code	Course Title	L	A	Credit Hours
BFF 4101	Current Financial Problems	3	1.5	3
BFF 4102	International Financial Institutions	3	1.5	3
BFF 4103	Graduation Project (Continuous Course- Two Semesters)	6	-	6
BFF 4204	Capital Budgeting	3	1.5	3
BFF 4104	Investment Theories	3	1.5	3
BFE 4215	Finance and Islamic Banks	3	1.5	3
Elective Courses				
BFF E4105	Research in Investment & Finance	3	1.5	3
BFF E4206	Seminar in Investment	3	1.5	3

4- Marketing

Course Code	Course Title	L	A	Credit Hours
BGK 2101	Principles of Marketing	3	1.5	3
BGK 3102	Strategic Marketing	3	1.5	3
BKK 4103	Graduation Project (Continuous Course- Two Semesters)	6	-	6
BKK 4104	International Marketing	3	1.5	3
BKK 4105	Retail Marketing	3	1.5	3
BKK 4106	Marketing Channels and Supply Chain	3	1.5	3
BKK 4107	Advertising Management	3	1.5	3
BKK 4110	Logistics Management	3	1.5	3
BKK 4208	Marketing Researches	3	1.5	3
BKK 4209	Sales Management	3	1.5	3
Elective Courses				
BKK E4111	Services Marketing	3	1.5	3
BKK E4212	E-Marketing	3	1.5	3
BKK E4213	Direct Marketing	3	1.5	3

Other Faculty Courses:

Course Code	Course Title	L	A	Credit Hours
BGE 1101	Microeconomics	3	1.5	3
BGS 1102	Fundamentals of Mathematics	3	1.5	3
BGS 1203	Statistics (1)	3	1.5	3
BGL 1204	Introduction to Law	3	1.5	3
BGE 1205	Macroeconomics	3	1.5	3
BGS 2106	Financial Mathematics	3	1.5	3
BGS 2107	Statistics (2)	3	1.5	3
BGE 2108	Money and Banking	3	1.5	3
BGS 2209	Research Methods	3	1.5	3
BGS 2210	Quantitative Methods	3	1.5	3
BGL 3111	Commercial Law	3	1.5	3
BGS 3213	Risk Management and Insurance	3	1.5	3
BFE 4114	Financial Markets	3	1.5	3
Elective Courses				
BGE E2216	International Trade	3	1.5	3
BGE E2217	Economic Resources	3	1.5	3
BGS E3118	Software Package and Applications	3	1.5	3
BGS E3119	Operations Research	3	1.5	3
BGE E3212	Public Finance	3	1.5	3
BGE E3220	Economic Development and Planning	3	1.5	3
BGS E3221	Decision Making Theory	3	1.5	3
BME E4122	Managerial Economics	3	1.5	3

PROGRAMS

The Bachelor degree of Business Administration is granted to students who successfully complete a minimum of 143 credit hours as divided below:

I- University requirements: 11 credit hours (five courses).

II- Faculty requirements: 132 credit hours (43 courses) divided as:

- 15 credit hours (5 elective courses)

- 30 credit hours (9 compulsory courses for the department)

- 87 credit hours (29 compulsory courses for the faculty)

I- University Requirements

The University offers elective courses from which the students are free to select 11 credits.

Course Code	Course Title	Credit Hours			Examination Marks		Total Marks	Exam Time
		*L	*A	Total	*CW	*F.E.		
SUE E44	English Language (1)	2	-	2	25	25	50	2
SUE E45	English Language (2)	2	-	2	25	25	50	2
IUC E01	Introduction to Computer Science	2	1	3	25	25	50	2
SUG E01	Human Rights	1	-	1	25	25	50	1
SUG E02	Sinai History	1	-	1	25	25	50	1
SUG E03	Scientific Thinking	1	-	1	25	25	50	1
SUG E04	Study and Personal Skills	2	-	2	25	25	50	2
SUG E05	Arabic Language	2	-	2	25	25	50	2
SUG E06	Introduction to Future Studies	2	-	2	25	25	50	2

*L= Lecture, A=Application, CW= Course Work, F.E. =Final Exam

Course Code: (e.g. BGM 1101)

1. The first letter represents the faculty offering the course.
2. The second letter: "U" represents University requirements, or "G" representing the major
3. The third letter represents the department offering the course.
4. The first digit represents the level of study (from 1 – 4), or the letter "E" representing elective courses followed by four digits representing the level, semester, and course number.
5. The second digit represents the semester number (1 or 2).
6. The third and fourth digit represent the course number.

CURRICULUM PROGRAMME

Semester (1)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGM 1101	Introduction to Management	3	1.5	3	
BGA 1101	Financial Accounting (1)	3	1.5	3	
BGE 1101	Microeconomics	3	1.5	3	
BGS 1102	Fundamentals of Mathematics	3	1.5	3	
SUE E44	English Language (1)	2	-	2	
IUC E01	Introduction to Computer science	3	1	3	
Total		17	-	17	

L= Lecture, A= Application

Semester (2)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGA 1202	Financial Accounting (2)	3	1.5	3	BGA 1101
BGS 1203	Statistics (1)	3	1.5	3	
BGM 1202	Organizational Behavior Management	3	1.5	3	
SUG E01	Human Rights	1	-	1	
BGL 1204	Introduction to Law	3	1.5	3	
BGE 1205	Macroeconomics	3	1.5	3	BGE 1101
SUG E04	Study and Personal Skills	2	-	2	
Total		18	-	18	

Semester (3)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGK 2101	Principles of Marketing	3	1.5	3	BGM 1101
BGA 2103	Partnership Accounting	3	1.5	3	BGA 1202
BGS 2106	Financial Mathematics	3	1.5	3	BGS 1102
SUG E02	Sinai History	1	-	1	
BGS 2107	Statistics (2)	3	1.5	3	BGS 1203
BGE 2108	Money and Banking	3	1.5	3	BGE 1205
SUE E45	English Language (2)	2	1.5	2	SUE E44
Total		18	-	18	

Semester (4)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGS 2209	Research Methods	3	1.5	3	
BGM 2203	Production and Operations Management	3	1.5	3	BGM 1101
BGM 2204	Management Information Systems	3	1.5	3	BGM 1202
BGA 2204	Corporation Accounting	3	1.5	3	BGA 2103
BGS 2210	Quantitative Methods	3	1.5	3	BGS 1203
*The student should choose one course from the following :					
BGE E2216	International Trade	3	1.5	3	BGE 1205
BGE E2217	Economic Resources	3	1.5	3	
BGM E2215	Public Administration	3	1.5	3	BGM 1101
Total		18	-	18	

Semester (5)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGK 3102	Strategic Marketing	3	1.5	3	BGK 2101
BGA 3105	Cost Accounting (1)	3	1.5	3	BGA 1202
BGA 3106	Principles of Auditing (1)	3	1.5	3	BGA 2204
BGM 3105	Human Resources Management	3	1.5	3	BGM 1101
BGL 3111	Commercial Law	3	1.5	3	BGL 1204
*The student should choose one course from the following :					
BGM E3116	Public Relations	3	1.5	3	BGM 1101
BGS E3118	Software Packages and Applications	3	1.5	3	BGS 1203
BGS E3119	Operations Research	3	1.5	3	BGS 1102
Total		18	-	18	

Semester (6)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGM 3206	Strategic Management	3	1.5	3	BGM 1101
BGA 3207	Intermediate Accounting	3	1.5	3	BGA 1202
BGM 3221	Financial Management	3	1.5	3	BGM 1101
BGS 3213	Risk Management and Insurance	3	1.5	3	
BGM 3207	Feasibility Studies and Project Evaluation	3	1.5	3	BGA 3105
*The student should choose one course from the following :					
BGE E3220	Economic Development and Planning	3	1.5	3	BGE 1205
BGS E3221	Decision Making Theory	3	1.5	3	BGS 2107
BGE E3212	Public Finance	3	1.5	3	BGE 1205
Total		18	-	18	

Department of Management:

Semester (7)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BMM 4108	Graduation Project	3	-	3	
BMM 4109	Leadership in Organizations	3	1.5	3	BGM 1101
BMM 4110	International Management	3	1.5	3	BGM 3206
BAA 4112	Financial Statements Analysis	3	1.5	3	BGA 1202
BMM 4117	Managing Innovation and Technology	3	1.5	3	BGM 1101
*The Student should choose one course from the following:					
BME E4122	Managerial Economics	3	1.5	3	BGE 1205
BMM E4121	Seminar in Management	3	1.5	3	
BAA E4113	Cost Accounting (2)	3	1.5	3	BGA 3105
Total		18	-	18	

Semester (8)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BMM 4108	Graduation Project (Continue)	3	-	3	
BMM 4212	Material Management	3	1.5	3	BGM 1101
BMM 4213	Decision Making and Planning	3	1.5	3	BGM 1101
BAA 4215	Managerial Accounting	3	1.5	3	BGA 3105
BMM 4111	Quality Management	3	1.5	3	BGM 1101
*The student should choose one course from the following:					
BFE E4114	Financial Markets	3	1.5	3	BGE 2108
BMM E4218	Researches in Management	3	1.5	3	BGM 3206
BMM E4219	Management of Negotiations	3	1.5	3	BGM 3206
Total		18	-	18	

Department of Marketing

Semester (7)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BKK 4103	Graduation Project	3	-	3	
BKK 4104	International Marketing	3	1.5	3	BGK 3102
BKK 4105	Retail Marketing	3	1.5	3	BGK 3102
BKK 4106	Marketing Channels and Supply Chain	3	1.5	3	BGK 3102
BKK 4107	Advertising Management	3	1.5	3	BGK 2101
*The student should choose one courses from the following:					
BKM E4120	Comparative Management Systems	3	1.5	3	BGM 3206
BKK E4111	Services Marketing	3	1.5	3	BGK 2101
BME E4122	Managerial Economics	3	1.5	3	BGE 1205
Total		18	-	18	

Semester (8)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BKK 4103	Graduation Project (continue)	3	-	3	
BKK 4208	Marketing Researches	3	1.5	3	BGK 3102
BAA 4215	Managerial Accounting	3	1.5	3	BGA 3105
BKK 4209	Sales Management	3	1.5	3	BGK 2101
BKK 4110	Logistics Management	3	1.5	3	BGK 2101
*The student should choose one course from the following:					
BMM E4219	Management of Negotiations	3	1.5	3	BGM 3206
BKK E4212	E-Marketing	3	1.5	3	BGK 2101
BAA E4216	International Accounting	3	1.5	3	BGA 1202
BKK E4213	Direct Marketing	3	1.5	3	BGK 2101
Total		18	-	18	

Department of Investment and Finance

Semester (7)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BFF 4103	Graduation Project	3	-	3	
BAA 4112	Financial Statement Analysis	3	1.5	3	BGA 1202
BFF 4104	Investment Theories	3	1.5	3	BGS 2106
BFF 4102	International Financial institutions	3	1.5	3	
BFE 4114	Financial Markets	3	1.5	3	BGE 2108
*The student should choose one course from the following:					
BFF E4105	Research in Investment & Finance	3	1.5	3	
BME E4122	Managerial Economics	3	1.5	3	BGE 1205
Total		18	-	18	

Semester (8)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BFF 4103	Graduation Project (Continue)	3	-	3	
BFF 4204	Capital Budgeting	3	1.5	3	
BAA 4215	Managerial Accounting	3	1.5	3	BGA 3105
BFE 4215	Finance and Islamic Banks	3	1.5	3	BGE 2108
BFF 4101	Current Financial Problems	3	1.5	3	
*The student should choose one course from the following:					
BFF E4206	Seminar in S Seminar in Investment	3	1.5	3	
BAA E4216	International Accounting	3	1.5	3	BGA 1202
Total		18	-	18	

Department of Accounting

Semester (7)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BAA 4108	Graduation Project	3	-	3	
BAA 4109	National and Governmental Accounting	3	1.5	3	BGA 3105
BAA 4111	Auditing (2)	3	1.5	3	BGA 3106
BAA 4114	Tax Accounting (1)	3	1.5	3	BGA 2103
BAA 4113	Cost Accounting (2)	3	1.5	3	BGA 3105
The student should choose one course from the following:					
BAA E4112	Financial Statements Analysis	3	1.5	3	BGA 1202
BME E4122	Managerial Economics	3	1.5	3	BGE 1205
Total		18	-	18	

Semester (8)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BAA 4108	Graduation Project (continue)	3	-	3	
BAA 4217	Tax Accounting (2)	3	1.5	3	BAA 4114
BAA 4215	Managerial Accounting	3	1.5	3	BGA 3105
BAA 4216	International Accounting	3	1.5	3	BGA 1202
BAA 4110	Accounting Information Systems	3	1.5	3	BGA 3105
*The student should choose one course from the following courses:					
BAA E4218	International Accounting Standards	3	1.5	3	BGA 1202
BMM E4111	Quality Management	3	1.5	3	BGM 1101
BAA E4219	Seminar in Accounting	3	1.5	3	BAA 4111, BAA 4109
Total		18	-	18	



COURSE DESCRIPTIONS

ENG 099 English (Non - credit Course)

The main content of this course is: Personal Identifications, Personal Relations, Countries and Places, Everyday Life, Relations with Others, Food and Drink, Leisure and Entertainment, Going Out, Places, Transport, Travel, and Personal Histories.

SUE E44 English Language (1)

The material reflects the stylistic variety that advanced learners have to be able to deal with. The course practices specific points of grammar to consolidate and extend the learner's existing knowledge: analysis of syntax; comprehension, skimming and scanning exercises that develop the learners' skills, comprehension questions, interpretation, and implication. The activities and games used to develop listening, speaking, and writing skills through a communicative and functional approach; with suggested topics for discussion and exercises in summary writing and composition.

SUE E45 English Language (2)

This course covers many sections the curriculum, such as: a listening comprehension section, a reading comprehension section, a writing section, and the structure section. In the listening comprehension section, students will have an opportunity to demonstrate their ability to understand conversations and talks in English. The reading comprehension section contains reading passages, which are followed by a number of questions about each passage. In the writing section, students will be encouraged to write paragraphs in which they express and support an opinion, choose and defend a point of view, and compare and contrast a topic. Finally, in the structure section, students will analyze the type of structure needed to make a grammatically correct sentence.

IUC E01 Introduction to Computer Science

The materials will illustrate the following topics: Introduction to Computer and Information Systems, Types of Computers, Computer Hardware and Software Components, Data Representation and Introduction to Networking, Introduction to Internet, Hardware and Software Components for Internet Access, Algorithm Development, Algorithm Representation, Stepwise Refinement, and Problem-Solving Tools will be analyzed. Introduction to the seven modules to help students to get the ICDL.

SUG E01 Human Rights

This course discusses the nature of human rights, its meaning, and human rights across ages, generations, human rights in Islam, current human rights, the universal declaration of human rights, efforts exerted by the European Union in human rights, the person in international law, and people rights in deciding their destiny.

SUG E02 Sinai History

The main objective of this course is to provide students with an understanding of: Sinai & other cultures, Sinai & religions, Sinai's location as the land of divine religions, Sinai & neighborhoods, Sinai & its strategic importance, Sinai Resources, Sinai & its expected contribution to push forward development and peace in the region, and Information Technology & its role in developing Sinai's society.

SUG E04 Study and Personal Skills

This course introduces many topics such as: Inferential General Skills, Intrapersonal Skills, Conceptual and Analytical Ability, Integrity, Personal Centering, Active Learning Skills, Rational-emotive Balance, Personal Stress Management Skills, Interpersonal Skills, Listening, Aptitude in speaking the clients

language, Giving & Receiving Feedback, Counseling & Coaching, Negotiation Skills, Organization Behavior & Organization Development Knowledge, Intervention Skills, Research & Evaluation Knowledge & Skills, Presentation Skills, Training Skills.

BGM 1101 Introduction to Management

This course provides basic principles and concepts of management as they are applied in the functions of planning, organizing, leading, and controlling the business enterprise. The personal and behavioral characteristics of managers, as well as the analytical techniques available to them, are introduced.

BGM 1202 Organizational Behavior Management

This course begins with an analysis of organizational behavior and its determinants. Then it moves to study behavioral theories, personality and its nature, concept of perception and trends, values and role of groups and their influence on human behavior. The course also covers administrative processes, organizational behavior and climate, development of change, and analysis of innovation and creativity in management.

BGM 2203 Production and Operations Management

This course focuses on the decision making involved in selecting, designing, operating and controlling activities of the productive system of business. Topics covered in this course include: Location Selection, Layout Decision, Product Design and Process Selection, Demand Forecasting, Capacity Planning, Production Planning, Scheduling, Inventory Control, and Quality Control.

BGM 2204 Management Information Systems

This course is an introduction to information systems & technology, and its applications for business students. The course explores the computer base applications in the major functional areas of business including accounting, finance, marketing, production, and personnel. It aims at the development of computer end-users and systems managers through a comprehensive coverage of business processes, systems concepts, systems types, applications software, database concepts, electronic commerce, and competitive advantage.

BGM 3105 Human Resources Management

This course is a critical look at organizations' principles, methods, and resources. Topics covered include strategic human resources development and management for effective employee training and education. It also discusses management issues on employment recruiting, testing, selection and placement, job evaluation, wage and salary administration, labor relations and communication, performance evaluation, benefits and services, discipline, motivation, morale, and accident prevention and safety.

BGM 3206 Strategic Management

The course focuses on the strategy development process in organizations and on how to create sustainable competitive advantage. It includes developing an understanding of the strategic position of organizations, strategic choices for the future and how one can best translate strategies into action. Topics are covered from a general management perspective and include setting corporate goals and objectives, analyzing external competitive environments, understanding business models, identifying strategy options, and designing appropriate organization systems, and structure for implementation of plans. International and e-business issues are integrated throughout.

BGM 3207 Feasibility Studies and Project Evaluation

This course emphasizes the evaluation of a proposal designed to determine the difficulty in carrying out a designated task. Generally speaking, this course precedes technical development and project implementation. Moreover, it gives the students the opportunity to evaluate, or analyze, the potential impact of a proposed project.

BGM 3221 Financial Management

This course provides the students with the theoretical and quantitative background, and tools necessary to sound investment decision-making. This course introduces to understand the philosophy of investment, the investment environment, concepts of risk and return, evaluating investment decisions and understanding the process of security analysis and investment management. It also seeks to grant understanding the basics of financial statement analysis, with a focus on understanding the role of the financial manager emphasizing on financing and investment decision making process. The course aims to provide an understanding of the interaction between financial management and other business disciplines

BMM 4108 Graduation Project (Continuous Course- Two Semesters)

Based on the general and specialized courses taught to the students in the previous three years, the main objective of the graduation project is to let the student select an idea for a project of his own choice, identifying the main objectives of their project, the framework of the project, including finance, marketing, economics, management, and financial analysis. The importance of the project is for the development of North Sinai in general and in El-Arish in particular.

BMM 4109 Leadership in Organizations

Modern organizations are in search of effective leaders, who can guide organizational members toward the attainment of organizational goals. This course will explore the character, personal attributes, and behaviors of effective leaders in modern organizations. The course includes an overview of leadership research, theory, and practice.

BMM 4110 International Management

This course is to help the students deal effectively with the global marketplace issues. It emphasizes on situation analysis and problem solving. This course also gives a broad consideration of global business issues and strategies. Subject areas include the macro issues related to the economic, political, and human environments of global business; i.e., how governments intervene in markets, business, etc. In addition, the functional operations of a global firm will be examined.

BMM 4111 Quality Management

This course covers such topics as the tools, techniques, and strategies used in quality management. It applies current ideas in the field to problem-solving and case analysis. Emphasizing on quality issues relating to technological innovation and implementation.

BMM 4212 Material Management

The major focus of this course is to explain the functional role of purchasing function, logistics, and material management with an integrative approach towards the managerial concepts. Also, a process-based concept of supply chain management with its competitive benefits in theory and in practice.

BMM 4213 Decision Making and Planning

This course introduces an action framework for a decision-making process and planning in the management process. It also introduces the concepts of global decisions, global manager, global planning, and how to integrate that to the issue of globalization.

BGM E2215 Public Administration

This course is concerned mainly about giving the students the special concepts about the public administration in Egypt, as well as the hierarchy of business and positions in the government building here at Sinai. It will cover a wide variety of local service activities served for the public and the local governing system as well. In addition, this course will be emphasizing the explanation of a group of problems that the public administration systems are facing in their relation with the ministers and the central ministries.

BGM E3116 Public Relations

This course is concerned with giving the students the fundamentals needed to create general awareness about public relations, and to prepare the organization mentally and psychologically to understand its contemporary role under the international and local changes. In addition, students will be aware of all the tools and scientific techniques that are required by the public relations people, and to enhance their capabilities to suit any job for this career and to be entrepreneurs as well. Finally, another aim of this course is to explain the official, non-official, oral, and written communication, and its relation with the organization's efficiency.

BMM E4117 Managing Innovation and Technology

This course focuses on commercializing technology, and gives students the chance to work on real business projects involving new technology. Topics covered include the drivers of innovation, technology-driven

entrepreneurship, managing different types of innovation, and the construction of technology strategy for a firm or business unit. Students learn how to understand both technology and business perspectives as well as how to formulate a profitable technology strategy. Projects focus on current situation in real companies, including, on occasion, student-owned startup companies.

BMM E4121 Seminar in Management

This course provides an advanced in-depth study of selected topics in management using case studies, individual and group problem solving. This course will require students to prepare organized & structured written papers utilizing appropriate analysis and then present such findings in a seminar to various fields. Areas of research will include, but not limited to, technology management, financial management, and international management.

BMM E4218 Researches in Management

This course is targeted to be a guide to the design and conduct of research in management-related disciplines such as organizational behavior, human resource management, industrial relations, and the general field of management. The course provides an overview of the research process and explains the main types of design used in management research – experimental and quasi-experimental designs, correlation field studies (surveys), case studies, historical analysis, and action research.

BMM E4219 Management of Negotiations

This course focuses on helping students develop strategies and prepare for effective negotiation. Topics discussed include defining negotiation as a management core competency, characteristics of effective negotiators, and strategies for rational and relationship-building negotiation.

BKM E4120 Comparative Management Systems

This course covers topics as differences in systems, context and traditions in different countries and regions: social, political, governmental, business, labor, ethical, cultural analysis. Different management and business practices. Managing and doing business within and across many countries.

BGA 1101 Financial Accounting (1)

This course introduces students to accounting, definition, objectives and functions, together with its main assumptions. It introduces the accounting equation assets, liabilities and owner's equity, types of financial transaction, the balance sheet equation and the accounting cycle. It specifies the various business transactions of business entities. It explains the accounting cycle and how to prepare the final accounts. Also, topics include accounting for fixed assets, accounting for stocks, accounting for credit transactions notes receivable and notes payable and accounting for cash. This course allows students to prepare financial statements and deal with budget and realize the company's financial position.

BGA 1202 Financial Accounting (2)

This course includes adjusting the accounts to recognize revenues and expenses of the accounting period. Completion of the accounting cycle using a work sheet and closing the books is also presented. The course includes also inventories valuation, depreciation methods accounting receivable, aging of accounts receivable, allowances for doubtful accounts, and its effect on the financial statements of business entity.

BGA 2103 Partnership Accounting

This course explains the main characteristics of partnership, its nature and purposes, the main differences between partnership and sole proprietorship. It also explains the

formation of the partnership and capital accounts of partners and their drawings accounts. It deals with the preparation of the accounts of each partner and the accounts of the company as a whole and their share from profit and loss accounts. It provides all information about the accounting effects of introducing or withdrawal of a partner from the company. It also deals with the dissolution of the company and its effects on the financial position of each partner.

BGA 2204 Corporation Accounting

The nature of limited companies and their capital, shareholders equity, operations and additional stockholders equity transactions, and the final accounts of limited company; forms of capital of these companies are also introduced.

Topics include special types of liabilities, the appraisal of the company performance using its final accounts, accounting for common stock, treasury stock, and preferred stock. Corporations' dividends, retained earnings, and income reporting are discussed.

BGA 3105 Cost Accounting (1)

This course introduces the basic cost terms, concepts and classifications. It also includes the variable costing as a tool for management and relevant cost for decision making. Process costing system, job order costing, and their usefulness for managerial decision making are also included.

BGA 3106 Principles of Auditing (1)

This course introduces knowledge and understanding of the audit process and its application in business organization.

It also includes the nature and the need for audit, the differences between audit and accounting, audit responsibilities and objectives, planning the process of auditing, study the internal control system, procedures of audit, and audit sampling.

BGA 3207 Intermediate Accounting

This course is a continuation of financial accounting. Emphasis is on accounting in special organizations such as clubs, branches, hotels, and divisions. Students should be able to understand the special problems that face these enterprises, and how the accounting can deal with these problems in the accounting records which may be faced by these particular enterprises.

BAA 4108 Graduation Project (Continuous Course- Two Semesters)

Based on the general and specialized courses taught to the students in the previous three years, the main objective of graduation project is to let the student select an idea for a project of his own choice. Identifying the main objectives of his project, the framework of the project, including finance, marketing, economics, management, and financial analysis. The important of the project for the development of North Sinai in general and in El-Arish in particular.

BAA 4109 National and Governmental Accounting

This course includes the scope and objectives of governmental accounting, the differences between business accounting and governmental accounting. It also includes the budgetary process and its control by the various controlling bodies. Accounting entries in governmental accounting are also included. National accounting system includes the concept, and the various components of the system such as national income accounts, flow of funds accounts, sector and national balance sheets, balance of payments, and inputs/outputs tables

BAA 4110 Accounting Information Systems

This course creates a framework for AIS by combining knowledge about business transactions as it relates to information

systems, information technology and accounting. Business transactions will be related to databases which can be used to store and retrieve information for decision making within an organization. Students learn how to manage information systems, designing and evaluating such systems, technology of information systems, and how to integrate enterprise wide data model with IT.

BAA 4111 Auditing (2)

This provides an overview of the role of auditors in investigating the financial accounting statement of the companies as an external auditor.

Topics will include such items as the proper application of GAAP in the preparation of the final accounts of company. The course will include the audit reports, professional ethics, legal liabilities, auditor responsibilities and objectives, working papers, audit evidences, audit planning and analytical procedures, materiality and risk, audits of internal and control risk, fraud auditing, the impact of information technology on the audit process.

BAA 4112 Financial Statements Analysis

This course introduces knowledge and understanding of financial statement analysis as an aid to evaluate the performance of the management and making investment, lending, and financial planning decisions. This course prepare student for accurate interpretation and analysis of the statements through the utilization of various case studies. The course includes the basic of financial statement analysis, horizontal analysis, vertical analysis, and ratio analysis (liquidity, profitability, and solvency).

The primer emphasis lies on development of an understanding of the performance of the companies compared with each other's in a dynamic and competitive environment. Limitation of financial statement analysis is also presented.

BAA 4113 Cost Accounting (2)

This course covers such topics as just-in-time inventory concepts, transfer pricing, activity based management and costing. It includes analysis of cost for management decision making. It also includes standard costs and variance analysis.

BAA 4114 Tax Accounting (1)

This course includes an understanding of the Egyptian taxes law as they affect the business enterprises. Distinction of tax cases to highlight the complexity of the tax issues and special problems related to formation current operation and liquidation of business entities. Survey of different types of taxes computation of different kinds of taxes, tax returns, and corporate taxes are also included.

BAA 4215 Managerial Accounting

This course introduces the student to the concept of management accounting as an information system for the internal users of management. It includes definition of management accounting and how it is differ from financial accounting. It also includes definition of some cost accounting terms and how it is useful for decision making process. The budgeting and cost volume profit relations will also be introduced as management accounting techniques. It also includes the components of the value chain and its relation to management accounting.

BAA 4216 International Accounting

This course includes the need of the merchandise companies to globalize their business activities. It includes the environmental forces that affect the company's ability to compete globally. It demonstrates how to convert an amount of money from one currency to another. Gains or losses on receivables or payables

that are stated in a foreign currency when exchange rates fluctuate are given. Methods of translation of financial statements using foreign currencies into local currencies to be included in the financial statements of the parent company are also discussed.

BAA 4217 Tax Accounting (2)

The main objectives of this course is to study the Egyptian Tax Laws and its application in business sector problems related to the exact amount of profit of companies for tax levied are discussed. Problems raised between tax authority and tax payers are also presented. The different methods of preparing financial statements for tax authority and for shareholders are also outlined. The student will learn how to prepare tax return and the elements which should be included and which should be excluded for computation of taxes that should be paid by tax payers; guidelines and circulars issued by tax authority is also discussed.

BAA E4218 International Accounting Standards

This course includes study and analysis of the latest guidance issued by the international accounting organizations, such as IFAC, AAA, ICAA, AICPA, FASB, and the institute of chartered accounting in England and Wales in respect of accounting and reporting standards. It also includes the Egyptian standards issued by the ministry of finance.

BAA E4219 Seminar in Accounting

This course provides an advanced in-depth study of selected topics in accountancy using case studies and individual and group problem solving. This course will require student to prepare organized/structured written papers utilizing appropriate analysis and then present such findings in a seminar to various audience. Areas of research will include, but not limited to, cost accounting, financial accounting, international accounting, taxation accounting, and auditing.

BFF 4101 Current Financial Problems

This course is concerned mainly with studying and analyzing practical cases of different financial policies and strategies that are adopted in the planning field and financial analysis. In addition, it emphasizes the comparison between the formulations of theories of the structure of funding (Traditional theory and the theory of totalitarian and Maud Miller and the theory of net profit). Moreover, it discusses the issues related to financial strategies such as merger and acquisitions, and their effect on the internal operations of the company and its financial performance.

BFF 4102 International Financial Institutions

This course will stress on the main financial economic institutions which the economist have proposed as important in government economic relations between nations. This course will also illustrate different examples from the current economic; Institutions, monetary fund, World Bank, the course also present the fundamental concept about the development of international banking, the regulation of overseas banking activity, the regulation of the investment banking and venture capital and the historical development of the saving institutions.

BFF 4103 Graduation Project (Continuous Course- Two Semesters)

Based on the general and specialized courses taught to the students in the previous three years, the main objective of graduation project is to let the student select an idea for a project of his own choice. Identifying the main objectives of his project, the framework of the project, including finance, marketing, economics, management, and financial analysis. The important of the project for the development of North Sinai in general and in El-Arish in particular, should be emphasized. See appendix

BFF 4104 Investment Theories

The course will stress on the main fundamentals of investment and the components of marketing also the process of investing which including and selling, discussing the risk and return through studying portfolio Theory and Modeling Returns. The course also present the Equilibrium Theory and the Financial Derivatives.

BFF 4204 Capital Budgeting

The main objectives of this course are to explain the nature of capital investment decisions, identifying financial factors in these decisions, evaluate capital investment proposal using (a) payback period (b) return on investment, and (c) discounted cash flows. The course discusses the relationship between the present value and investors required rate of return. Explain the behavioral issues involved in the capital budgeting and identify the stages of capital budgeting, and how companies try to control the capital budgeting process.

BFF E4105 Research in Investment & Finance

This course provides students with the basic concepts and tools to develop and implement a research program leading to determine the appropriate way of finance and the ability to compare among the different investment decisions. Many topics are covered also such as: transport logistics & shipping overseas investment decision, tourism services, and investment decision.

BFF E4206 Seminar in Investment

This course provides an advanced in-depth study of selected topics in investment using case studies and individual and group problem solving. This course will require student to prepare organized/structured written papers utilizing appropriate analysis and then present such findings in a seminar to various investors. Areas of research

will include financial markets and tools of investment and how to maximize profits, and study current financial problems.

BGK 2101 Principles of Marketing

The aim of this course is to develop the conceptual and practical skills in formulating and appraising marketing strategies and policies. It seeks to familiarize students with current management practices in service and manufacturing companies. Topics covered include buyer behavior and market segmentation, product line strategy, new product development, advertising and promotion, pricing, and channel management. Cases are used to illustrate the structuring and analysis of marketing problems and to focus the discussion on many marketing concepts.

BGK 3102 Strategic Marketing

This is an advanced course in marketing strategy. It presents students with an effective approach for analyzing, planning, and implementing marketing strategies. Within this course students develop the skills needed to:

analyze the total environment facing a company
formulate strategies to maximize opportunities
research product opportunities
develop and present a complete Marketing Plan
This course also focuses significantly on the development of team and group skills. Other exciting issues covered in the course are the growth of direct marketing and the spill over into e-commerce; and the importance of services marketing and its influence on traditional mainstream marketing thinking. Superior marketing strategies are essential for business success as the world's economies continue to change. The market and the customers that comprise the market are the starting point in marketing strategy formulation.

BKK 4103 Graduation Project(Continuous Course- Two Semesters)

Based on the general and specialized courses taught to the students in the previous three years, the main objective of graduation project is to let the student select an idea for a project of his own choice. Identifying the main objectives of his project, the framework of the project, including finance, marketing, economics, management, and financial analysis. The important of the project for the development of North Sinai in general and in El-Arish in particular, should be emphasized. See appendix

BKK 4104 International Marketing

This course covers such topics as issues involved in marketing products in global markets. The focus is on identifying opportunities in world markets and adapting strategies to fit specific national market needs.

BKK 4105 Retail Marketing

This course provides a critical understanding of the concepts, strategies, and trends associated with retail operations in the Egyptian marketplace. It explores the current retail environment and key retail management strategies from managing merchandise and employees, to advertising and promotion. The course incorporates environmental, demographic and social issues into the discussion of retail operations. Key financial and profit formulas are also presented. The course involves both individual and group work, and incorporates real-life case studies.

BKK 4106 Marketing Channels and Supply Chain

This course introduces the distribution Channels Management that encompasses those management activities that enable a supplier firm to understand, create, and deliver value to other businesses, governments, and/or institutional customers.

In the context of these business markets, value is “the worth in monetary terms of the economic, technical, service, and social benefits a customer firm receives in exchange for the price it pays for a market offering.”

BKK 4107 Advertising Management

This course covers topics such as: an in-depth view of tools of promotion management: advertising, sales promotion, public relations, personal selling, direct marketing and Internet marketing as well as new and alternative media. Basic concepts of how to use print, broadcast, Internet and out-of-home media are studied. Planning, budgeting, creative strategy and the roles of advertising agencies are also covered.

BKK 4208 Marketing Researches

This course aims at clarifying the general role that marketing research is designed mainly for, and its role in supporting marketing decisions and facing marketing problems, in addition to clarifying how to use the scientific approach in marketing research. For this reason, this course is emphasizing the following topics: marketing research job description, constructing marketing questionnaire, samples, data analysis, results, recommendations, and reports.

BKK 4209 Sales Management

This course presents a critical examination of the activities, functions, challenges and opportunities of the sales force manager. The sales management functions will be related to other sectors of the promotion mix as well as the remainder of the marketing mix. An examination of the long term selling process will provide a foundation for this course.

BKK 4110 Logistics Management

This course is an introduction to logistics and transportation aspects of the distribution of goods and services. The advantages and

disadvantages of the different modes of transportation and their impact on business decisions are explored in detail.

BKK E4111 Services Marketing

This course introduces the core principles, concepts and marketing strategies specific to the services sector. It will explore service processes and delivery, customer loyalty, pricing, communications and capacity by studying businesses in a variety of service industries. The course involves both individual and group work, with an emphasis on application to provide a strong understanding of the fundamentals of services marketing.

BKK E4212 E-Marketing

This course focuses on tactics and strategies that enable marketers to fully leverage the internet. Topics include the overall internet marketing landscape, technologies, customer segmenting and targeting, search, analytics and emerging internet marketing platforms.

BKK E4213 Direct Marketing

Students are introduced to the scope of direct marketing including mail order, lead generation, circulation, loyalty programs, store traffic building, fundraising, pre-selling, post-selling and research. The course includes grounding in all major direct marketing media: direct mail, broadcast, print advertising, catalogs, telemarketing, inserts, and videos. The measurability and accountability of direct marketing and its relationship to the total marketing mix are stressed.

BGE 1101 Microeconomics

This course explores the scope and method, principals & fundamentals of economics and the economic problem (Scarcity choice). It introduces demand, supply, market equilibrium and their applications and elasticity. Then, it tackles the household behavior, consumer choice, the production

process (cost and benefit analysis), short-run costs, output decisions, long-run costs and output decisions. It covers the market structure competition, Monopoly, Oligopoly and Monopolistic Competition. This course introduces students to Macroeconomics and its objectives

BGS 1102 Fundamentals of Mathematics

This course introduces the following topics:

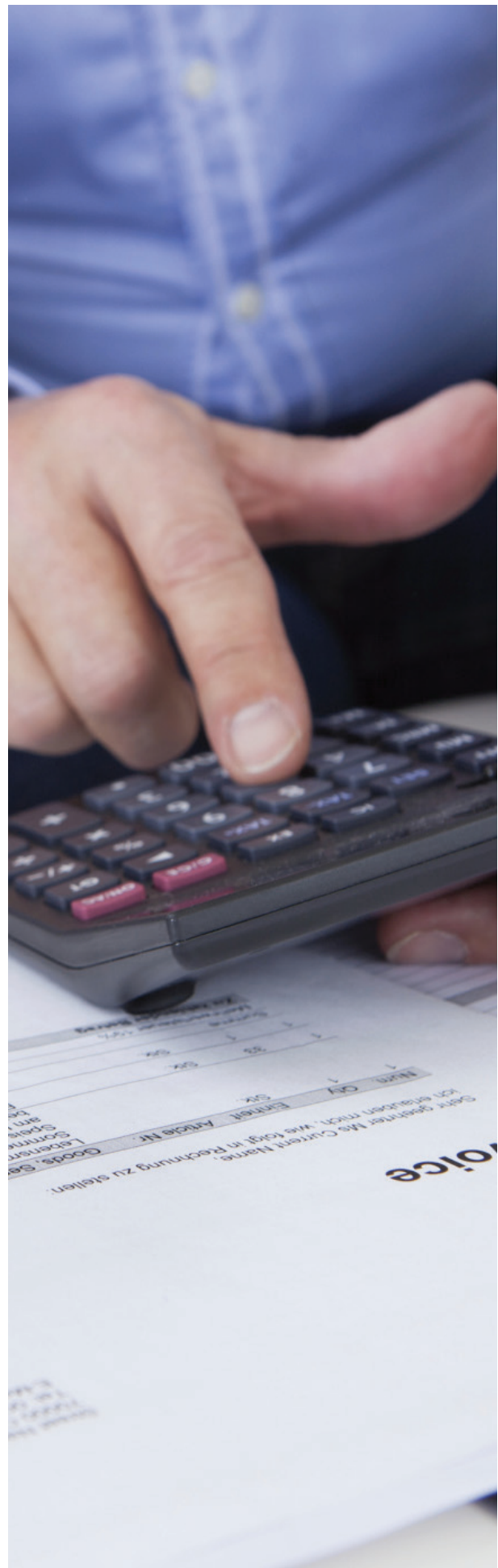
Straight line, curve fitting and applications. Determination, matrices and solving a system of linear equations. Inequalities and solving a linear programming problem. Differentiation and its application. Integration and its application

BGS 1203 Statistics (1)

The course introduces students to statistics and its types and definitions. Sampling technique and its types, Summarizing data in tables and graphs, Measures of central tendency and index numbers. Measures of variation, linear correlation and simple linear regression, Time series analysis

BGL 1204 Introduction to Law

This course covers such topics as defining law, special characteristics for legal rules, differentiating between legal rules and other rules (social, religious, ethical, norms), law divisions, stating the variety of divisions and the difference between them according to the dividing basis, dividing law into general and special, the branches of each, classifying rules to the peremptory and complementary, sources of law: differentiating official and non official sources, legislation, customs, applying law as in place, time, law explanation, types of explanation as in compulsory or not, ways of explanation, the principle of refusing law ignorance as an excuse, classifying rights, dimensions of rights, normal person, start and end of personality, characteristics of personality, legal person, things and its classification, jobs and its conditions, abusing rights.



BGE 1205 Macroeconomics

This course is about the behavior of economic systems at the national and international levels. Topics include the methodology of economics as a social science, supply and demand, definition and measurement of important macroeconomic variables and theoretical models of growth, inflation, interest rates, unemployment, business cycles, stabilization policy, exchange rates and the balance of payments. The object of this course is to provide a general introduction to the study of economics, then to equip students with a responsible, participating citizen's knowledge of macroeconomic theory and policy.

BGS 2106 Financial Mathematics

This course measures amount and the present value of a sum of money using simple and interest by using constant and changing rates (compound interest). It also finds a previous amount of money using continuous compounding and an equation of value. It measures too amount and present value of ordinary and annuities and annuity due and other annuities certain. It develops amortization and variable rate loans. It will include also too life annuities.

BGS 2107 Statistics (2)

This course introduces students to principles of probability, random variables, some discrete and continuous distributions, sampling distribution and central limit theorem, confidence intervals for the mean, ratio and variance, hypothesis testing for the mean, ratio, and variance in one and two populations.

BGE 2108 Money and Banking

This course implies the definition and the nature of money and money markets, analysis the determination of the money market. The derivation money demand and money supply, the theories of money

demand (quantity theory) theory classical theory and the modern theory of money. The kinds of banks, analyses of banking system, the role of centralized bank (Government bank) and Monetary and banking policy, analysis of money & banking to encourage the investors: local and international, beside prevent the inflation and decreasing the value of the money.

BGS 2209 Research Methods

The course focuses on research steps and measures like problem selection, identification, research design, data collection, and data presentation, qualitative and quantitative methods of data analysis. Provide overview about definition and the scope of research methods, building theory methods analysis of different kinds of research, specifically the economic research, basic research methods, survey and developing case studies. Teach the students how to prepare proposal and how to use the tools of scientific research, define the kinds of methods structural, historical, description, analysis, deduction, etc.

BGS 2210 Quantative Methods

The course covers the quantitative methods used in management applications: linear programming, transportation problem, games theory, decisions analysis, Pert, and inventory models, input and output analysis, and transportation problem.

BGL 3111 Commercial Law

This course implies the nature, formation, and application of the law. Topics include: law and the Egyptian business environment, contracts, agency, forms of business organization, fiscal policy, taxation, commercial transaction, and governmental regulation of business. Articles related to corporations in particular and to business companies and their accounts are also included.

BGE E3212 Public Finance

This course provides students with basic knowledge and skills of the financial economic aspects its beginning and development, correlation with economic systems especially socialist and provides by knowledge of the fundamental principles of budget the expenditure & revenues beside the fiscal policy, its basics, and principles by understanding the fundamental principles of taxation systems and awareness of the sources of government spending and revenues.

BGS 3213 Risk Management and Insurance

This course provides a general overview of the risk management process, including the loss exposures of most concern to contractors and the risk management tools that are used to deal with them. The property and casualty insurance coverage, that contractors typically buy, are described along with a description as to how they match up with the important exposures. Lastly, the operations of the insurance industry are reviewed from an insurance buyer's perspective to provide insight into the roles and responsibilities of underwriters, agents, brokers, and adjusters. Mathematical analysis and probability theory are an essential part of this course.

BFE 4114 Financial Markets

This course introduces knowledge about the financial functions, the structure, and the financial markets instruments, understanding the behavior of interest rate, the foreign exchange .3

BFE 4215 Finance and Islamic Banks

This course is a comprehensive introduction to Islamic banking and finance. In addition to providing religious background, the course discusses the political and economic context of the creation and evolution of Islamic institutions. The course also focuses on

the underlying principles of Islamic finance and explains how Islamic bank work. The final part of the course will discuss Islamic finance and the recent global financial crisis and how the Islamic banks face it. There are many considerations which led to increase flow of investments in Islamic banks. Such consideration as the religious problems, trust, habits and environment variables.

BGE E2216 International Trade

This course covers topics such as: the nature of merchandise trade, the classical theory of trade , Adam Smith and the invisible hand (the absolute theory)- the classical theory of David Ricardo and the comparative advantage.- Neoclassical trade theory- gains from trade in neoclassical trade theory.- modern theory (factor-endowments) the H&O theory, product-cycle theory , Linder theory, empirical tests of the m-theory , the monetary aspects of international trade .(BOP- Exchange rate)

, protection and liberation of trade, the new economic trends in trade and rules of WTO, its effects on underdevelopment countries, balance of payment in much variable which affect the size & value of international trade: commodities and services, the electronic trade.

BGE E2217 Economic Resources

This course aims at identifying the nature of the economic resources and to develop an understanding of the role and application of economic in natural resources (land, water, forest, and energy). Analyzing the interaction between the economic resources and the environment, understanding the economic relation between the natural resources and the productivity of labor.

BGS E3118 Software Packages and Applications

This course covers such topics as: introduction, data management, using statistical packages in graphical analysis, using statistical packages in multiday tabulation, using statistical packages in univariate analysis, using statistical packages in vicariate analysis, using statistical packages in multivariate analysis.

BGS E3119 Operations Research

This course covers such topics as: Linear programming: formulation of the model

– graphical solution – simplex method – the dual problem – allocation problem-transportation problem, probabilistic linear programming, inventory models (deterministic-probabilistic), statistical quality control, use of Statistical packages as an aid to obtain problem solutions.

BGE E3220 Economic Development and Planning

This course teach the students the concepts of planning & development, the theories of development, the UN decade and decisions of development, the aids and gifts for development programming , the relation between planning, forecasting and development , finally how to increase the gap between the progress and development.

BGS E3221 Decision Making Theory




This course reflects elements of decision making problem under uncertainty conditions, loss function, decision making under unavailability of information (Laplace–minimax–Hearos–Savage), making decision with risk (Minimum expected loss criterion, Criterion of minimum pooled value of expectation and variance, minimum probability loss criterion), empirical data in making decision with risk, Bayes principal, random or mixed procedures, dominating and acceptable procedure, making decision under availability of data, using the posterior distribution in making decision, utility theorem.

BME E4122 Managerial Economics

The main components of this course devoted to the use of economic theory in addressing business–decision making problems, stress on how economic forces in the market place determine the demand for products, the prices of resources and costs of production, the number of rival firms, the nature of pricing strategies, and the profitability of business investments under the variables of globalization especially of free markets and competition facing monopoly beside the effects of application rules of WTO.

YOUR LIFE...
YOUR DECISION



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