



**AHMED BIN MOHAMED MILITARY COLLEGE
DESCRIPTION OF THE COURSES OFFERED IN THE BACHELOR DEGREE
IN THE BUSINESS ADMINISTRATION CURRICULUM**

Course Code	2503101
Course Name	Principles of Management
Credit hours	3 credit hours (3 lectures)
Prerequisite	None

This course focuses on the fundamental concepts of management including its characteristics, evolution and importance. The course also aims to acquaint the student with functions performed by managers such as planning, organizing, directing, and controlling. Applications of management in various enterprise functions such as Production, marketing, finance, human resources are covered.

Course Code	2503103
Course Name	Organizational behavior
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503101

This course sheds light on the behavior of individuals and groups in contemporary organizations. Among the topics covered include issues such as perception, attitudes, motivation, leadership, communication, managing conflict and change, and job stress.

Course Code	2503311
Course Name	Introduction to Management Information Systems
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503101

This course introduces the students to the basic concepts of MIS, focusing on supportive systems for decision making, and the secondary MIS which covers the organizational information needs, in addition to the role of the computer and its uses in MIS.

Course Code	2503204
Course Name	Human Resources Management
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503101

This course focuses on human resources management in business organizations. It includes job analysis, job design and evaluation. Topics such as recruitment, selection, appointment, training, performance appraisal compensation, and human resource information systems are covered.

Course Code	2503208
Course Name	Organization Theory
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503103

This course covers the different organization theories and how they are used in managing today's organizations. Topics covered include strategic and applied approach to organization theory that emphasizes decision-making. This course incorporates theory, research and practice, focusing on how students can use their knowledge of organization theory to enhance management practice.

Course Code	2503210
Course Name	Production and operations Management
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503101

This course focuses on the production function in industrial organizations. Topics covered include various techniques utilized in decision making, production systems, and activities related to the design of systems, product design, demand forecast and corporative and tactical production planning as well as production and quality control.

Course Code	2503214
Course Name	Total Quality Management
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503210

This course covers basic concepts relating to quality in all areas of organization operations with special emphasis on the customer. topics such as; employees' participation, teamwork and creative leadership, quality control are examined. Additionally the course investigates training tools of total quality and how to overcome the obstacles of implementing the total quality management.

Course Code	2503104
Course Name	Principles of Finance
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503101

This introductory course focuses on defining and describing basic issues of finance, namely: financial functions and objectives, financial manager activities, agency theory, financial environment, analyzing financial statements, capital structure, and financial policies.

Course Code	2503209
Course Name	Financial Management
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503104

This course emphasizes the financing and investment decisions of the financial manager. Topics include financial analysis, planning and control, working capital management, time value of money, risk and return, valuation of bonds and stocks, capital budgeting, and cost of capital.

Course Code	2503321
Course Name	Crisis Management
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503101

This course acquaints the students with the fundamental concepts of crisis and the scientific methods of managing crisis and its requirements. The database and information required for planning and managing crisis are discussed. The course offers important practical lessons on risk and crisis management.

Course Code	2503412
Course Name	International Business Management
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503209, 2503210, 2503204, 2503105

This course focuses on analysis of characteristics of international companies, theories of international trade and investment, as well as, the cultural, social, economic, political and financial environments of international firms. The international dimension of basic enterprise functions such as finance, production, marketing and human resources are covered.

Course Code	2503425
Course Name	Strategic Management
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503209, 2503210, 2503204, 2503105

This course covers the process of strategy formulation, implementation, evaluation, and control. It focuses on strategic analysis of external and internal environment. It includes the analysis of opportunities and threats from the external environment and the sources of strengths and weaknesses in the internal environment.

Course Code	2503105
Course Name	Principles of Marketing
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503101

This course focuses on the basic concept of marketing. Topics covered include definition of marketing, evolution of marketing concept, and market segmentation. Furthermore, the course investigates different marketing issues which lay in the main concern of contemporary organizations.

Course Code	2503205
Course Name	Marketing Management
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503105

This course focuses on the application of management principles on the marketing function. Topics covered include strategic marketing, study of the social and economic environment of marketing, as well as the management of marketing mix.

Course Code	2503415
Course Name	Consumer Behavior
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503105

This course focuses on the consumer behaviour and marketing strategy. It discusses the framework for consumer analysis, effect and cognition, conditioning and learning process. It also familiarizes the students with concepts such as motivations, perception, attitudes and cultural influences, market segmentation and consumer behavior.

Course Code	2503323
Course Name	Marketing Research
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503105

This course focuses on research used in marketing decision making. Primary emphasis on methods and techniques used in planning, collection, processing and utilization of information. Topics include research design, sources of information, questionnaire design, sampling, data collection and data analysis.

Course Code	2503220
Course Name	Managing Organizational Change
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503101

This course covers different types of organizational and their characteristics. The focus is to examine the planned change, change as a process, strategies for managing effective organizational change, evaluation of the critical factors for selecting appropriate change management, and the relationship between organizational need and change management.

Course Code	2503416
Course Name	E-Business
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503311

This course focuses on the study of modern management issues associated with the application of to E-Business strategies. Topics covered include E-commerce, business models in the new world, E-Business relationships, E-Business technology, E-marketing and E-payment, and cyber services.

Course Code	2503313
Course Name	Knowledge Management
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503210

The main objective of this course is to make the students familiar with the concept of knowledge and its importance to contemporaneous organizations. It also deals with pertinent topics, such as types of knowledge, organizational learning, and organizational knowledge. Moreover, this course sheds light on the characteristics of people working in the field of knowledge.

Course Code	2503318
Course Name	Small Business Management
Credit hours	3 credit hours (3 lectures)
Prerequisite	2503204, 2503105

This course focuses on the entrepreneurial process and the different kinds of entrepreneurial outcomes. Topics covered include opportunity identification through analysis of industry niches, skills needed in order to turn an opportunity into reality, business plans, launch decisions, and obtaining capital.

Course Code	25034228
Course Name	Financial Portfolio Management
Credit hours	3 credit hours
Prerequisite	2503209, 2503107

This financial course management course lays out the different types of investors and their implications for portfolio construction. This course also examines the basics of fixed incomes, equity, and money market securities.

Course Code	2503227
Course Name	International Financial Management
Credit hours	3 credit hours
Prerequisite	2503209, 2503107

This course focuses on the activities and rules of financial institutions in the international financial system. This course examines basic concepts of international finance: international, regional and national financial organizations; and financial markets. Key issues such as the environment and externalities, equity issues and sectorial imbalances in the international debt crises, and financial challenges facing developed and developing states are discussed. The student should be able to recognize global economic crises and financing resources for international trade.

Course Code	2503226
Course Name	Financial Markets
Credit hours	3 credit hours
Prerequisite	2503209, 2503107

This course focuses on the structure and regulations of financial markets. The course is premised upon the notion that the students of finance ought to develop a sound understanding of the various choices available to policy makers and national supervisory authorities in relation to the design and structure of national regulatory frameworks. Moreover, the course analyses and evaluates different types of financial markets and instruments.