

Unit Code:	ACCT101	HOR Department:	Accounting
Unit Title:	Essentials of Accounting I	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Marwa Rabea		
Pre-requisite:	None		

Aims

This unit is designed to introduce students to financial accounting as the main source of financial information required for decision making process. It helps students to understand the basic concepts, principles, and fundamentals of the accounting cycle of services and merchandising businesses.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Identify the importance, and fundamentals of financial accounting, and its basic concepts and principles.
- 2- Recognize the elements of the financial statements.
- 3- Understand and apply the steps of the accounting cycle.
- 4- Prepare end of period adjusting entries and the financial statements of service and merchandising businesses.

Skills

On successful completion of this unit, the student will be able to:

- 5- Improve numerical and analytical skills.
- 6- Analyze record, post business transactions, and prepare trial balance, adjusting entries and financial statements.

Indicative Content

- Accounting as a business tool in the information age. Basic concepts, principles, and fundamentals of accounting.
- Analyzing and recording transactions.
- Adjusting accounts and preparing financial statements.
- Completing the accounting cycle.
- Accounting for merchandising operations.
- Accounting for property, plant and equipment (fixed assets).

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main concepts of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to solve problems to practice recording different phases of the accounting cycle. Students are expected to solve problems on a regular basis, as specified by the tutor. Some of these problems will be submitted as assignments either for formative or summative assessment.

A group project including all steps of accounting cycle will be submitted in the second half of the semester.

Written tests and unseen exams will be used to assess the students' understanding of the accounting conceptual framework and its practical application on accounting for a sole proprietorship.

Assessment Scheme

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
2 written tests are used to assess students' understanding of core topics	Week 4 Week 11	20%	[Outcomes: 1, 4 and 6]
Written assignments based on problem solving	Week 2 Week 5 Week 10 Week 12	10%	[Outcomes: 1- 6]
Group project for the accounting cycle	Week 13	10%	[Outcomes: 5- 6]
An unseen mid-term exam of 90 minutes	Week 7	20%	[Outcomes: 1- 3]
an unseen final exam of 3 hours will require students to answer questions on core theoretical and practical issues	Week 14	40%	[Outcomes: 1 – 6]

Formative Components

- A written test is used to prepare the students for the unseen exams
- Tutorial exercises

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Wild, J., Shaw, K. & Chiappetta, B. (2018). *Fundamental accounting principles*. 24th edition. New York: McGraw Hill.

Edmonds, McNair & Olds. (2018). *Fundamental financial accounting concept*. 10th edition. McGraw Hill Education.

Keiso, D., Weygandt, J. & Kimmel, P. (2017). *Accounting principles*. 12th edition. New Jersey: Wiley & Son.

Warren, Carl S., et al. (2014). "Front Cover." *Accounting*, 25th ed., South-Western.

Needles, B. E., Powers, M., & Crosson, S. V. (2013). *Principles of accounting*. Cengage Learning

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	ACCT202	HOR Department:	Accounting
Unit Title:	Essentials of Accounting II	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Wafaa Ramzy		
Pre-requisite:	ACCT101		

Aims

This unit is designed to introduce students to the accounting concepts, procedures, and problems associated with partnerships and corporations as complementary to ACCT101.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Identify the characteristics of partnerships, and corporations as major forms of business organizations.
- 2- Discuss the accounting for partnership formation, division of income or loss among the partners, admission & withdrawal of a partner, and partnership liquidation.
- 3- Discuss the accounting for corporations, issuance of shares, treasury stock and stock holders' equity section
- 4- Account for long term liabilities.

Skills

On successful completion of this unit, the student will be able to:

- 5- Prepare accounts for the formation of partnership.
- 6- Prepare accounts for the formation of a corporation.
- 7- Demonstrate numerical and analytical skills.
- 8- Prepare financial statements of partnerships and corporations.

Indicative Content

- Accounting for Partnerships' formation, operations, and liquidation.
- Accounting for corporations' formation, and financial statements. Issuance of preferred and common shares
- The corporate Income statement and the statement of Stockholder's Equity.
- Accounting for long term liabilities; bonds and mortgage payable.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main concepts of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer tutorials will be used to solve problems to practice recording different accounting assumptions for each topic. Students are expected to solve assignments on a regular basis, as specified by the tutor.

Written tests and unseen exams will be used to assess the students' understanding of the accounting conceptual framework and its practical application on partnership and corporation.

Written assignments will be used to assess the continuous progress of each student.

Assessment Scheme

Coursework 40%

Unseen Exams 60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
2 written tests are used to assess students' understanding of core topics	Week 4 Week 11	20%	[Outcomes: 1-7]
Written assignments based on problem solving	Week 2 Week 5 Week 13	20%	[Outcomes: 5, 6 and 7]
An unseen mid-term exam (%) of 90 minutes	Week 7	20%	[Outcomes: 1 – 7]
An unseen final exam of 3 hours will require students to answer questions on core theoretical and practical issues	Week 14	40%	[Outcomes: 1 – 7]

Formative Components

- A written test is used to prepare the students for the unseen exams
- Tutorial exercises

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Wild, J., Shaw, K. & Chiappetta, B. (2018). *Fundamental accounting principles*. 24th edition. New York: McGraw Hill.

Edmonds, McNair & Olds. (2018). *Fundamental financial accounting concept*. 10th edition. McGraw Hill Education.

Keiso, D., Weygandt, J. & Kimmel, P. (2017). *Accounting principles*. 12th edition. New Jersey: Wiley & Son.

Warren, Carl S., et al. (2014). "Front Cover." *Accounting*, 25th ed., South-Western.

Needles, B. E., Powers, M., & Crosson, S. V. (2013). *Principles of accounting*. Cengage Learning

Faculty of Management Sciences

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	ACCT203	HOR Department:	Accounting
Unit Title:	Intermediate Accounting I	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Zakia Mohamed Alaa		
Pre-requisite:	ACCT202		

Aims

This unit aims to develop an understanding of the theory and practice of financial accounting. Emphasis is placed on International Financial Reporting Standards (IFRS) and Egyptian Accounting Standards (EAS) and their applications. The unit builds on knowledge previously acquired in ACCT101 and ACCT 202.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Evaluate and apply the appropriate accounting treatment to a range of financial transactions covered in the syllabus.
- 2- Discuss conceptual framework underlying Financial Statements.
- 3- Evaluate different policies and standards for measurements of assets and their effect on financial statements.

Skills

On successful completion of this unit, the student will be able to:

- 4- Analyze the effect of applying different standards on financial statements.
- 5- Conduct research on topics presented in this unit
- 6- Demonstrate team work ability.

Indicative Content

- Financial Accounting and Accounting Standards.
- Conceptual Framework Underlying Financial Accounting.
- Regulations and disclosure of Financial Statements.
- Income Statement and Related Information
- Revenue Recognition
- Balance Sheet Statement
- Cash and Receivables
- Statement of Cash Flows
- Accounting and Reporting of Investment.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to enable students to apply accounting concepts. Students are expected to carry out further readings; and work for specified written assignments. Students will undertake project work where they will be divided to teams each 3-4 students. They are required to write a report investigating the accounting policies and standards used by a particular company that is listed in

the Egyptian Stock Exchange. The students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Unseen exams will be used to assess the students' understanding of the theoretical frameworks and their practical applications.

Assessment Scheme

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Group Project	Week 11	20%	[Outcomes: 4, 5 and 6].
Written assignments based on problem solving	Week 2 Week 5 Week 13	20%	[Outcomes: 1, 2 and 3].
An unseen mid-term exam of 90 minutes	Week 7	20%	[Outcomes: 1 – 3]
An unseen final exam of 3 hours	Week 14	40%	[Outcomes: 1 – 3]

Formative Components

- Written tests are used to prepare the students for the unseen exams
- Tutorial exercises
- Feedback on preparation for report writing

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Keiso, D., Weygandt, J. & Warfield, T. (2019). *Intermediate accounting*. 17th edition. New Jersey: John Wiley & Son.

Spiceland, D. (2015). *Intermediate accounting*. 18th edition. New York: McGraw Hill.

Keiso, D., Weygandt, J. & Warfield, T. (2014). *Intermediate accounting: IFRS Edition*. 2nd edition. New Jersey: John Wiley & Son.

Raiborn, Cecily A., and Michael R. Kinney. (2013). *Cost Accounting: Foundations and Evolutions*. 9th ed., South-Western.

VanDerbeck, Edward J. "Front Cover." *Principles of Cost Accounting*, 16th ed., South-Western, 2013

Stice, E. & Stice, J. (2013). *Intermediate accounting*. 19th edition. Australia: Cengage.

Nikolai. (2010). *Intermediate accounting*. Australia: Cengage.

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	ACCT211	HOR Department:	Accounting
Unit Title:	Cost Accounting I	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Mahmoud Ghazaly		
Pre-requisite:	ACCT101		

Aims

This unit is designed to apply cost accounting concepts and techniques on product costing in both manufacturing and service industries.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Explore concepts, and principles in cost accounting.
- 2- Determine the cost of goods manufactured using different costing approaches.
- 3- Explain the different cost accounting systems: job order costing traditional versus ABC costing and process costing and determine the total product cost for different users.

Skills

On successful completion of this unit, the student will be able to:

- 4- Demonstrate the ability of communicating different costs for different purposes of different users.
- 5- Use CVP analysis technique to make different decisions.
- 6- Demonstrate numeric and communication skills.

Indicative Content

- The Management Accountant's Role in the Organization
- An Introduction to Cost Terms & Purposes
- Cost Volume Profit Analysis
- Job Order Costing
- Activity-Based costing and Activity-Based Management
- Process Costing

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to encourage students to explore the issues and ideas raised by the lecturer and interact with each other. Tutorials will be used to enable students to apply cost concepts. Students will be asked to submit specified written assignments where they will practice solving problems, case studies and answering short essays.

Assessment Scheme

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Assignments will mainly be problem solving to practice analyzing the given data and applying the different cost techniques	Week 2 Week 5 Week 13	20%	[[Outcomes: 4-6].
Written tests will be used to assess the students' understanding of the theoretical frameworks and their practical application.	Week 3 Week 12	20%	[Outcomes: 1-5].
An unseen mid-term exam	Week 7	20%	[Outcomes: 1 – 5]
An unseen final exam	Week 14	40%	[Outcomes: 1 – 5]

Formative Components

- Written tests are used to prepare the students for the unseen exams
- Tutorial exercises

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Horngren, C., Datar, S. & Foster, G. (2017). *Cost accounting: A managerial emphasis*. 16th edition. New Jersey: Pearson Prentice Hall.

Garrison, R., Noreen, E. & Brewer, P. (2017). *Managerial accounting*. 16th edition. New York: McGraw Hill Irwin.

Raiborn, Cecily A., and Michael R. Kinney. (2013). *Cost Accounting: Foundations and Evolutions*, 9th ed., South-Western.

VanDerbeck, Edward J. (2013) "Front Cover." *Principles of Cost Accounting*, 16th ed., South-Western.

Faculty of Management Sciences

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	ACCT304	HOR Department:	Accounting
Unit Title:	Intermediate Accounting II	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Wafaa Ramzy		
Pre-requisite:	ACCT 203		

Aims

This unit aims to extend the knowledge and understanding of accounting treatment of the theory and practice of financial accounting as applied to investments, intangible assets, liabilities, and equity of a corporation. This unit builds on knowledge previously acquired in ACCT203.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Evaluate the treatment of investments within the context of corporations.
- 2- Value and present intangible assets in financial statements.
- 3- Distinguish between different sources of financial debt instruments like bonds and equity instruments like preferred and common stocks.
- 4- Prepare the liabilities, and equity sections of the balance sheet.

Skills

On successful completion of this unit, the student will be able to:

- 5- Analyze financial statements prepared in accordance with the applicable accounting standards (IFRS)
- 6- Evaluate financial statements prepared in accordance with the applicable accounting standards (IFRS)

Indicative Content

- Intangible Assets: Goodwill, Brands.
- Investment.
- Securities and Earnings per Share.
- Current Liabilities and Contingencies: Leasing and Pensions.
- Long Term Liabilities

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to enable students to apply accounting concepts. Students are expected to study independently throughout the semester. This will include additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Case study: Students will analyze annual reports of real companies; discuss how the assets and liabilities are presented according to IFRS and how this presentation affects the external user	Week 10	20%	[Outcomes: 5,6]
Problem Solving	Week 2 Week 5 Week 13	20%	[Outcomes: 1-5]
An unseen mid-term exam of 90 minutes	Week 7	20%	[Outcomes: 1 – 4]
An unseen final exam of 3 hours	Week 14	40%	[Outcomes: 1 – 4]

Formative Components

- Written tests are used to prepare the students for the unseen exams.
- Tutorial exercises.
- Assignments on problem solving.

Learning Materials

Keiso, D., Weygandt, J. & Warfield, T. (2019). *Intermediate accounting*. 17th edition. New Jersey: John Wiley & Son.

Spiceland, D. (2015). *Intermediate accounting*. 18th edition. New York: McGraw Hill.

Keiso, D., Weygandt, J. & Warfield, T. (2014). *Intermediate Accounting: IFRS Edition*. 2nd edition. New Jersey: John Wiley & Son.

Stice, E. & Stice, J. (2013). *Intermediate accounting*. 19th edition. Australia: Cengage

The Accountancy Journal

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	ACCT321	HOR Department:	Accounting
Unit Title:	Auditing I	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Maha Shafeek		
Pre-requisite:	ACCT 203		

Aims

This unit is designed to provide an insight into the auditing discipline and to integrate theory and practice of auditing. Special emphasis is placed on the elements of the audit process, the audit program, accumulation and evaluation of the evidence for audit report preparation.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Investigate and apply concepts, and principles of auditing.
- 2- Explain a range of the international and Egyptian Standards on Auditing.
- 3- Identify potential solutions for a range of audit problems.
- 4- Critically evaluate the internal control system within a firm.

Skills

On successful completion of this unit, the student will be able to:

- 5- Analyse case studies and infer findings and rules from observations analyses.
- 6- Discuss and evaluate audit evidence and develop argumentative skills.
- 7- Participate constructively in group discussions.

Indicative Content

- Nature, frame of reference, standards, objectives, responsibilities and procedures of auditing.
- Audit Evidence, Materiality, Risk and Audit Sampling
- Internal Audit and the Audit Committee
- Evaluation of Internal Control Framework
- Sampling techniques.
- Audit Planning and Analytical Procedures.
- Audit Reports
- Legal liability of Auditors.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to enable students to apply auditing concepts to real world situations. Students are expected to do additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
An analysis of a case study and a presentation of this analysis will be used to assess the student's abilities to evaluate audit evidence and the internal control system within a firm.	Week 11	20%	[Outcomes: 5-7]
Problem solving	Week 3 Week 6 Week 10	20%	[Outcomes: 1-4]
An unseen mid-term exam of 90 minutes	Week 7	20%	[Outcomes: 1 – 4]
An unseen final exam of 3 hours	Week 14	40%	[Outcomes: 1 – 4]

Formative Components

- Written tests are used to prepare the students for the unseen exams
- Analysis of real life case studies.

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Messier, W., Glover, S. & Prawitt, D. (2018). *Auditing and assurance services: A systematic approach*. 11th edition. New York: McGraw Hill.

Arens, A., Elder R., Beasley, Mark S. & Hogan, Chris E. (2017). *Auditing and assurance services and ACL software*. 11th edition. New Jersey: Pearson.

Whittington, R. & Pany, K. (2015). *Principles of auditing and other assurance services*. 20th edition. New York: McGraw Hill.

Millichamp, A. H., & Taylor, J. R. (2012). *Auditing*, 10th ed.. London, England: Cengage Learning.

Gray, I., & Manson, S. (2011). *The Audit Process: Principles, Practice and Cases*, 5th ed.. Mason, OH: South-Western.

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	ACCT412	HOR Department:	Accounting
Unit Title:	Cost Accounting II	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Mahmoud Ghazaly		
Pre-requisite:	ACCT 211		

Aims

This unit aims to build on the knowledge and the skills gained from the Cost Accounting I Unit by providing further techniques of cost accounting, costing systems and cost data for quantitative models and control systems.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Differentiate between variable and absorption costing.
- 2- Recognize the applicability of the different methods used for the valuation of inventory for different purposes and justify their impact on net income.
- 3- Analyze the different allocation methods of service cost centers on production departments.
- 4- Distinguish between various methods of cost estimation, and the standard costing.
- 5- Allocate joint costs using different methods.
- 6- Discuss the situations in which process-costing systems are appropriate.

Skills

On successful completion of this unit, the student will be able to:

- 7- Analyze and communicate cost data in an appropriate format for management to serve different purposes.
- 8- Comment on written reports on Costing Systems.
- 9- Conduct variance analysis to reconcile the actual cost items (material, labor and overhead incurred with the amounts allocated during the periods.

Indicative Content

- Inventory Costing and Capacity Analysis
- Estimating Cost Functions
- Relevant and Irrelevant costs.
- Standard Costing and Variance Analysis.
- Cost Allocation: joint products and By Products.
- Process Costing

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised during the class. Tutorials will be used to enable students to apply advanced cost concepts. Students are expected to do additional readings, and research on specific topics. Students will be supported by regular tutorials which will provide them with feedback on their unitwork.

Assessment Scheme

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Case studies	Week 5	20%	[Outcomes: 7,8,9]
Group Project: A written report will be used to assess the student's abilities to research a relevant topic.	Week 12	20%	[Outcomes: 7,8,9]
An unseen mid-term exam	Week 7	20%	[Outcomes: 1 – 6]
An unseen final exam	Week 14	40%	[Outcomes: 1 – 6]

Formative Components

- Written test are used to prepare the students for the unseen exams
- Tutorial exercises
- Feedback on project / case study

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Hornigren, C., Datar, S. & Foster, G. (2017) *Cost accounting: A managerial emphasis*. 16th edition. New Jersey: Pearson Prentice Hall.

Garrison, R., Noreen, E. & Brewer, P. (2017) *Managerial accounting*. 16th edition. New York: McGraw Hill Irwin.

Raiborn, Cecily A., and Michael R. Kinney. (2013) "Front Cover." *Cost Accounting: Foundations and Evolutions*, 9th ed., South-Western.

VanDerbeck, Edward J. (2013) "Front Cover." *Principles of Cost Accounting*, 16th ed., South-Western, 2013

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	ACCT413	HOR Department:	Accounting
Unit Title:	Managerial Accounting	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Marwa Rabea		
Pre-requisite:	ACCT 211, FIN 202		

Aims

This unit aims to provide a critical evaluation of Management Accounting techniques and practices. The unit covers recent development in managerial accounting, budgeting using techniques to select, analyze and evaluate data to recommend decisions.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Evaluate recent developments in management accounting.
- 2- Select relevant information from large amount of data for decision making.
- 3- Evaluate the budgeting process.
- 4- Analyze techniques and methods used for performance evaluation, and for calculation of transfer prices between divisions.

Skills

On successful completion of this unit, the student will be able to:

- 5- Critically evaluate the performance of a company and have the ability to express thoughts and views in writing;
- 6- Engage effectively in debates with peers
- 7- Articulate their knowledge of accounting in formal presentations

Indicative Content

- Budgeting – the comprehensive budget.
- Pricing decisions and strategies.
- Divisional performance & transfer pricing.
- Performance evaluation – ROI , ROE, RI, EVA.
- Benchmarking & Balanced Scorecard.
- Total Quality Management & JIT.
- Variance analysis.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Case Studies will be used to enable students to apply accounting concepts. Students are

encouraged to get additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Coursework 40%
Unseen Exams 60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
A written report and its presentation will be used to assess the student's abilities to analyze case studies. Each student will choose a certain managerial problem in a particular firm and analyze the types of managerial accounting information and reports to be prepared for management to guide their decisions to solve the chosen problem.	Week 11	20%	[Outcomes: 5, 6 and 7]
Problem solving	Week 2 Week 5 Week 13	20%	[Outcomes: 1-4]
An unseen mid-term exam	Week 7	20%	[Outcomes: 1 – 4]
An unseen final exam	Week 14	40%	[Outcomes: 1 – 4]

Formative Components

- Assignments to prepare the students for the unseen exams
- Problem solving
- Feedback on preparation of case studies

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Brewer, P., Garrison, R. & Noreen, E. (2018). *Introduction to managerial accounting*. 8th edition. New York: McGraw Hill.

Garrison, R., Noreen, E. & Brewer, P. (2017). *Managerial accounting*. 16th edition. New York: McGraw Hill.

Braun, Karen W. & Tietz, Wendy M. (2016). *Managerial accounting*. 5th edition. New Jersey: Prentice Hall.

Mowen, M. M., Hansen, D. R., & Heitger, D. L. (2014). Front Cover. *In Cornerstones of Managerial Accounting*, 5th International ed

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	ACCT422	HOR Department:	Accounting
Unit Title:	Auditing II	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Mohamed El-Deeb		
Pre-requisite:	ACCT 321		

Aims

The unit aims to evaluate the effectiveness of internal control system and enable students to perform an audit. Students will learn how to issue an audit report on the financial statements and on other assurance services for a corporation. This unit is designed to build on the Auditing I Unit ACCT321.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Perform and explain audit tests.
- 2- Identify and solve auditing problems.
- 3- Evaluate the effectiveness of internal control systems.
- 4- Justify the importance of information technology in the audit process.

Skills

On successful completion of this unit, the student will be able to:

- 5- Draft acceptable wording for various audit and assurance services reports.
- 6- Analyze, evaluate and identify potential solutions for a range of auditing problems.
- 7- Demonstrate teamwork.
- 8- Communicate their findings.
- 9- Apply techniques for fraud detection.

Indicative Content

- Tests of Controls and Substantive Tests of Sales and Collections Transactions.
- Audit of Accounts Receivable
- Audit of the acquisition and payment cycle.
- Audit of property, plant and equipment and repayment cycle
- Audit of cash account
- Fraud and errors.
- The impact of Information Technology on the Audit Process.
- Internal Control System in Organizations.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to enable students to apply auditing concepts. Students are expected to study throughout the semester. This will include additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Coursework 40%
Unseen Exams 60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Case Study: A written report and its presentation will be used to assess the student's abilities to recognize various auditing practices.	Week 10	40%	[Outcomes: 5-9]
An unseen mid-term exam	Week 7	20%	[Outcomes: 1 – 4]
An unseen final exam	Week 14	40%	[Outcomes: 1 – 4]

Formative Components

- Written tests are used to prepare the students for the unseen exams
- Feedback on preparation of project upon submission of drafts

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Messier, W., Glover, S. & Prawitt, D. (2018). *Auditing and assurance services: A systematic approach*. 11th edition. New York: McGraw Hill.

Millichamp, A. H., & Taylor, J. R. (2012). *Auditing*, 10th ed.. London, England: Cengage Learning.

Gray, I., & Manson, S. (2011). *The Audit Process: Principles, Practice and Cases*, 5th ed.. Mason, OH: South-Western

Recommended Journals

The Wall Street Journal

Business Week

Accounting Trends and techniques

The Accountancy journal

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	ACCT423	HOR Department:	Accounting
Unit Title:	Accounting for Specialized Organizations	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Zakia Mohamed Alaa		
Pre-requisite:	ACCT 304, ECO 303		

Aims

This unit aims at exploring specialized topics in financial accounting including accounting for banks, oil and gas companies, insurance companies, healthcare organizations and leasing companies. International issues are also explored including foreign currency transactions and International Financial Reporting Standard

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Explore detailed information and compare between the advanced accounting concepts, and principles as applied in banking and non-banking companies.
- 2- Explore the accounting environment with special emphasis on evaluation of return and profitability of each type of organizations.
- 3- Discuss different accounting treatments for specialized types of organizations
- 4- Identify the accounting standards applied to each of the types of organizations.
- 5- Consolidate knowledge in the area of accounting for specialized organizations.

Skills

On successful completion of this unit, the student will be able to:

- 6- Analyze financial statements of specialized organizations.
- 7- Evaluate specialized organizations returns, and determine the level of associated risks
- 8- Apply the different accounting treatments for specialized types of organizations
- 9- Prepare financial statements for different types of organizations

Indicative Content

- Introduction of banking and non-banking accounting
- Overview of the different types of the specialized organizations.
- Accounting treatments for specialized organizations
- Overview of the financial statements of the specialized organizations.
- Evaluating the performance of the specialized organizations.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to enable students to apply accounting concepts and discuss assignments.

Students are expected to study throughout the semester. This will include additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Coursework	40%
Exams	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Project: A written report and presentation will be used to assess the student's abilities to analyze the financial statements for different specialized organizations.	Week 12	20%	[Outcomes: 6, 7, 8, and 9].
Problem solving	Week 2 Week 5 Week 10	20%	[Outcomes: 1, 2, 3 and 4
An unseen mid-term exam	Week 7	20%	[Outcomes: 1 – 5]
An unseen final exam	Week 14	40%	[Outcomes: 1 – 5]

Formative Components

- Tutorial exercises
- Feedback on drafts submitted for the project

Learning Materials

The reference will be determined according to the area(s) of application, eg.: banking, hospitality, petroleum,.... organizations

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	ACCT431	HOR Department:	Accounting
Unit Title:	Governmental and National Accounting	Course Code:	----
Credit Hours:	3		
Unit Leader:	Dr. Mohamed El-Deeb		
Pre-requisite:	ACCT 304		

Aims

This unit aims to provide students with knowledge of the technical aspects of both governmental accounting and national accounting.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Discuss the features of governmental accounting.
- 2- Compare the differences between governmental and business accounting.
- 3- Identify the accounting treatment of the different governmental transactions, and the preparation of the end of year governmental financial statement.
- 4- Discuss the difference between micro and macro (national) accounting.
- 5- Evaluate the main components of the national accounting system:
 - a. National Income Accounts, Input-Output Analysis.
 - b. Flow of funds, Balance of payments.
 - c. The National Balance Sheet.

Skills

On successful completion of this unit, the student will be able to:

- 6- Prepare the budget of governmental (not for profit) organization (unit) and prepare the end of year actual financial account for the unit.
- 7- Analyze and evaluate the performance of the governmental unit.
- 8- Analyze the components of the national income, GDP, NDP, GNP and NNP
- 9- Analyze the Balance of payments and the Input-Output analysis.
- 10- Analyze the components of the national wealth.

Indicative Content

- An overview of Accounting: Business Accounting, not for profit (governmental) accounting and National Income Accounting.
- Governmental Accounting:
 - Governmental Budgets.
 - Accounting treatment of governmental transactions.
 - End of year Financial Account.
 - Egyptian Budgeting Process.
- National Accounting:
 - National Income Accounts.
 - Input-Output Analysis.
 - Flow of Funds Accounts.
 - Balance of Payments.
 - National Balance Sheet.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by applying concepts to different cases. Students are expected to study throughout the semester. This will include additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Coursework	50%
Unseen Exams	50%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Group project and presentation will be used to assess the students' abilities to research a relevant topic.	Week 10	50%	[Outcomes: 7-10]
An unseen final exam	Week 14	50%	[Outcomes: 1 – 6]

Formative Components

- Tutorial case discussions
- Problem solving

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Reck, L., J. & Lowensohn, L., S. (2018). *Accounting for governmental and non-profit entities*. 18th edition. McGraw Hill Education.

Freeman, R. (2017). *Governmental and non-profit accounting*. 11th edition. New Jersey: Pearson.

Granof, M. (2016). *Governmental and non-profit Accounting*. 7th edition. New Jersey: John Wiley & Sons.

Ruppel, W. (2012). *Governmental Accounting Made Easy*. 2nd edition. New Jersey: John Wiley & Sons.

Larry, M. (2012). *Introduction to governmental and non-profit accounting*. 7th edition. New Jersey: Pearson.

Laurance, S. (2010). *The Simplified Guide to Not-for-Profit Accounting, Formation, and Reporting*. 1st edition: John Wiley & Sons.

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	ACCT432	HOR Department:	Accounting
Unit Title:	Taxation I	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Dalida Mohamed Adel		
Pre-requisite:	ACCT 304		

Aims

This unit is designed to provide the students with an understanding of the Egyptian tax system. The unit focuses on both direct and indirect taxes. The taxation treatment related to the natural persons and nominal persons.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Explore concepts, and principles of taxation.
- 2- Evaluate and discuss the Egyptian tax system
- 3- Distinguish between direct taxes and indirect taxes.

Skills

On successful completion of this unit, the student will be able to:

- 4- Apply tax accounting theories in the work field.
- 5- Calculate and evaluate income tax and determine the taxable income of an individual and the corporate form business.
- 6- Advise tax payers and help them to prepare their annual tax report and to defend it with the tax authorities.

Indicative Content

- Theory of Taxation: definition, concepts, types, postulates and principles.
- The framework of the Egyptian tax system
- Tax on salaries and other income
- Tax on corporate income, commercial and industrial profit
- Tax on non-commercial professions income

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to enable students to apply concepts to different cases.

Assessment Scheme

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Group research to compare between the tax system in Egypt and different countries.	Week 13	40%	[Outcomes: 4, 5, 6]
An unseen mid-term exam	Week 7	20%	[Outcomes: 1 – 3]
An unseen final exam	Week 14	40%	[Outcomes: 1 – 3]

Formative Components

- Written test are used to prepare the students for the unseen exams
- Tutorial exercises
- Discussions on different disputes

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Cruz, A. (2019). *Fundamental of taxation*. 12th edition. New York: McGraw Hill.

Jones, S. (2019). *Principles of taxation for business and investment planning*. 22nd edition. New York: McGraw Hill.

Jones, S., & Rhoades-Catanach, S. (2013). *Principles of Taxation for Business and Investment Planning*, 2014 edition. McGraw-Hill Higher Education.

Dick, w., Missonier-Piera, F (2012). *The Wiley: Financial Reporting under IFRS: A Topic Based Approach* John Wiley & Sons

Bragg, S. (2012). *The Ultimate Accountants' Reference*, 3rd Edition: Including GAAP, IRS and SEC Regulations, Leases, and More, Third Edition. John Wiley & Sons

Abbas, M. (2012). *Principles of tax accounting*. Alexandria: El Maktab El Gamey El Hadis.

Nofal, Z. (2012). *Tax accounting*. Cairo: Academic Bookshop.

Shelley, S. (2004). *Advanced strategies in taxation*. 4th edition. New York: McGraw Hill.

The Accountancy Journal

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	ACCT433	HOR Department:	Accounting
Unit Title:	Taxation II	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Dalida Mohamed Adel		
Pre-requisite:	ACCT 432		

Aims

This unit is designed to provide the students with an understanding of the Egyptian tax system. The taxation treatment for everything related to the natural persons.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

Understand the main concepts of withholding tax, retention tax, tax in advance, tax reform results.
Distinguish between deductible and non-deductible expenses
Apply the tax code provisions
Determining the taxable income of several revenues.

Skills

On successful completion of this unit, the student will be able to:

Calculate tax for natural and legal persons
Complete printed matter tax declarations
Calculate and evaluate income tax and determine the taxable income of juridical persons.

Indicative Content

The income taxes on taxable net profit of juridical persons according to the law no 91 for the year 2005.
The sales tax according to the law no. 67 for the year 2016
Tax on salaries and other income
The building tax according to the law no. 196 for the year 2008.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to enable students to apply concepts to different cases.

Assessment Scheme

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Case study assignment: Each student is required to debate a case study between a tax payer and the tax authority representing the view of each side and their opinion on how to settle the dispute	Week 9-12	40%	[Outcomes: 4-7]
An unseen mid-term exam	Week 7	20%	[Outcomes: 1, 2, 3]
An unseen final exam	Week 14	40%	[Outcomes: 1,2, 3]

Formative Components

Written test are used to prepare the students for the unseen exams

Tutorial exercises

Discussions on different disputes

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Jones, S. (2019). *Principles of taxation for business and investment planning*. 22nd edition. New York: McGraw Hill.

Collings, S. (2015). *Interpretation and Application of UK GAAP: For Accounting Periods Commencing On or After 1 January 2015*. John Wiley & Sons

Saeid Abd Al Monem. (2013). *Tax accounting*. Cairo.

Jones, S., & Rhoades-Catanach, S. (2013). *Principles of Taxation for Business and Investment Planning*, 2014 edition. McGraw-Hill Higher Education

Bragg, S. (2012). *The Ultimate Accountants' Reference*, 3rd Edition: Including GAAP, IRS and SEC Regulations, Leases, and More, Third Edition. John Wiley & Sons

Karayan, J & Swenson, C. (2012). *Strategic Business Tax Planning*, 2. John Wiley & Sons

Cruz, A. (2009). *Fundamental of taxation*. 12th edition. New York: McGraw Hill.

Abbas, M. (2006). *Principles of tax according*. Alexandria: El Maktab El Gamey.

M. Abou Agwa. (2005). *Tax accounting in Egypt*. According to the law no. 91.

Shelley, S. (2004). *Advanced strategies in taxation*. 4th edition. New York: McGraw Hill.

The Accountancy Journal.

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	ACCT451	HOR Department:	Accounting
Unit Title:	Current Issues in Accounting	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Mohamed El-Deeb		
Pre-requisite:	ACCT 304		

Aims

This unit aims to provide a critical prospective on some of the current issues in accounting. The unit investigates the treatment of accounting transactions in the context of conceptual regulatory and governance framework.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- Evaluate the role of the government and other agencies in the regulation of accounting.
- Develop an awareness of current accounting issues, particularly harmonization and convergence, issues of corporate governance and issues of corporate social reporting.
- Identify the basic accounting concepts and principles adopted by listed companies and compare them with other companies (unlisted) in the same sector.
- Understand the accounting treatment of the practical implementation problems of International financial reporting standards (IFRS) practical issues

Skills

On successful completion of this unit, the student will be able to:

- Evaluate different accounting treatments of business transactions and the compliance with the appropriate accounting standards.
- Evaluate the quality of financial and non-financial reporting and disclosures.
- Apply the appropriate recommended accounting treatment for the controversial issues (securitization, short selling, options, futures and forwards).
- Apply the knowledge of various advanced accounting issues related to Financial Accounting within a global framework

Indicative Content

- The regulatory framework of accounting in Egypt as compared with other countries (UK & USA).
- Corporate Governance.
- Corporate social responsibility.
- The impact of accounting treatment on financial statement analysis.
- Controversial issues in accounting such as :
 - Capital leasing
 - Deferred Taxation
 - Share Options
 - Financial Derivatives

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to enable students to discuss current accounting issues. Students are expected to do additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Group project: A group report on topics such as: Corporate social responsibility, Corporate governance, or Financial disclosure practices. The students must apply the topic they choose on an Egyptian firm.	Week 10	20%	[Outcomes: 1,2,3]
Case studies will be used to assess the student's abilities to research a relevant topic.	Week 5 Week 13	20%	[Outcomes: 3, 4, 5, 6, 7 and 8]
An unseen mid-term exam	Week 7	20%	[Outcomes: 1 – 3]
An unseen final exam	Week 14	40%	[Outcomes: 1 – 3]

Formative Components

Tutorial discussions on research assignments
Feedback on case studies

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Conway, E., & Byrne, D. (2018). *Contemporary Issues in Accounting: The Current Developments in Accounting Beyond the Numbers*: Bottom of Form

Ramirez, J. (2015). *Accounting for Derivatives: Advanced Hedging under IFRS 9*. 2nd edition: John Wiley & Sons.

Solomon, J. (2013). *Corporate Governance and Accountability*. 4th edition: John Wiley & Sons.

IASB, "International Financial Reporting Standards-IFRS" 2011.

Stanton, P., McGowan, S., Ferlauto, K. & Tilling, M. (2012). *Contemporary issues in accounting*. Milton, Qld.: Wiley & Sons.

The Egyptian Financial Supervisory Authority (EFSA) and the public Companies Auditor Oversight Unit (AOU).

Accounting reviews.

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	ACCT461I & ACCT461II	HOR Department:	Accounting
Unit Title:	Graduation Project I & II (Major Accounting)	Course Code:	-----
Credit Hours:	6		
Unit Leader:	Dr. Mohamed El-Deeb		
Pre-requisite:	ACCT 211, ACCT304, ACCT 321, Senior Standing		

Aims

The Graduation Project unit is designed to build on different skills and knowledge the students have gained from their study of the different accounting units. The students will produce an integrated accounting research on a particular project related to the current Egyptian market. The unit is divided into two parts (Part I and Part II), which are normally covered in the last two semesters of the final year. The students can choose different research methodologies

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

Select and justify a research problem.
Articulate research objectives and conduct a literature review.
Distinguish between different methodological approaches.

Skills

On successful completion of this unit, the student will be able to:

Conduct research and critically evaluate findings in an appropriate format :
Generate research hypotheses.
Select appropriate research design including the research population, sample type and size, identifying sampling unit and element, and designing, refining, and finalizing the research instrument.
Undertake data collection activities.
Check data for consistency, and implement data entry.
Present the research recommendations and proposed units of actions.
Interpret analysis of results and formulate the research conclusions.
Put forward suggestions for further research.
Use computerized statistical packages to run the data analysis.
Apply teamwork skills and time management.
Give oral presentation on the analysis, evaluation and synthesis information and defend the results of the research.

Indicative Content

Part (I)

Research methodology
Topic Selection
Exploratory Field Study
Survey and Review of Literature
Generating Hypotheses
Submitting Research Proposal

Part (II)

Finalizing Hypotheses
Identifying Population and Sample
Finalizing Questionnaire
Pre-testing Questionnaire
Selecting Data Collection Method (s)
Collecting Data
Data Entry
Analyzing Data
Interpreting Results
Submitting Dissertation

Learning, Teaching and Assessment Strategies

Lectures will be used to explore ideas for research. The students will choose a topic, discuss it with the instructor and get his approval. The students will submit their progress in class on a regular basis and get the instructor's oral and written feedback on their work.

Assessment Scheme

Part (I)

Students are organized into groups.

Each group will submit a research proposal by the end of the first semester (detailed contents and deadlines will be distributed in the first session).

Part (II)

Each group will submit the final dissertation by the end of the second semester (detailed contents and deadlines will be distributed in the first session).

Each group will defend their research findings one week after the submission date to a committee composed of the internal examiner (supervisor) and an external examiner.

Field research is required to help in conducting the projects, students are required to visit the application company, in addition to other sources of secondary data such as:

Egyptian Central Agency for Population, Mobilization, and Statistics (CAPMS).

Cairo Academic Center for Scientific Research.

Center for Egyptian Economic Studies (World Trade Center, Maspiro).

AUC Library.

Assessment Weighting

ACCT 461 I 50%
ACCT 461 II 50%

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Boone, Kurtz, and Berston's, (2015) Contemporary Business, 17th Edition,
Adams, John, R. Raeside, and Hafiz T. A. Khan. (2014). *Research Methods for Business and Social Science Students*
Weathington, B., et al (2013). *Understanding Business Research*: John Wiley & Sons.

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	108	20	20	61	102	210
Percentage	51.5%	9.5%	9.5%	29.5%	48.5%	100%

Unit Code:	BUS102	HOR Department:	Marketing & International Business
Unit Title:	Introduction to Business	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Samia El Sheikh		
Pre-requisite:	None		

Aims

This unit aims to introduce students to basic business concepts, and the business environment. Moreover, it aims to communicate issues in the field of business and society and to develop the students' knowledge about globalization and various forms of entering international business. It also aims to build student awareness of corporate social responsibility and business ethics. Furthermore, it introduces students to basics of motivating employees and marketing a product or service and ways of raising short and long term finance for a business.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- Basic business concepts
- 2- Different functional areas in a typical business
- 3- Ethical issues in business.
- 4- Aspects of the dynamic business environment
- 5- Various strategies for entering the global market.

Skills

On successful completion of this unit, the student will be able to:

- 6- Provide solutions for simple business ethical problems.
- 7- Write a review of an academic business article showing the ability to form an opinion on business related situation and present it.

Indicative Content

- The business environment
- How economics affects business
- Competing in global markets
- Demonstrating ethical behavior and social responsibility
- Choosing a form of business ownership
- Motivating employees and building self-managed teams
- Marketing: building customer relationship
- Financing: ways of raising short and long term financing

Learning, Teaching and Assessment Strategies

Formal, one and half hour lectures to present contextual material and ethical approaches essential in understanding the interaction of business with other aspects of modern society. Lectures are supported by power point presentations and discussions that enhance students' oral skills. Tutorials that handle work sheets to help the students grasp the basic material and consolidate knowledge. Furthermore, tutorial discussions which help students to enhance their ability to evaluate particular ethical cases and prepare them for essay writing

Assessment Scheme

Coursework 40%
Unseen Exams 60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
In class activities as mini-cases and answering the related questions	On going	(10%)	[Outcomes: 1 -6].
Written tests are used to assess students understanding of core topics	Test 1: Week 3 Test 2: Week 5 Test 3: Week 11	(15%) (10% for MCQs & True or False and 5% for Essay questions). Students are provided with written and oral feedback on their tests	[Outcomes: 1-6].
Article review report and presentation covering any related business topic	Week 12	(10%)	[Outcomes: 7].
Online work sheet	Week 2 Week 4 Week 10	(5%)	[Outcomes: 1 - 6].
An unseen mid-term exam of 90 minutes will require students to answer questions (MCQ, essays and short notes) on core concepts and theoretical issues	Week 7&8	(20%)	[Outcomes: 1,3,4].
An unseen final exam of 3 hours will require students to answer questions (MCQ, essays and short notes) on core concepts and theoretical issues	Week 14+	(40%)	[Outcomes 1-6].

Reading List

- Nickels, G., McHugh, J. & McHugh S. (2019). *Understanding business*. 12th edition. New York: McGraw Hill Education.
- Nickels, W. G. (2017). *Understanding Business: The Core*. McGraw-Hill Education.
- Boone, Kurtz, and Berston's, (2015). *Contemporary Business*, 17th Edition, <https://app.kortext.com/read/141414/iv> Wiley

- Preston, D., Watson, G., & Fryer, M. (2013). *An Introduction to Business Studies*. Milton Keynes
http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=620798&site=ehost-live&ebv=EB&ppid=pp_1 eBook Academic Collection (EBSCOhost)

Additional readings may be assigned to students from various sources:

Business Today – Cairo Times - Business Weekly – Business Monthly – Forbes – Fortune – The Harvard Business Review ... or others.

EBSCOHOST. Electronic library (Business Source Complete)

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	BUS303	HOR Department:	Management Information Systems
Unit Title:	Research Methodology	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Prof. El Sayed Nagy		
Pre-requisite:	ENG_201M, STAT 215		

Aims

The unit focuses on the analysis of business problems and the use of scientific research as a problem-solving tool. The unit is designed to introduce the student to the various aspects of business research methods and to apply the various techniques of research to the real world of business.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Distinguish between the different types of research
- 2- Discuss the research design and process
- 3- Outline the basic research methods
- 4- Explain the key items in a research report
- 5- Utilize a proper referencing systems

Skills

On successful completion of this unit, the student will be able to:

- 6- Locate problem areas in organizational settings, plan, organize, design, and conduct research to help solve the identified problems
- 7- Apply research methods on various problem areas in a report.
- 8- Contribute to group work
- 9- Present research findings

Indicative Content

- Introduction to research
- The research process
 - The broad problem area and defining the problem
 - Theoretical framework and hypotheses testing
 - Elements of research design
- Data collection methods
- Sampling techniques
- Measurement: scaling, reliability, and validity
- Data analysis
 - Qualitative data analysis
 - Quantitative data analysis: hypothesis testing
- Proper referencing systems
- The research report

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of Research Methodology to the students. Power point presentations and selected case studies are used to further enrich the students understanding of foundations of scientific research. The Lectures will utilize a student-centered learning approach.

In addition to the lectures, regular tutorials are devoted to follow up on the students research work.

The assessment of this unit includes a group project that will test the knowledge and skills of the students.

Assessment Scheme

Coursework:	50%
Unseen Examination:	50%

Assessment Type	Date	Weighting (100%)	Intended Learning Outcomes – ILOs
Group Project – A group proposal of research project is to be submitted, describing your interest to certain topic in business management, such as finance, economics, human resources, operations, or strategy. The students are expected to submit and present their proposals	Week 13	(50%)	[Outcomes: 1-9].
Final Exam – Three hours exam that consists of essay questions and case study(ies)	Final Examination Schedule	(50%)	[Outcomes: 1, 2, 3, 4 and 5]

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List:

Textbooks:

Kumar, R. (2019). Research methodology: A step-by-step guide for beginners. 5th edition. UK: SAGE Publications Ltd.

Creswell, J.W. & Creswell, David J. (2018). Research design: Qualitative, quantitative, and mixed methods approaches. 5th edition. UK: Sage publications Ltd.

Sekaran, U. & Bougie, R. (2016). Research methods for business: A skill building approach. 7th edition. New Jersey: John Wiley and Sons, Inc.

Mligo, E. S. (2016). *Introduction to Research Methods and Report Writing : A Practical Guide for Students and Researchers in Social Sciences and the Humanities*. Eugene, Oregon: Resource Publications.

Saunders, M. N. (2011). *Research methods for business students*. 5th edition. Pearson Education India.

Additional Readings:

Articles from the Egyptian Knowledge Bank (EKB) <https://www.ekb.eg/>

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	BUS304	HOR Department:	Marketing & International Business
Unit Title:	Entrepreneurship and Small Businesses Management	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Nermeen Nazmy		
Pre-requisite:	FAC201, MGT200, MKT_201		

Aims

This unit aims to provide a solid background with practical application of the concepts of the fast-growing discipline of entrepreneurship and small businesses. Also it describes the characteristics of an entrepreneur and the importance of diversity in both the marketplace and the workplace. It also aims to articulate the differences between a small business manager and an entrepreneur and between the main forms of ownership and franchising. Moreover, it aims to identify the components of a business plan including: evaluation of potential start-ups, sources of business ideas, uses of financial records to a small business, sources of funding, laws and regulations that affect small business, and explain the process of developing a small business marketing strategy and business plan.

Learning outcomes

Knowledge

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- Characteristics, attitudes, and skills needed for entrepreneurship and management of a small business.
- 2- How to build a strategic plan and attain a competitive advantage for a small business.
- 3- The guerrilla marketing principles, strategies and plan.
- 4- How to develop a business plan as a tool to assess, create and communicate a business concept.
- 5- Entrepreneurial settings and role models through exposure to actual business settings and experiences.

Skills

On successful completion of this unit, the students will be able to:

- 6- Assess the feasibility of a business venture.
- 7- Prepare a business plan pinpointing the accounting records needed for a small business, financing needs of the business and where to look for sources of funding.

Indicative Content

- The Foundation of Entrepreneurship.
- Designing of competitive business model and building a solid strategic plan.
- Conducting a feasibility analysis and creating a winning business plan.
- Forms of business ownership.
- Franchising and the Entrepreneur.
- Building a powerful marketing plan (Guerrilla Marketing Plan).
- Creating a successful financial plan.
- Choosing the right location and layout.

Learning, Teaching and assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of Entrepreneurship & Small Business Management. PowerPoint presentation and selected case studies are used to further enrich the students' understanding of the entrepreneurship function and its vital role. Furthermore, real life examples are brought to the lectures to relate the theoretical framework to the practice. In addition to lectures, regular tutorials are devoted to generating ideas, brainstorming, problem solving and discussion of case studies, and giving feedback to students about their projects.

Assessment scheme

Coursework	50%
Unseen Exams	50%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Group project: Feasibility study and business plan development. Students are asked to select a small business venture and create a complete and persuasive business plan that, among other things, will effectively accomplish the goal of acquiring financing.	Phase 1: Week 3 Phase 2: Week 5 Phase 3: Week 9 Presentations: Week 11	50%	[Outcomes: 4-7]
Final exam: 3 hours exam that consists of essay questions and a case study or application questions	Week 14+	50%	[Outcomes: 1,2, 3, 6 and 7]

Reading List

- Cornwall & Scarborough, N. (2019). *Essentials of entrepreneurship and small business management*. 9th edition. New Jersey: Pearson Education.
- Megginson, L & Byrd, M.J. (2018). *Small Business Management: An Entrepreneur's Guidebook*. 8th Edition. New York: McGraw-Hill
- Jones, P., Maas, G., & Pittaway, L. (2017). *New Perspectives on Entrepreneurship Education: Contemporary Issues in Entrepreneurship Research, volume 7*. First edition. Bingley, UK : Emerald Publishing Limited.
- Bygrave, W.D. and Corbett, A.C. (2016). *Entrepreneurship*, 4th Edition.
- Bagheri, A., & Pihie, Z. A. L. (2014). *Factors shaping entrepreneurial intention*. Newcastle upon Tyne: Cambridge Scholars Publishing.
<http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=806567&site=ehost-live>
- Fred. K. (2009) *Creating entrepreneurs: Making miracles happen*. Singapore: World Scientific.
<http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=340547&site=ehost-live>

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	BUS410	HOR Department:	Marketing & International Business
Unit Title:	International Business	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Zeinab Zaazou		
Pre-requisite:	MGT200 ,MKT_201		

Aims

The unit aims to enhance students' evaluation of strategies and organization structures that firms adopt to compete efficiently on the international level. Students will attain a deep comprehension of differences between nations in political economy and culture. Moreover, students will gain theoretical background in international trade theory, foreign direct investment, and the monetary frame work in the which international business transactions are conducted.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- The internationalization process and effects of globalization on multi-national enterprises.
- 2- The impact of economic, cultural, political and legal environments on international business.
- 3- Strategies and structure of international business.
- 4- International staffing and managing global operations.

Skills

On successful completion of this unit, the student will be able to:

- 5- Integrate foreign direct investment, regional integration, international monetary system, international production and logistics with business operations.
- 6- Analyze cases related to international business.
- 7- Write a report and present their findings.

Indicative Content

- Globalization.
- National differences in political Economy.
- International trade theory.
- Foreign direct investment.
- The political economy of foreign direct investment.
- The international monetary system.
- The strategies of international business.
- Strategic alliances and business operations.
- The process of exporting, importing, logistics, global production, outsourcing, and global human resource management

Learning, Teaching and Assessment Strategies

Formal, “one and half hour” lectures will introduce students to the main theoretical topics of the unit. Students are expected to respond to experiential-in-class-exercises that assigns individual’ and team tasks to encourage them to learn from direct experiences. Reflective analysis throughout the units designed to encourage students to critically evaluate international business operations. Students are expected to carry out an investigative study which includes an application project on a relevant international business topic. Office hours allow tutors to discuss additional questions.

Assessment Scheme

Coursework:	40%
Exam:	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Group investigative case study with theoretical frame and practical contact to investigate reality including written analysis of case incidents	Phase 1 in week 6 Phase 2 in week 10	40%	[Outcomes: 5, 6 and 7]
An unseen mid-term exam of 90 minutes will require students to answer questions on core theoretical issues	Weeks 7-8	20%	[Outcomes: 1 and 2]
An unseen final exam of 3 hours will require students to answer questions on core theoretical issues	Weeks 14+	40%	[Outcomes: 1, 2, 3 and 4]

Reading List

- Hill C. & Hult G. (2019). *International business: Competing in the global marketplace*. 12th edition. New York: McGraw Hill.
- Tulder, R. V., Verbeke, A., & Piscitello, L. (2019). *International Business in the Information and Digital Age* (Vol. First edition). Bingley, UK: Emerald Publishing Limited.
http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=1883909&site=ehost-live&ebv=EB&ppid=pp_1 eBook Academic Collection (EBSCOhost)
- Asgary, N. H., Samii, M., & Frutos-Bencze, D. (2016). *Foundations of Global Business : A Systems Approach*. Charlotte, NC: Information Age Publishing
http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=1065220&site=ehost-live&ebv=EB&ppid=pp_Cover eBook Academic Collection (EBSCOhost)
- Ajami, R. A., & Goddard, G. J. (2015). *International Business : Theory and Practice* (Vol. Third edition). London: Routledge

http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=929355&site=ehost-live&ebv=EB&ppid=pp_Cover eBook Academic Collection (EBSCOhost)

Recommended journal:

Journal of International Business

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	CS_100	HOR Department:	Management Information Systems
Unit Title:	Introduction to Information Technology	Course Code:	-----
Credit Hours:	4		
Unit Leader:	Dr. Omar Hussein		
Pre-requisite:	None		

Aims

This unit provides an introduction to computer and information technologies. It discusses the nature of computer hardware, software, and communication technologies. The theory is complemented and consolidated with practical examples aiming at helping the students gaining basic proficiency with different types of widely used application software. By the end of the unit, students will possess a solid understanding of how information technology and computer science impact the world today.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Explain key principles, terms, components, facts, and current advancements in computer science and information technology
- 2- Define the essential computer hardware components, as well as the basic functions, features, and categories of operating systems
- 3- Differentiate between the various types of application software packages to solve a wide variety of problems
- 4- Identify the fundamental concepts behind computer networks and data communication
- 5- Discuss cybercrimes, and methods to safeguard sensitive information including restricting access, encrypting data, anticipating disasters, and preventing data loss

Skills

On successful completion of this unit, the student will be able to:

- 6- Use the most appropriate software package for the task at hand
- 7- Utilize Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, micro blogs, webcasts, podcasts, and wikis
- 8- Make use of search tools, including both general and specialized search engines
- 9- Employ web utilities including plug-ins, filters, file transfer utilities, and internet security suites
- 10- Practice basic functions of Microsoft Windows operating system, word processors, spreadsheets, and presentation programs

Indicative Content

- Introduction to information technology
- The Internet, the web, and electronic commerce
- Basic Application Software
- System Software
- The System Unit
- Input and Output
- Communications and Networks
- Privacy, Security, and Ethics

Learning, Teaching and Assessment Strategies

Weekly lectures covering the “concepts” are complemented by various in-class examples, review problems, quizzes, and lab sessions. Class participation is essential to the educational process. Emphasis is placed on acquiring computer-related skills, including how to effectively use popular operating systems, application packages, and the Internet. Weekly computer labs are conducted to practically teach students usage of Windows operating system, word processors, spreadsheets, and presentation programs.

Assessment Scheme

Coursework	40 %
Unseen examination	60 %

Assessment Type	Date	Weighting (100%)	Intended Learning Outcomes – ILOs
Class Participation	Weeks 1,3,5,11	(10%)	[Outcomes: 1, 2, 3, 4 and 5]
Review Problems	Weeks 2,4,9,10	(10%)	[Outcomes: 1, 2, 3, 4 and 5]
Quizzes	Weeks 6,12	(10%)	[Outcomes: 1, 2, 3, 4 and 5]
Lab Work	Weeks 1,3,5,11,13	(10%)	[Outcomes: 6, 7, 8, 9 and 10]
A midterm exam of 90 minutes that include several questions to assess the student knowledge and understanding	Midterm Examination Schedule	(20%)	[Outcomes: 1, 2, 3, 4 and 5]
A final exam of 180 minutes that include several questions to assess the student knowledge and understanding	Final Examination Schedule	(40%)	[Outcomes: 1, 2, 3, 4 and 5]

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List:

O'Leary, T., O'Leary, L. & O'Leary, D. (2019). *Computing essentials 2017: Making IT work for you*. 27th edition. New York: McGraw Hill.

Williams, B. & Sawyer, S. (2015). *Using information technology: A practical introduction to computers & communications*. 11th edition. New York: McGraw Hill.

Wempen, F., Hattersley R., Millett R., and Shoup K. (2015). *Computing fundamentals: Introduction to computers*. 5th edition. International Student Systems. The United States: Wiley.

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	72	30	27	11	68	140
Percentage	51.4%	21.4%	19.2%	8%	48.6%	100%

Unit Code:	ECO_305	HOR Department:	Economics
Unit Title:	Economic Development	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Mai Yasser		
Pre-requisite:	ECO 101, ECO 102		

Aims

This unit is designed to explore the existing and challenging subjects of economic development. The unit focuses on the basic concepts of economic development, the development gap, theories of economic development, measurement of income distribution and poverty, sources of finance and analyses some of the major development problems and policies.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Analyze the sources of economic development and long term growth.
- 2- Evaluate the different theories and models of economic growth and development.
- 3- Explore the major development problems, both domestic and international, which confront developing countries and the main policies adopted to confront these problems.

Skills

On successful completion of this unit, the student will be able to:

- 4- Criticize the development policies and theories.
- 5- Link the theories of development and the realities of developing countries.
- 6- Interpret and analyze different raw data and development indicators.
- 7- Work in groups.
- 8- Expand verbal, research and presentation skills.

Indicative Content

- Basic concepts of economic development
- Comparative economic development
- Theories of economic development
- Growth, poverty and income distribution
- International trade theory and development strategy
- Balance of payments, debt and stabilization policies
- Foreign finance, investment and aid.

Learning, Teaching and Assessment Strategies

The unit is taught using a mixture of lectures and tutorials. Lectures are designed to introduce students to core topics. Tutorials are designed to assist students with difficulties they confront in the unit of their study or when conducting their researches.

Students are assessed through an unseen midterm and an unseen final exam [particular reference to outcomes 1, 2, 3, 4]. Students are also expected to produce a group research paper at the end of the

semester that would be suitable for presentation. The research academic writing formats. Prior to the submission of the final research students will submit an outline (week 2) and a preliminary draft of their research (week 4) upon which they will receive the necessary feedback to pursue their research (formative assessment). The list of topics for research will be provided to the students at the beginning of the semester and can vary every semester [particular reference to outcomes 5, 6, 7 and 8].

Assessment Scheme

Formative assessment

- Submission of preliminary thesis statement and outline in week 2
- Submission of first draft in week 4.
- Coursework 40%
- Unseen examinations 60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Group project and presentation	Week 11	(40%)	[Outcomes: 5, 6 and 7].
An unseen mid-term exam of 90 minutes	Weeks 7 and 8	(20%)	[Outcomes: 1, 2, 3 and 4].
An unseen final exam of 3 hours	Weeks 14 and 15	(40%)	[Outcomes: 1, 2, 3 and 4].

Reading list

- Siggel, E. (2016) *Development Economics: A Policy Analysis Approach*. London: Routledge
<http://web.b.ebscohost.com/ehost/ebookviewer/ebook/ZTAyMG13d19fMTQzMjcXOF9fQU41?siid=01318012-ecc3-4dbb-9ee4-062a276d61c9@sessionmgr101&vid=11&format=EB&rid=3>
- Todaro, M. & Smith, S. (2014). *Economic development*. 12th edition. Harlow: Pearson Addison Wesley.
- Perkins, D., Radelet, S. & Lindauer, D. (2013). *Economics of development*. 7th edition. New York: W.W. Norton and Company.
- Thirlwall, A. P. (2011). *Economics of development*. 9th edition. New York: Palgrave Macmillan.
- Thirlwall, A. P. (2006). *Growth and development with special reference to developing countries*. 8th edition. New York: Palgrave Macmillan.

E-references

- The World Bank website www.worldbank.org
- The United Nations Development Program website www.undp.org
- The International Monetary Fund website www.imf.org
- The United Nations Conference on Trade and Development website www.unctad.org

Academic articles on economic development retrieved from ebscohost electronic library (database business source complete).

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	ECO101	HOR Department:	Economics
Unit Title:	Introduction to Macroeconomics	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Mai Yasser		
Pre-requisite:	None		

Aims

This unit aims at providing a basic introduction to macroeconomic principles and their application to both theoretical and real world situations. It also intends to identify appropriate techniques to analyse macroeconomic equilibrium and develop analytical skills using the different mathematical and graphical methods. Finally, the unit intends to give students the ability to communicate and report on findings, particularly through essays and exercises.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Explain core macroeconomics principles
- 2- Use analytical methods to apply model-based theory
- 3- Utilize verbal, graphical and mathematical representation of economic ideas to analyze the relationship between economic variables
- 4- Explain basic principles and mechanisms in national economy, and analyze the impacts of different policy decisions on the aggregate economy

Skills

On successful completion of this unit, the student will be able to:

- 5- Explore problems using logical thinking and provide solutions
- 6- Provide analysis and critical judgment to different economic issues
- 7- Select and apply appropriate techniques to solve problems
- 8- Use research techniques to survey economic problems

Indicative Content

- Economic problem, resource allocation and the production possibility frontier
- Demand, supply and price determination
- Objectives and instruments of macroeconomic policy
- Growth, unemployment and inflation
- Aggregate demand and supply
- National income accounts
- Theories of consumption and investment
- The Keynesian multiplier model and macroeconomic equilibrium
- Multipliers
- Money and the banking system

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the instructor. Tutorial sessions will be devoted to problem solving and discussion of case studies.

Students are assessed in a number of ways. In addition to tests and assignments, students will submit an article review on one of the topics studied. They will be supported by means of regular tutorials which will provide them with feedback on work in progress, and in-class discussions will involve the use of informal peer assessment.

Assessment Scheme

Coursework 40%
Unseen examinations 60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Written tests are used to assess students' understanding of core topics	Weeks 4, 11 and 13	(15%)	[Outcomes: 1, 2, 3, 4, 5 and 7].
Problem solving assignments comprising quantitative and qualitative questions such as true and false, problems and essay questions	Weeks 3, 10 and 12	(15%)	[Outcomes: 5, 6 and 7].
An article review assignment on any of the topics covered in the unit	Week 9	(10%)	[Outcomes: 5, 6 and 8].
An unseen mid-term exam of 90 minutes	Weeks 7 and 8	(20%)	[Outcomes: 1, 2, 3, 4, 5 and 7].
An unseen final exam of 3 hours	Weeks 14 and 15	(40%)	[Outcomes: 1, 2, 3, 4, 5 and 7].

Reading list

OpenStax College. (2020). *Principles of macroeconomics*. 2nd edition. OpenStax CNX.

<https://openstax.org/details/books/principles-macroeconomics-ap-courses-2e>

Parkin, M. (2016). *Economics*. 12th edition. Harlow, England: Pearson Addison Wesley.

Baumol, W. & Blinder, A. (2016). *Economics: Principles and policy*. 13^y edition. Mason OH: South Western Cengage Learning.

O'Sullivan, A., Sheffrin, S. & Perez, S. (2014). *Economics: Principles, applications and tools*. 8th edition. Boston: Pearson Prentice Hall.

Samuelson, P. & Nordhaus, W. (2009). *Economics*. 19th edition. Boston: McGraw Hill.

Various economics publications retrieved from the following websites

www.erf.org.eg
www.eces.org.eg
www.oecd.org
www.worldbank.org
www.imf.org
www.economist.com
www.ft.com

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	ECO102	HOR Department:	Economics
Unit Title:	Introduction to Microeconomics	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Azza Kamal		
Pre-requisite:	None		

Aims

This unit aims to provide students with the fundamental concepts of choices made by individuals and businesses and the influence of government on those choices. It also aims to introduce some microeconomic analysis and problem solving techniques. Students will be encouraged to explore the basics on which consumers and producers choices are made under the influence of economic forces and to define and critically evaluate the most common market structures.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Demonstrate good knowledge and understanding of microeconomic concepts and principles
- 2- Use some microeconomic analysis for some theories and practices
- 3- Utilize verbal, graphical and mathematical representation of economic ideas to analyze the relationship between economic variables

Skills

On successful completion of this unit, the student will be able to:

- 4- Explore economic problems and apply knowledge to analyse the different alternatives
- 5- Calculate and interpret some microeconomic indicators
- 6- Demonstrate verbal presentation skills
- 7- Enhance individual initiative and research skills using library and web-based resources
- 8- Be self-evaluating in performance and in learning

Indicative Content

- Demand, supply and price determination
- Elasticities
- Elasticity and total revenue
- Utility and demand
- Possibilities, preferences and choices
- Indifference curves and the budget line
- Income effect and the substitution effect of a change in price
- Output, product schedules and product curves
- Analysis of costs and cost curves in the short run
- Market structures: perfectly competitive markets, monopoly, monopolistic competition and oligopoly

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the instructor. Tutorial sessions will be devoted to problem solving and discussion of case studies.

Students are assessed in a number of ways. In addition to tests and assignments, students will submit an article review on one of the topics studied. They will be supported by means of regular tutorials which will provide them with feedback on work in progress, and in-class discussions will involve the use of informal peer assessment.

Assessment Scheme

Coursework	40%
Examination	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Written tests are used to assess students' understanding of core topics	Weeks 4, 11 and 13	(15%)	[Outcomes: 1, 2, 3, 4 and 5].
Problem solving assignments comprising quantitative and qualitative questions such as true and false, problems and essay questions	Weeks 3, 10 and 12	(15%)	[Outcomes: 1, 2, 3, 4 and 5].
An article review assignment on any of the topics covered in the unit	Week 9	(10%)	[Outcomes: 6, 7 and 8].
An unseen mid-term exam of 90 minutes	Weeks 7 and 8	(20%)	[Outcomes: 1, 2, 3, 4 and 5].
An unseen final exam of 3 hours	Weeks 14 and 15	(40%)	[Outcomes: 1, 2, 3, 4 and 5].

Reading

list

OpenStax College. (2020). *Principles of microeconomics*. 2nd edition OpenStax CNX.

<https://openstax.org/details/books/principles-microeconomics-ap-courses-2e>

Parkin, M. (2016). *Economics*. 12th edition. Harlow, England: Pearson Addison Wesley.

Baumol, W. & Blinder, A. (2016). *Economics: Principles and policy*. 13th edition. Mason OH: South Western Cengage Learning.

O'Sullivan, A., Sheffrin, S. & Perez, S. (2014). *Economics: Principles, applications and tools*. 8th edition. Boston: Pearson Prentice Hall.

The Principles of Macroeconomics and Microeconomics (2014). Ipswich: Massachusetts

Samuelson, P. & Nordhaus, W. (2009). *Economics*. 19th edition. Boston: McGraw Hill.

Various economics publications retrieved from the following websites

www.erf.org.eg

www.eces.org.eg

www.oecd.org
www.worldbank.org
www.imf.org
www.economist.com
www.ft.com

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	ECO303	HOR Department:	Economics
Unit Title:	Money and Banking	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Mai Yasser		
Pre-requisite:	ECO 101, ECO 102		

Aims

This unit aims to examine the structure of the banking system, the financial system and the components and functions of money. It also aims to assess methods of determination of interest rates and exchange rates. It also analyses the role of central banks, the process of multiple deposit creation and evaluates the theoretical and empirical aspects of the role of monetary policy in macroeconomic stabilisation and economic growth.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Evaluate the roles and functions of financial markets, financial institutions and money.
- 2- Assess the role of the central bank in any economy
- 3- Appraise the factors determining interest rates and the foreign exchange rate

Skills

On successful completion of this unit, the student will be able to:

- 4- Investigate the different financial and economic problems faced by banks and propose solutions to these problems
- 5- Predict the effect of different factors on the interest rate and the foreign exchange rate and suggest solutions to problems facing the economy
- 6- Critically analyze the economic effects of fiscal and monetary policies
- 7- Engage in research and acquire presentation skills.

Indicative Content

- Financial markets and institutions
- Different types of money
- The determination of interest rates
- The behaviour of interest rates
- The foreign exchange market
- The management of financial institutions
- Multiple deposit creation and the supply of money
- The demand for money
- The ISLM model
- Tools of fiscal and monetary policies

Learning, Teaching and Assessment Strategies

The unit is taught using a mixture of lectures and tutorials. Lectures aim to introduce students to the theoretical material while tutorials assist students in mastering specific exercises and practices in addition to providing students with specific and critical feedback on their research work.

Students are assessed in a variety of ways: an unseen midterm of 90 minutes, and an unseen final exam of three hours [outcomes 1, 2, 3, 4 and 5]. Students are also expected to produce a research paper on one of the assigned topics at the end of the semester that would be suitable for presentation. It must conform to accepted academic writing formats and will range between 3500 and 4000 words in length [particular reference to outcomes 5, 6 and 7]. In addition, the summative assessment involves regular assignments comprising problem solving and case study questions [Outcomes 2, 3, 4, 5 and 6].

Assessment Scheme

Formative assessment

- Submission of preliminary thesis statement and outline in week 2
- Submission of first draft in week 4.

Coursework	40%
Unseen examinations	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Problem solving assignments comprising quantitative or qualitative questions such as problems and case study questions	Weeks 3, 6 and 12	(10%)	[Outcomes: 2, 3, 4, 5 and 6]
Group project and presentation	Week 10	(30%)	[Outcomes: 5, 6 and 7].
An unseen mid-term exam of 90 minutes	Weeks 7 and 8	(20%)	[Outcomes: 1, 2, 3, 4 and 5].
An unseen final exam of 3 hours	Weeks 14 and 15	(40%)	[Outcomes: 1, 2, 3, 4 and 5].

Reading list

- Mishkin, F. (2015). *The economics of money, banking and financial markets*. 11th edition. New York: Addison & Wesley.
- Andoh, S. K. (2014). *Essentials of money, banking and financial institutions: With applications to the developing world*. Lanham. Maryland: Lexington Books. Retrieved from:
<http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=886318&site=ehost-live>
- Tarullo, D. (2008). *Banking on Basel: The future of international financial regulation*. Washington DC: Peterson Institute.
- O'Brien, D.P. (2007). *The development of monetary economics: A modern perspective on monetary controversies*. UK: Edward Elgar Publishers.

Alexander, K., Dhumale, R. & Eatwell, J. (2006). *Global governance of financial systems: The international regulation of systemic risk*. New York: Oxford University Press.

Rosly, S. (2005). *Critical issues on islamic banking and financial markets: Islamic economics, banking and finance, investments, Takaful and financial planning*. Bloomington: Author House.

Academic articles on money and banking retrieved from ebscohost electronic library (database business source complete).

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	ENG_101M	HOR	Faculty of Languages
Unit Title:	English Language for Academic Purposes	Department:	
Credit Hours:	3	Course Code:	
Unit Leader:	Dr. Mirette Sobhy		
Pre-requisite:	None		

Aims

This unit aims at developing basic academic writing skills. The student will learn the techniques for writing an academic essay by writing an effective thesis statement as well learning how to cater for specific audiences. The student will be able to transfer these skills to all other subjects he/she is studying to produce effective academic essays. Most importantly, the student should be able to edit and proofread his/her papers.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Recognize the essential requirements to enhance academic writing skills.

Skills

On successful completion of this unit, the student will be able to:

- 2- Use and apply the academic writing skills in writing academic essays and maintain academic honesty standards.

Indicative Content

During the semester, the student will develop his/her academic writing skills through several methods.

Firstly, the unit broadens the ability to brainstorm ideas to effectively produce a cohesive piece of academic writing. These will be applicable to any rhetorical writing method.

Secondly, through learning the different methods of paraphrasing, the student will be able to produce a cohesive summary.

Lastly, students will be able to edit their writing by identifying common writing errors such as:

- Correcting run-on sentences,
- Avoiding fragments,
- Maintaining parallel structure and
- Keeping a consistent point of view.

Learning, Teaching and Assessment Strategies

This unit will be delivered by means of interactive classes that focus on all aspects related to academic essay writing. Students will apply these skills by writing in-class assignments to ensure authenticity. Students will be engaged in exercises that aim at enhancing academic writing in a variety of rhetorical methods. This unit particularly focuses on the development of the students' abilities in the following areas:

- **Enquiry** - The students are encouraged to learn through brainstorming ideas for a given topic to decide which ones would be suitable for an academic essay. They will apply all necessary knowledge to formulate an academic essay which will be written through two drafts. Through the exercises in class, they should be able to comprehend the components of the academic essay thoroughly.
- **Contextual Understanding** - In this unit, students will understand and be engaged with academic writing which raises their awareness of current issues.
- **Collaboration** - Students learn with and through peers, tutors and others, and online E-learning sites to create a suitable learning community. There is a zero tolerance for plagiarism.
- **Enterprise** - Creativity is encouraged through unseen essay topics where students have to revoke their previous knowledge to produce an academic writing piece.

Assessment Scheme

Coursework	40 %
Unseen Exams	60 %

Assessment Type	Date	Weighting (100%)	Intended Learning Outcomes – ILOs
On-going Portfolio assessments	Weeks 13	(40%)	[Outcomes: 1-2].
Midterm Exam (90 minutes)	Midterm Examination Schedule	(20%)	[Outcomes: 1-2].
Final Exam (3 hours)	Final Examination Schedule	(40%)	[Outcomes: 1-2].

Reading List:

Textbooks:

Langan, J. (2014). *College writing skills with readings*. 9th edition. Dapriom Africa: Mc Graw Hills Companies.

E-references:

http://novella.mhhe.com/sites/dl/free/1000000050/141802/CWSwR_preface.pdf

https://books.google.com.eg/books/about/Sentence_Skills.html?id=1s6rvexCq4sC&redir_esc=y

<http://trove.nla.gov.au/work/35318111?q&sort=holdings+desc&=1497644454365&versionId=84544346>

<https://en.islcollective.com/resources/printables/worksheets doc docx/paragraph coherence/paragraph-coherence-coherent/54598>

<http://www.helsinki.fi/kksc/language.services/AcadWrit.pdf>

<http://www.ed.ac.uk/files/atoms/files/grammar for academic writing ism.pdf>

<https://www.epcc.edu/CollegeReadiness/Documents/Quik Tips.pdf>

<https://www.lamission.edu/learningcenter/docs/asc/worksheets/Grammar/Sentence%20Types.pdf>

<http://englishforeveryone.org/PDFs/Run%20on%20sentences.pdf>

<http://www.waynecc.edu/pdf/asc/english/SetenceFragmentRunon.pdf>

<file:///Users/Home/Downloads/Sentences,%20Run-Ons,%20Fragments%20practice3.pdf>

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	ENG_102M	HOR	Faculty of Languages
Unit Title:	English Language for Study	Department:	
Credit Hours:	Skills	Course Code:	
Unit Leader:	3		
Pre-requisite:	Dr. Mirette Sobhy ENG_101M		

Aims

This unit aims at developing the students' study skills and basic research writing. To communicate well as a speaker/writer, the student needs to know something about the topic, and something about the audience. What does the audience already know? How can the audience be led from what they don't know about a topic, to the point where they can see things they did not know before. This applies equally to academic writing and to academic presentations.

Although this is central to good academic writing, the knowledge and skills involved reach far beyond this unit: they lie at the heart of effective communication in any language, topic and situation.

These truly are basic research and study transferable skills for life: everyone has to persuade others in person, in print, and online. This unit then helps train the student to be a more effective user of English

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Define the concepts of critical thinking and reading, basic research writing and study skills and how to communicate information through oral presentations.

Skills

On successful completion of this unit, the student will be able to:

- 2- Use and apply these skills and abilities to interpret texts, integrate sources into academic writing and maintain academic honesty standards.

Indicative Content

During the semester, the student will develop his/her study skills, critical thinking and reading skills and the team teaching them will consider ways to improve the effect of the written and spoken word in academic contexts.

- Searching for reliable sources online
- Skimming and Scanning
- Subjectivity and objectivity
- Means of persuasion - Ethos, Pathos and Logos
- Brainstorming, Planning and Sequencing

- Summarizing, paraphrasing and integration of sources
- Prioritizing information: general to specific
- Presentation pitfalls, tricks and techniques
- Articles for Reading
- Critical Reading/ Thinking Exercises
- Study Skills Exercises
- Annotation /Taking Notes exercises
- Process of Writing Exercises/ Material
- PowerPoint presentations

Learning, Teaching and Assessment Strategies

The unit will be delivered by means of interactive classes that focus on introducing major concepts related to study skills and basic academic reading and writing skills. The student will be invited to participate in class discussions and debates based on authentic, topical reading material. This will involve the application of different critical reading and debating skills. In class, you will also have the chance to experience activities that will enhance your global reading and writing skills, oral presentation of information and the role played by academic integrity. This unit particularly focuses on the development of the students' abilities in the following areas:

- **Enquiry** - In this unit, the student will practice critical thinking and reading skills as well as basic research writing and presentation skills.
- **Contextual understanding** - In this unit, the student will understand and be engaged with critical reading and writing concepts. You will produce academic essays and abide by academic honesty criteria.
- **Enterprise** - The unit gives the student the chance to apply your acquired reading and writing skills on writing documented essays. The student will also practice how to prepare and deliver oral presentations.

Assessment Scheme

Coursework	40 %
Unseen Exams	60 %

Assessment Type	Date	Weighting (100%)	Intended Learning Outcomes – ILOs
On-going Portfolio assessments	Weeks 13	(40%)	[Outcomes: 1-2].
Midterm Exam (90 minutes)	Midterm Examination Schedule	(20%)	[Outcomes: 1-2].
Final Exam (3 hours)	Final Examination Schedule	(40%)	[Outcomes: 1-2].

Reading List:

Compiled material and authentic reading articles uploaded on the E-Learning site of the unit. For guided essays, recent articles from journals. Material is regularly updated.

Allington, R. L. (2012). *What really matters for struggling readers: Designing research-based programs*. 3rd edition. Boston: Allyn and Bacon.

Bean, John C. 2011. *Engaging ideas: The professor's guide to integrating writing, critical thinking and active learning in the classroom*. 2nd edition. San Francisco: Jossey-Bass.

Bookfield, S. D. (2012). *Teaching for critically thinking: Tools and techniques to help students question their assumptions*. San Fransico: Jossey-Bass.

Burns, T. & Sinfield, S. (2012). *Essential study skills: The complete guide to success at university*. London: Sage.

Chittooran, M. M. (2015). Reading and Writing for Critical Reflective Thinking. *New directions for teaching and learning*, 2015 (143), 79-95. doi:10.1002/tl.20137.

Facione, P. A. (2013). *Critical thinking: What it is and why it counts*. Retrieved from http://www.insightassessment.com/pdf_files/what&why2006.pdf

Fisher, D. & Frey, N. (2014). *Close reading and writing from sources*. Newark, DE: International Reading Association.

Horning, A. S., Kraemer, E. W., & WAC Clearinghouse, (Firm). (2013). *Reconnecting reading and writing*. Anderson, S.C.: Parlor Press and the WAC Clearinghouse.

Lansford, L, Lockwood, R, Cavage, C. (2017) *Prism level 3, student's book with online workbook*.

Pecorari, D. (2013). *Teaching to avoid plagiarism: How to promote good source use*. Maidenhead, Berkshire, England: McGraw-Hill Education.

Strongman, L. (2013). *Academic writing*. Newcastle upon Tyne: Cambridge Scholars Publishing.

Wallace, M. (2004). *Study skills in English*. London: Cambridge University Press.

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	ENG_201M	HOR Department:	Faculty of Languages
Unit Title:	English Language for Research	Course Code:	
Credit Hours:	Purposes		
Unit Leader:	3		
Pre-requisite:	Prof. Soha Rafaat		
	ENG_102M		

Aims

Clear, reasoned expression lies at the heart of academic writing. This unit builds on ENG_102M and develops student knowledge of planning and writing with different purposes to an academic readership. The unit also considers ways to compare and contrast texts and to address different perspectives of a given topic as well as the process of research writing.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

1. Demonstrate sound knowledge and understanding of academic writing and the process of objective writing and academic integrity.

Skills

After completing this unit, students will be able to:

2. Undertake effective research, recognize different perspectives and construct coherent arguments

Indicative Content

- Scholarly sources on a variety of topics.
- Exercises on source evaluation, evidence quality and reasoning gaps will be used.
- The steps of writing academic essays and research will also be available.
Power Point Presentations

Learning, Teaching and Assessment Strategies

The unit will be delivered by means of interactive classes that familiarize students with advanced research and writing. Debates and different types of scholarly sources will be used in class. Class time is designed to train students on evaluation and synthesizing sources as well as providing opportunities for discussions, debates, group work and handling multiple perspectives on a variety of topics. In their independent practice time, students will be asked to write research essays and an academic paper. This unit particularly focuses on the development of the students' abilities in the following areas:

- **Enquiry** - In this unit you will be required to practise analysis and evaluate the strength of competing arguments and the positions taken on issues related to the selected topic and practice different stages and techniques of writing. You will develop skills for documented essay and research writing following academic honesty criteria.

- **Contextual understanding** - This unit contributes to student awareness of ethical issues. It offers to develop their research and critical thinking skills as well as observing academic honesty rules in the process of production and consumption of knowledge adding to a culture of professionalism.
- **Collaboration** - Group work is expected in classroom setting to unpack a (given) topic's perspective and collect relevant sources.
- **Enterprise** - The unit enriches the learner profile of a graduate with attributes of professionalism, quality of production and focused writing.

Assessment Scheme

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting (100%)	Intended Learning Outcomes – ILOs
On-going Portfolio assessments	Weeks 13	(40%)	[Outcomes: 1-2].
Midterm Exam (90 minutes)	Midterm Examination Schedule	(20%)	[Outcomes: 1-2].
Final Exam (3 hours)	Final Examination Schedule	(40%)	[Outcomes: 1-2].

Reading List:

Compiled material and authentic reading articles uploaded on the E-Learning site of the unit. For guided essays, recent articles from journals. Material is regularly updated.

Badke, W. (2004). *Research strategies: Finding your way through the information fog*. luniverse.
 Gramer, M.F. & Ward, Colin, S. (2011). *Q: Skills for success reading and writing*. Oxford University Press.
 Lester, J.D. (2015). *Writing research papers: A complete guide*. 15th edition. Pearson.
 Wallwork, A. (2011). *English for writing research papers*. Springer.

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	FIN201	HOR Department:	Finance and Investment Management
Unit Title:	Financial Management I	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Amal Soliman		
Pre-requisite:	ACCT 101		

Aims

This unit aims to enable students to understand and apply financial management concepts, techniques and approaches with the emphasis on decision-oriented approaches to problems. The unit introduces the foundational concepts of financial management, such as financial statement analysis, time value of money, stock and bond valuation, and capital budgeting techniques.

Learning outcomes

Knowledge

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- Financial statements types, components and the logic of their construction, special emphasis on financial statement analysis techniques and methods.
- 2- Cash budgets, cash flow statements, and the free cash flow statement.
- 3- The fundamental concepts of time value of money.
- 4- Valuation of equity and bonds.

Skills

On successful completion of this unit, the student will be able to:

- 5- Interpret financial statements and derive conclusions to evaluate the performance of the company using different analysis methods.
- 6- Prepare financial projections for the company's expected performance, based on the data attained from the analysis.
- 7- Apply time value of money in different financial perspectives.
- 8- Demonstrate team working ability.

Indicative Content

- Financial statement analysis
- Cash budgeting
- Pro-forma financial statements
- Free cash flows
- Time value of money
- Equity valuation
- Bond valuation

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical and practical topics in managerial finance. In-class discussions will be used to extend the scope of the lectures. Students will be asked to prepare a valuation report for a company to practice the concepts introduced in the unit. Tutorials will address practical cases pertaining to the unit and applications, in addition to problem solving.

Assessment Weighting

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Written tests are used to prepare the students for the unseen exams	Weeks 5 and 12	10%	Outcomes: 1 -4.
Group project: Financial analysis report	Week 4	10%	Outcomes: 1, 5, 6 and 8
Problem solving	Weeks 3 and 10	20%	Outcomes: 1 - 5.
An unseen 90 minutes mid-term exam	Midterm examination schedule	20%	Outcomes: 1, 2, 3, 4 and 5
An unseen final exam of 3 hours will require students to answer questions (Multiple choice, and essays answers) on core theoretical issues [Outcomes: 1 - 5].	Final examination schedule	40%	Outcomes: 1, 2, 3, 4 and 5

Reading List

Block, S., Hirt, G. & Danielsen, B. (2018). *Foundations of financial management*. 17th edition. New York: McGraw Hill Education.

Gitman, L. (2018). *Principles of managerial finance*. 15th edition. New York: Addison Wesley, Besely.

Ronald W. Melicher & Edgar A. Norton, (2016). *Introduction to finance*. 16th edition. New York, Wiley.

<https://0810e8t1h-1106-y-https-onlinelibrary-wiley-com.mplbci.ekb.eg/doi/pdf/10.1002/9781119208372>

<https://app.kortext.com/read/141402/422>

Vernimmen, P., Quiry, P., Dallochio, M., Le Fur, Y., & Salvi, A. (2014). Corporate finance: theory and practice. John Wiley & Sons.

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	FIN203	HOR Department:	Finance and Investment Management
Unit Title:	Financial Institutions, Markets and Investments	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Hatem El-Banna		
Pre-requisite:	FIN201		

Aims

The unit introduces the students to the roles, functions and activities of financial institutions. The unit provides information on financial markets such as fixed income markets, equity markets, derivatives and foreign exchange markets. The unit also examines the functions of the financial institutions (banks, insurance companies, mutual funds, insurance companies, and investment banks). The unit illustrates why the financial markets exist and the role and functions of bonds, equity markets, and derivatives markets.

Learning outcomes

Knowledge

By the end of this unit students should be able to show knowledge and comprehension of:

- The different investment instruments, classifications of financial markets and systems, financial institutions and their role in the economy (1)
- Theories of investment and the alternative forms of investments, and the modern innovations in the financial markets (2)

Skills

This unit will call for the successful student to:

- Classify and interpret available investment securities (3)
- Distinguish between the different types of financial markets (4)
- Analyse different investment opportunities (5)
- Recognize the different alternative investment instruments (6)
- Practice team work (7)

Indicative Content

- Sources of capital
- The investment process
- Different types of equity
- Different types of bonds
- Money markets
- Capital markets
- Alternative investment markets
- Financial institutions

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply concepts to real world situations. Students are expected to do additional readings and research on specific topics. Students will analyse different case studies.

Assessment Weighting

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Group project. Students will work in groups, an explanatory study on the real exiting financial markets.	Week 5	(20%)	[Outcomes: 3 -7]
Individual project, each student will submit individually a project regarding one of the modern alternative investments.	Week 11	(20%)	[Outcomes: 3 -7]
An unseen 90 minutes mid-term exam	Midterm examination schedule	(20%)	[Outcomes: 1 - 3]
An unseen final exam of 3 hours will require students to answer questions	Final examination schedule	(40%)	[Outcomes: 1 - 3]

Reading List

Saunders, A., and Corneet, M. (2019). Financial Markets and Institutions 7th Edition, New York: McGraw Hill Education

Kidwell, D. S., Blackwell, D. W., Sias, R. W., & Whidbee, D. A. (2016). Financial institutions, markets, and money 12th edition, New Jersey: John Wiley & Sons.

Frank J. Fabozzi & Pamela Peterson Drake, (2011), Finance: Capital Markets, Financial Management, and Investment Management, John Wiley & Sons
<https://onlinelibrary.wiley.com/doi/book/10.1002/9781118266984>

Faculty of Management Sciences

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	FIN302	HOR Department:	Finance and Investment Management
Unit Title:	Investments Management	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Hatem El-Banna		
Pre-requisite:	FIN 202		

Aims

The unit provides students with the theories and techniques of investment analysis necessary to make informed investment decisions. The unit covers the theoretical foundations and the practical applications of investment analysis, valuation, investment of equities and other investments types. The unit enables students to evaluate various investments opportunities, theories, and approaches. The unit allows the students to get hands-on experience using most up-to-date market data, industry and company information available. The unit provides the students with the necessary information for developing, implementing, and monitoring a successful investment program.

Learning outcomes

Knowledge

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- An overview of investment management theories, and applications.
- 2- The investment environment, including the knowledge of the types of investment institutions, markets and instruments.
- 3- The different investment philosophies and styles, the investment approaches and analysis techniques.
- 4- An advanced knowledge of return concepts and determinants, the different perspectives of risk and hedging principles.
- 5- The valuation models related to each asset class, including equity valuation models, fixed income valuation model, and alternative investment models.

Skills

On successful completion of this unit, the student will be able to:

- 6- Apply different investment analysis techniques such as fundamental analysis technical analysis, quantitative analysis.
- 7- Compute the level of risk and return for various investment vehicles.
- 8- Construct Equity valuation models, including, Free cash flow valuation models, Market-based valuation models, and Residual income valuation.
- 9- Build Fixed income investments models.

Indicative Content

- Financial markets and instruments
- Investment Decision
- Capital Markets and Pricing of Risk; Capital Asset Pricing and Factor Models.
- Forecasting Financial Performance
- Valuing Equity
- Valuation of Private Equity
- Valuing Bonds
- Financial modeling (and Case studies and application)

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Students will be supported by means of regular tutorials which will provide them with applications on different topics discussed in the lectures and feedback on work in progress.

Assessment Weighting

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Students are expected to form groups, and constitute an investment analysis of a traded security	Week 5	(40%)	[Outcomes: 1,5,6,7]
An unseen 90 minutes mid-term exam	Midterm examinations schedule	(20%)	[Outcomes: 1 - 4]
An unseen final exam of 3 hours will require students to answer questions on core theoretical issues and attained skills.	Final examinations schedule	(40%)	[Outcomes: 1 – 4 and 7-9]

Reading List

Moffett, M. H., Stonehill, A. I. & Eiteman D. K. (2018). *Fundamentals of multinational finance*. 6th edition. New York: Pearson.

Dhrymes, P. J. (2017). *Portfolio theory: Origins, Markowitz and CAPM based selection*. in *portfolio construction, measurement, and efficiency*. Springer International Publishing.

Smart, S., Gitman, L. & Joehnk, M. (2017). *Fundamentals of Investing*. 13th edition. Harlow: Pearson Education Limited.

Chen, J. M.(2016). *Postmodern portfolio theory: Navigating abnormal markets and investor behaviour*. Palgrave Macmillan US.

Chernoff, J. (2009). *Investment Management: Meeting the Noble Challenges of Funding Pensions, Deficits, and Growth* (Vol. 518). John Wiley & Sons.

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	FIN303	HOR Department:	Finance and Investment Management
Unit Title:	Corporate Finance	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Mai Yasser		
Pre-requisite:	ACCT 202, FIN 202		

Aims

The unit provides students with the necessary tools to make financial decisions concerning capital raising, valuation, mergers, acquisitions and corporate finance. The unit explores the various techniques to maximize corporate value while reducing the firm's financial risk. The unit compares between a number of the new inventions and alternative approaches in finance such as lease, merger & acquisition, factoring and securitization.

Learning outcomes

Knowledge

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- Techniques for determining available corporate financing, different sources for raising Equity capital and the various techniques to finance through debts
- 2- Alternative finance sources (leasing, merger and acquisition) and the most basic risk management techniques

Skills

On successful completion of this unit, the student will be able to:

- 3- Analyze the interaction between the capital structure and the company value
- 4- Evaluate various corporate financing sources
- 5- Calculate cost of capital and evaluate the mechanism of changes in capital structure
- 6- Choose between different financing options
- 7- Enhance teamwork skills

Indicative Content

- Financial Decision-Making Process
- The Price of Risk
- Financing Decision Rules
- Capital Structure
- Financial risk management
- Merger and acquisition
- Leasing

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical and practical topics of the unit. In-class discussions will be used to extend the scope of the lectures. Tutorials will address practical cases pertaining the unit and applications, in addition to further readings.

Assessment Weighting

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Students are expected to form groups to prepare a literature review research regarding one of the basic concepts in the unit.	Week 5	(20%)	[Outcomes: 2, 3, 4, 6 and 7]
Students will search and present a practical case study of a successful capital raising process and by the end of the project they will prepare a presentation to summarize their work	Week 11	(20%)	[Outcomes: 2, 3, 4, 6 and 7]
Mid-term exam: one hour and a half that consists of testing the theoretical and practical elements of the unit	Midterm examination schedule	(20%)	[Outcome: 1].
Final Exam: three hours that consists of testing the theoretical and practical elements of the unit	Final examination schedule	(40%)	[Outcomes: 1, 2, 5 and 6].

Reading List

Ross & Modigliani, P. (2018). *Fundamentals of corporate finance*. 12th edition. New York: McGraw Hill Education.

Berk & DeMarzo, P. (2018). *Corporate finance*. 4rd edition. New York: Addison Wesley Publishing Company.

Jiang, W., Harris, M., Raviv, A., Moran, P., Chava, S., Nanda, V. & Xiao, S. C. (2017). *Review of corporate finance studies*.

Damodaran, A. (2016). *Damodaran on valuation: Security analysis for investment and corporate finance*. New York: John Wiley & Sons.

Frank J. Fabozzi & Pamela Peterson Drake, (2011), *Finance: Capital Markets, Financial Management, and Investment Management*, John Wiley & Sons
<https://onlinelibrary.wiley.com/doi/book/10.1002/9781118266984>

Geddes, R. (2011). *An introduction to corporate finance: Transactions and techniques* (Vol. 25). John Wiley & Sons.

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	FIN 403	HOR Department:	Finance and Investment Management
Unit Title:	Feasibility Studies	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Prof. Doaa S. Abdou		
Pre-requisite:	FIN 303		

Aims

The unit enables students to conduct feasibility study report with special emphasis on marketing research, economic forecast, financial analysis, strategic HR design and project management.

Learning outcomes

Knowledge

After completing this unit, the successful student will be able to demonstrate systematic understanding and detailed knowledge of:

- Outlines of the project operations and planning strategies as well as the marketing concept, socio-economic, environmental, governmental and infrastructural determinants of the final choice of project location and technological analysis in the planning, implementation and operational stages (1)
- Scope and objectives of Economic Forecast and financial analysis, cost-benefit analysis & social profitability, commercial profitability versus national (social) profitability and environmental impact assessment (2)

Skills

After completing this unit, the successful student will be able to:

- Forecast future demand using different techniques (3)
- Analyze investment outlay and financial structure (4)
- Determine the net working capital requirements (5)
- Compare and evaluate net profit of project alternatives, NPV and IRR techniques (6)
- Perform financial evaluation under conditions of uncertainty (7)
- Demonstrate team-work ability as well as oral and written communications (8)
- Demonstrate decision making skills (9)

Indicative Content

- Pre-investment phase, investment phase, operating phase and project background.
- Marketing overview, Marketing research and forecasting demand.
- Business environment, target markets and market segmentation.
- Dealing with competition, analyzing business and consumer markets.
- Finance overview, Financial statement & Determining the optimal capital structure
- Risk and rate of return & Financial evaluation
- Exchange rates
- Materials and inputs
- Legal, site and environments aspects

Learning and Teaching

Lectures will be used to introduce students to the main theoretical and practical topics of feasibility studies. In-class discussions will be used to extend the scope of the lectures. Students will be asked to prepare a feasibility study report that reflects the concepts introduced in the unit.

Assessment Weighting

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Students are expected to submit a feasibility study project.	Week 5	(20%)	[Outcomes: 1,2,3,4,5,6,7 and 8]
Students are expected to present a final presentation outlining the feasibility study report	Week 11	(20%)	[Outcomes: 1,2,3,4,5,6,7 and 8]
One unseen exam mid-term exam of 90 Minutes	Midterm examination schedule	(20%)	[Outcome: 1,2,4,6].
to test student understanding and knowledge as well as evaluating their applied skills.	Final term examination schedule	(40%)	[Outcomes: 1, 2,4,6].

Reading List

- International Journal of Business and Social Science
- Journal of Banking and Finance
- Journal of Business and Economics
- Journal of Finance
- The International Journal of Economics, Commerce and Management.
- Behrens, W. & Hawranek, P. M. (1991). Manual for the Preparation of Industrial Feasibility Studies. Vienna: United Nations Industrial Development Organization (UNIDO).

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	FIN 406	HOR Department:	Finance and Investment
Unit Title:	International Finance	Course Code:	Management
Credit Hours:	3		----
Unit Leader:	Prof. Heba Helmy		
Pre-requisite:	FIN 303		

Aims

The unit enables students to understand concepts of international finance with special emphasis on multinational financial management and the exchange rate systems. The unit explains central banks interventions, currency forecasting, and the determinants of balance of payment and risk assessment.

Learning outcomes

Knowledge

After completing this unit, the successful student will be able to demonstrate systematic understanding and detailed knowledge of:

- Nature and benefits of globalization, historical types of multinationals, general importance of financial economics to financial management, exchange Rate Systems, Equilibrium exchange rate, basic factors affecting exchange rates in a floating exchange rate system, currency appreciation or depreciation associated with a given exchange rate system and motives and different forms and consequences of central banks interventions in the foreign exchange market (1)
- Law of one price, arbitrage, key theoretical relationships among exchange rates, & currency forecasting, balance of payments, current account, financial account, official reserves account, domestic economic behavior and international flow of goods and country risk & the economic and political factors that determines the country's ability and willingness to repay its foreign debt (2)

Skills

After completing this unit, the successful student will be able to:

- Judge controversial financial problems and propose solutions (3)
- Analyze the amount of currency appreciation or depreciation (4)
- Compare and evaluate the different requirements for successful currency forecasting (5)
- Apply the procedure for exchange rate forecasting in a fixed and floating exchange rate system (6)
- Demonstrate team working ability (7)
- Demonstrate presentation skills and the use of the technical terms of the subject (8)

Indicative Content

- Multinational Enterprise & Multinational Financial Management.
- Determination of Exchange Rates
- The International Monetary System
- Parity Conditions in International Finance and Currency Forecasting
- The Balance of Payments and International Economic Linkages

- Country Risk Analysis

Learning and Teaching

Lectures will be used to introduce students to the main theoretical and practical topics in managerial finance. In-class discussions will be used to extend the scope of the lectures. Students will be asked to prepare a currency forecast report to practice most of the concepts introduced in the unit. Tutorials will address practical cases pertaining the unit and applications, in addition to further reading and problems solving.

Assessment Weighting

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Individual students are expected to submit a Currency Forecast project based on a country analysis and its exchange rate system.	Week 8	(20%)	[Outcomes: 1,2,6,7,8]
Problem solving Assignments	Week 5 and 11	(20%)	[Outcome 3, 4, 5, 6]
An unseen mid-term exam of 90 minutes	Midterm examination schedule	(20%)	[Outcome: 1,2,3].
an unseen final exam of 3 hours (40%) will require students to answer questions on core theoretical issues and attained skills	Final term examination schedule	(40%)	[Outcomes: 1, 2,3].

Reading List

Shapiro, A.& Hanouna, P. (2019). Multinational Financial Management. 11th edition. Massachusetts: Wiley publications.

Alan C. Shapiro & Peter Moles, (2014), International financial management, John Wiley &

Sons. <https://app.kortext.com/read/43157/247>

Ugeux, G. (2014). International Finance Regulation: The Quest for Financial Stability. John Wiley & Sons.

Journals:

- International Journal of Business and Social Science
- Journal of Banking and Finance
- Journal of Business and Economics
- Journal of Finance
- The International Journal of Economics, Commerce and Management.

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	LAW201	HOR Department:	Miscellaneous
Unit Title:	Introduction to Law	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Amir Taha		
Pre-requisite:	BUS102		

Aims

The aim of this module is to give the students an introduction to the legal systems. It also aims to provide them with a broad and critical understanding of the function of law and legal rules within society, which helps them understand the importance of the law in general and its importance in relation to their field of work in the future as well as identify the branches of law, how to choose the law that applies to each transaction according to its nature and the role of contracts in civil and commercial life.

Learning Outcomes

Knowledge

On successful completion of this module, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- The main foundations and features of the common law legal system and the civil law legal system.
- 2- The authorities within the state and its types.
- 3- The importance of legal rules and its characteristics.
- 4- The source of law, the hierarchy of legislation and its types.
- 5- The types of legal person, legal personhood and legal capacity.
- 6- The importance of the contracts in our life, in the civil and commercial transaction.

Skills

On successful completion of this module, the student will be able to:

- 7- Acquisition of legal terminology.
- 8- Develop legal research and writing skills.

Indicative Content

- Introduction to the module
- Foundation of law and branches of law
- Concepts of law and branch of law
- Legal rules
- Sources of law
- Legal person
- Contract theory

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of Business Law to the students. Power point presentations and selected case studies are used to further enrich the students understanding of the law and its vital role in the society. Furthermore, practical examples are brought to the lectures to try to relate the theories of law to the practice.

Assessment Scheme Coursework: 40% Unseen exams: 60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Two written in class tests are used to assess students' understanding of core topics	Test 1: Week 3 Test 2: Week 10	(15%)	[Outcomes: 1, 2, 3 and 4].
Two individual case studies	Case study 1: Week 5 Case study 2: Week 11	(15%)	[Outcomes: 1, 2, 3, 5, 6 and 8].
Group project on Law drafting “The law issuing process”	Draft 1: Week 4 Final submission: Week 12	(10%) Students will be provided with written and oral feedback on drafts of the project.	[Outcomes: 1,2,5,6,7 and 8]
An unseen 90 minutes mid-term exam	Week 7,8	(20%)	[Outcomes: 1, 2 and 3].
An unseen final exam of 180 minutes that include essay questions to assess the student knowledge and understanding	Week 14+	(40%)	[Outcomes: 1, 2, 3, 4, 5 and 8].

Reading List

- Goldman, A.J. & William D. Sigismond. (2020). *Business law: Principles and practices*. 9th edition. Boston, Cengage learning.
- Marson, J. (2011). *Business Law* (Vol. Second edition).
<http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=678119&site=ehost-live>
- Berthed. (2009). *Introduction to law*. 5th edition. New York: Delmar Cengage Learning.

E-references

- <https://www.thecompleteuniversityguide.co.uk> › units › history-of-law
- <https://guides.law.sc.edu> › c.php
- <https://baripedia.org> › wiki › The_different_branches_of_law
- <https://www.americanbar.org> › resources › Dispute Resolution Processes ›
- <https://www.mediate.com> › articles › grant
- <https://www.sis.gov.eg/egyptinf/politics/cabinet/html/index.htm>
- <https://www.parliament.gov.eg>
- <https://www.findlaw.com>
- <https://www.shoura.gov.eg>
- <https://www.law.cornell.edu> › Wex

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	LAW301	HOR Department:	Miscellaneous
Unit Title:	Commercial Law	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Amir Taha		
Pre-requisite:	LAW201		

Aims

This module aims to introduce a wide range of concepts in commercial law. In addition, it allows the student to exercise significant judgment across business formation and different types of commercial contracts.

Learning Outcomes

Knowledge

On successful completion of this module, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- Key concepts and principles in different areas of commercial law.
- 2- The legal and practical implications of setting up businesses.
- 3- The role of different types of contracts in the business life.

Skills

On successful completion of this module, the student will be able to:

- 4- Detect legal problems using real-life case studies.
- 5- Analyze and apply the law to resolve legal problems arising within the corporate structure and in the business world.
- 6- Draft, form, and present different types of commercial contracts.

Indicative Content

- Introduction to the module
- Agency (principal and agent)
- Sole proprietorship and partnerships organizations
- Corporations property
- Intellectual property
- Negotiable instruments
- The issue and transfer of negotiable instruments
- Checks and banking system

Learning, Teaching and Assessment Strategies

The module is taught using a mixture of lectures, to introduce students to the theoretical material, in-class discussion, and presentations, and to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer and to develop the critical analysis through case studies.

Students are assessed in a variety of ways that will test their knowledge and skills. The students are expected to produce a case analysis through group role playing at the end of the semester that would be suitable for presentation. The group is divided into two parties: defendants and plaintiffs, and the judges.

This case will require students to develop a critically informed case study for application besides the theoretical exploration of any particular concept in Commercial Law.

When students undertake cases, they will be supported by means of regular tutorials, which will provide them with feedback on work in progress, and in-class presentations will involve the use of informal peer assessment. Also, class participation, material discussion and interaction in lecture and tutorial are assessed. In addition to that, field trips help them understand the practical side of the studied topics through visiting the courts and attending commercial circuits and economical court sessions that will give them deep understand of the commercial life in Egypt.

Assessment Scheme

Coursework: 40%
Unseen Exams: 60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Four Case studies - students are expected to work individually to analyze an actual case examined in courts or arbitration centers.	Case1: Week 3 Case 2: Week 5 Case3: Week 10 Case 4: Week 12	(40%)	[Outcomes: 4 and 5].
An unseen 90 minutes mid-term exam	Week 7,8	(20%)	[Outcomes: 1, 2, 3, 4 , 5 and 8].
An unseen final exam of 180 minutes that include several questions to assess the student knowledge and understanding.	Week 14+	(40%)	[Outcomes: 1, 2, 4 and 5].

Formative assessment is provided to the students on their work during the tutorials and on their work both during lecture time and office hours.

Reading List

- Goldman, A.J. & William D. Sigismond. (2020). *Business law: Principles and practices*. 9th edition. Boston, Cengage learning.
- Languardt, A., Barns, J., prenkert, J.D., Mccrary, M.A. and Perry, J. (2019). *Business Law: The ethical, Global and ecommerce environment*. 17th edition, McGraw Hill international.
- Mallor, Jane P. and others. "Business Law the Ethical, Global, and E-Commerce Environment" 13th edition, McGraw-Hill International Edition – 2007.

- Cheeseman, H.R., (2015). Contemporary Business Law. 8th Edition. New Jersey: Pearson.
- Combe, M. M., & Cabrelli, D. A. (2013). Commercial Law (Vol. 2nd edition)
<http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=753493&site=ehost-live>
- Marson, J. (2011). Business Law (Vol. Second edition).
<http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=678119&site=ehost-live>
- Goldman, Arnold J. & William D. Sigismund. "Business Law Principles and Practices" 7th edition, Houghton Mifflin Company – 2007.
- Barnes, A. J., Dworkin, T. M., & Richards, E. L. (2007). Law for business. Irwin Professional

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- <https://www.shsu.edu › klett › agency et al>
- <https://www.bizfilings.com › research-topics › business-startup-incorporating>
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- <https://www.investopedia.com › terms › negotiable-instrument>
- <https://www.toppr.com › guides › bills-of-exchange-and-promissory-notes>
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KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	MGT200	HOR Department:	Management Information Systems
Unit Title:	Introductory Management	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Emad Elwy		
Pre-requisite:	None		

Aims

This introductory unit provides students with a solid grounding of the core concepts, schools, and approaches of management. It also offers a board perspective on modern management of a typical business be it private, public or voluntary sectors, and examines key issues likely to face management in the near future.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Describe the basic roles, functions, and skills of a typical manager.
- 2- Relate the contribution of the different schools of management to the development of the sciences of management.
- 3- Explain the decision making process.
- 4- Distinguish between the traditional and the contemporary organization structures.
- 5- Discuss the strategic management process.

Skills

On successful completion of this unit, the student will be able to:

- 6- Recognize how the different managerial functions, roles, and skills are applied in today's business context.
- 7- Examine the different types of problems and decision making modes.
- 8- Apply SWOT analysis to an organization.
- 9- Differentiate between different leadership styles.
- 10- Practice working as a team to present research work.

Indicative Content

- Basic managerial functions: planning, organizing, leading and controlling
- Different approaches to management: past and present.
- Managing in a global environment.
- The business environment
- Organization strategies through the use of SWOT analysis.
- The manager as a decision maker.
- Being an effective leader.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to enable students to apply management concepts to real world situations. Students are expected to carry out independent study on a regular basis, as specified by the tutor. This might include further readings; it might also require work for specified written assignments. When students undertake project work, they will be supported by means of regular tutorials which will provide them with feedback on work in progress: and class presentations will involve the use of informal peer assessment.

Assessment Scheme

Coursework	40%
Unseen exams	60%

Assessment Type	Date	Weighting (100%)	Intended Learning Outcomes – ILOs
Written tests are used to assess students' understanding of core topics	Weeks 5, 11	(20%)	[Outcomes: 1 -5].
Group project based on selected management topics and how they are applied in today's business	Week 13	(10%) (7% for report and 3% for presentation).	[Outcomes: 6-10].
Worksheets discussed during the tutorials	Weeks 2,4,9,12	(10%)	[Outcomes: 1 - 5].
A midterm exam of 90 minutes that include several questions to assess the student knowledge and understanding	Midterm Examination Schedule	(20%)	[Outcomes: 1, 2, 3, 4 and 5].
An unseen final exam of 3 hours will require students to answer questions (Multiple choice, and essays answers) on core theoretical issues	Final Examination Schedule	(40%)	[Outcomes: 1 - 5].

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Gareth, R. & George, M. (2018). *Contemporary management*. 8th edition. New York: McGraw Hill.

Robbins, S. & Couler, M. (2018). *Management*. 14th edition. New Jersey: Prentice Hall.

Schermerhorn, J. R., & Bachrach, D. G. (2015). *Introduction to Management*. 13th Edition. International Student Version. Wiley Publications International.

Schermerhorn, John R. (2014). *Management*. 13th edition. New Jersey: John Wiley & Sons.

Daft, R. L., & Marcic, D. (2013). *Front Cover. In Management: The New Workplace*. 8th International edition. Mason, OH: South-Western.

University Web-site including: tutorial activities, review questions, lecture notes and slides

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	MGT300N	HOR Department:	Management Information Systems
Unit Title:	Human Resources Management	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Ola Emara		
Pre-requisite:	MGT 200		

Aims

This unit aims at informing the students of the different human resources key related activities and functions, which include recruitment, selection, performance appraisal, training and compensation plans, that are performed by modern organizations. It also aims at allowing the students to relate theory to practice.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Illustrate the key concepts in effective Human Resources Management
- 2- Demonstrate an understanding of the interview process
- 3- Discuss the different recruitment and selection techniques
- 4- Summarize the various performance appraisal methods
- 5- Distinguish between the different training and compensation programs.

Skills

On successful completion of this unit, the student will be able to:

- 6- Differentiate between the various types of interviews
- 7- Design job description and job specification forms
- 8- Contribute to group work

Indicative Content

- Globalization trends and effect on human resource managements
- Job Analysis; job description and job specification
- Personnel Planning and Recruiting
- Employee Testing and Selection
- Interviewing Candidates
- Training and Developing Employees
- Performance Management and Appraisal
- Establishing a framework compensation
- International staffing

Learning, teaching, and assessment strategies:

Formal, lectures will introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to enable students to apply HR concepts to practical situations through the use of case studies. Students are expected to carry out independent study which includes an application project on a selected topic of their choice. When students undertake project work, they will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme:

Coursework: 50%
Unseen Exams: 50%

Assessment Type	Date	Weighting (100%)	Intended Learning Outcomes – ILOs
Group research project	Week 12	(50%)	[Outcomes: 4 - 8].
An unseen final exam of 3 hours will require students to answer questions on core theoretical issues	Final Examination Schedule	(50%)	[Outcomes: 1 - 5]

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Textbooks:

Noe, R., Mollenbeck, J., Gerhart, B. & Wright, P. (2020). *Human resources management*. 8th edition. Boston: McGraw-Hill Trade.

Dessler, G. (2017). *Human resource management*. 15th edition. New York: Prentice Hall.

Snell, S., Morris, S. & Bohlander, G.W. (2016). *Managing human resources*. 17th edition. Boston: Cengage.

DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). *Fundamentals of human resource management*. 12th edition. John Wiley & Sons.

Putti, J. M. (2015). *Human Resource Management: A Dynamic Approach*. Laxmi Publications

Electronic Textbooks:

Joseph M. Putti (2015) *Human resource management: A dynamic approach*. Laxmi Publications Pvt Ltd. Available at:

<http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=1223947&site=ehost-live>

Arthur, D. (2015) *Fundamentals of human resources management: A practical guide for today's hr professional*. AMA Self-Study. Available at:

<http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=1520882&site=ehost-live>

Luthans, F., Luthans, K. W. and Luthans, B. C. (2015) *Organizational behavior: An evidence-based approach*. Charlotte, North Carolina: Information Age Publishing. Available at:

<http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=999823&site=ehost-live>

Journals:

Management Review

Human Resources Management International Digest

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	MGT301	HOR Department:	Management Information Systems
Unit Title:	Organizational Behavior	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Ola Emara		
Pre-requisite:	MGT 200, MKT_201		

Aims

This unit aims to demonstrate the importance of monitoring employees' behavior and attitudes in an organizational setting, and how employees' satisfaction or dissatisfaction with their jobs impacts an organization's performance and productivity. The unit also aims to provide students with understanding of the importance of OB, and how the application of this study can lead to enhance individual and organizational behavior.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Distinguish between the determinants of job satisfaction, perception and motivation at work, and the role of group dynamics and leadership
- 2- Discuss key aspects in relation to communication, conflict management and culture within a typical organizational context
- 3- Relate the importance of continuous development to both people and organizations

Skills

On successful completion of this unit, the student will be able to:

- 4- Develop both interpersonal and communication skills
- 5- Analyze situations and problems that can arise in organizations and find possible solutions
- 6- Apply personality models to analyze different personality types and recommend corresponding job positions
- 7- Develop the ability to work in groups

Indicative Content

- Foundations of individual behavior.
- Attitudes and job satisfaction.
- Personality and values.
- Perception and individual decision making.
- Applying motivation concepts.
- Communication within organizations.
- Contemporary issues in leadership.
- Organizational culture.
- Conflict management.

Learning, teaching, and assessment strategies:

Formal, lectures will introduce students to the main theoretical topics of the unit. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Tutorials will be used to enable students to apply OB concepts to practical situations. Students are expected to carry out independent study on a regular basis, as specified by the tutor, this might include further readings; it might also require work for specified written assignments. When students undertake project work, they will be supported by means of regular tutorials which will provide them with feedback on work in progress, and in-class presentations will involve the use of informal peer assessment. Videos are played in class for students to be exposed to real world cases related to the topics explained in class.

Assessment Scheme

Coursework: 40%
Examination: 60%

Assessment Type	Date	Weighting (100%)	Intended Learning Outcomes – ILOs
Group research project	Week 13	(40%)	[Outcomes: 4, 5 and 7].
An unseen mid-term exam of 90 minutes that will require students to answer questions on core theoretical issues	Midterm Examination Schedule	(20%)	[Outcomes: 1, 2, 3 and 6].
An unseen final exam of 3 hours that will require students to answer questions on core theoretical issues	Final Examination Schedule	(40%)	[Outcomes: 1, 2, 3 and 6].

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List

Textbooks:

Robbins, Stephen P. & Judge, Timothy A. (2019). *Organizational behavior*. 18th edition. New Jersey: Prentice Hall.

McShane, Steven & Gliniew, Mary Von. (2019). *M: organizational behavior*. 4th edition. New York: McGraw Hill Education.

Elsbach, Kimberly D., Kayes, Anna & Kayes, D. Chris. (2016). *Contemporary organizational behavior: From ideas to action*. New York: Prentice Hall.

French. R. et al., (2016). *Organizational behavior*. 3rd edition. UK: Wiley.

Uhl-Bien, M., Schermerhorn, J. R., & Osborn, R. N. (2013). *Organizational behavior*. 13th Edition. The United States: Wiley.

Journals:

Journal of Business Strategy

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	MGT320	HOR Department:	Management Information Systems
Unit Title:	Production and Operations Management	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Heba Adel		
Pre-requisite:	MGT 200		

Aims

Leading Organizations today are leaner and more agile than in the past .To maintain this competitive advantage, these organizations rely on their operations functions to be dependable and efficient .The successful organization will meet global competition with quality inputs-outstanding customer service and effective control of costs .This unit will introduce students to various operations topics both in services and manufacturing .The unit will help gain an understanding of what operations management involves, types of problems faced by operations managers along with common tools employed to solve these problems

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Discuss the key concepts in effective operations management.
- 2- Summarize how companies gain a competitive advantage through its operations function.
- 3- Examine the interaction of the operations functions with the core functions in an organization.

Skills

On successful completion of this unit, the student will be able to:

- 4- Apply the different models, methods, and techniques discussed to solve business problems
- 5- Evaluate key factors that pertain to the decision making process to guide managers to the optimal solution to their problem.
- 6- Recommend courses of action to top management.
- 7- Assess new trends in the field of operations management.
- 8- Present a range of views on current operations management issues.

Indicative Content

Part I. Introduction to Operations Management

Operations and Productivity

Forecasting

Part II. Designing Operations

Design of Goods and Services

Capacity and Constraint Management

Location Strategies

Part III. Managing Operations

Supply Chain Management

Inventory Management

Aggregate Planning

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of Operations Management to the students. Power point presentations, videos, and selected case studies are used to further enrich the students understanding of the operations function and its vital role inside the organization. Furthermore, real life examples are brought to the lectures to relate the theory of operations management to practice.

In addition to the lectures, regular tutorials are devoted to problem solving, and discussion of case studies.

The assessment of this unit includes a number of components that will test the knowledge and skills of the students. The students will be asked to solve problems and present their findings and recommendations to clarify their understanding of the use of tools and techniques discussed during the lectures, write a report about pertinent topics in the field of Operations Management, and sit for written exams.

Feedback is provided to the students on their work during tutorials and office hours.

Assessment consists of a number of components that are chosen in order to ensure that the students demonstrate their understanding of the concepts and techniques discussed in the lectures and tutorials.

Assessment Scheme

Coursework: 40%
Unseen Exams: 60%

Assessment Type	Date	Weighting (100%)	Intended Learning Outcomes – ILOs
Group Project and presentation	Week 12	(20%)	[Outcomes: 4 - 8].
Individual Problem solving tests	Week 6,13	(20%)	[Outcomes: 4,5 and 8].
An unseen mid-term exam of 90 minutes that consists of problem solving and essay questions.	Midterm Examination Schedule	(20%)	[Outcomes: 1,2 and 3].
An unseen final exam of 3 hours that consists of problem solving and essay questions along with case studies	Final Examination Schedule	(40%)	[Outcomes: 4 - 7].

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List:

Textbooks:

Stevenson, W. (2018). *Operations management*. 13th edition. New York: McGraw Hill/Irwin.

Heizer, J., Render, B. & Munson, C. (2017). *Operations management: Sustainability and supply chain management*. 12th edition. New Jersey: Prentice Hall.

Russell, R. and Taylor, B. (2016). *Operations and supply chain management*. 9th edition. The United States: Wiley.

Meredith, J. and Shafer, S. (2014). *Operations management: international student version*. 5th edition. Singapore: Wiley.

Reid, R. and Sanders, B. (2014). *Operations management: an integrated approach. international student version*. 5th edition. Singapore: Wiley

Kumar, S., Anil, and Suresh, N. (2009). *Production and operations management, with skills development, caselets and cases*. 2nd Edition, New Age International Ltd. (EBSCOhost)

Journals:

International Journal of Operations and Production Management.

International Journal of Advanced Manufacturing Technology.

Integrated Manufacturing Systems.

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	MGT401N	HOR Department:	Management Information Systems
Unit Title:	Strategic Management	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Ghada Aly		
Pre-requisite:	Senior standing – 95 credit hours		

Aims

Competition in the 21st century's global economy will be complex, challenging, and filled with competitive opportunities and threats. Effective strategic leadership practices can help firms enhance performance while competing in turbulent and unpredictable environments.

This capstone unit deals with the craft of strategy, that is: how to identify and choose a superior competitive position, how to analyze a strategic situation, and finally how to align the organizational context to make the chosen strategy successful. As such, the objectives of this unit are twofold: 1) to explore conceptual frameworks and models which will assist you to analyse competitive situation and strategic dilemmas and gain insight into strategic management; 2) to help you acquire practical experience in dealing with strategic issues.

In addition to that, this unit is one that is both integrative and interdisciplinary as it draws together and builds on all the ideas, concepts, and theories from previously studied functional Units such as Accounting, Economics, Finance, Marketing, Organizational Behaviour, and Statistics.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Illustrate integrative role of strategic management, its differing and often conflicting theories, approaches and views, which reflect the richness of debate in the field research.
- 2- Investigate contemporary applied theories, alternative perspectives ,and styles in strategy and strategic management.
- 3- Relate organization structure and design, culture, and working environment to effective strategic management and the importance it holds.
- 4- Examine how the resources and capabilities of the firm in terms of their ability to develop sustainable competitive advantage.

Skills

On successful completion of this unit, the student will be able to:

- 5- Apply the different models of, and approaches to, strategic management, and interpret these as bases of strategic choice.
- 6- Analyze an organization's competitive environment, evaluate competitive positions, and identify core competences.
- 7- Assess strategic choices through the application of appropriate strategic models.
- 8- Create evaluation processes to strategic decisions.
- 9- Evaluate issues arising from setting strategy into action.
- 10- Present and defend strategic analyses based on case material, desk research and research in the marketplace.

Indicative Content

- Outline, introduction and basic concepts
The Strategic Context: the internal and external environment; configuration; purpose and preferences
Dynamic Capabilities and Innovation
- Corporate Strategy and diversification, internationalization and entry strategies
- Business Strategy and Competitive Advantage;
- Functional strategy and the sourcing decision
- Strategy Implementation
- Business failure and strategies for turnaround
- Strategy evaluation and control
- Corporate Responsibility and Sustainability
- Current and future trends on strategic management

Learning, Teaching and Assessment Strategies

Interactive formal lectures are used to introduce the students to key concepts, and models. The lectures focus on specific examples that are used to clarify the different topics in Strategic Management with emphasis placed on certain Egyptian industries and firms. The tutorials are led by students in which they apply the different phases of the Strategic Management Process through real life examples. The students also debate the position of certain companies in a particular industry, and analyze situations which will be used to develop strategic alternatives. The students will make both formal and informal presentations of their work. There will also be mini-cases that the students will discuss among themselves and with the tutor.

Feedback is provided to the students on their work during the tutorials and on their project work both during lecture time and office hours.

Assessment Scheme

Coursework: 50%

Unseen Exams: 50%

Assessment Type	Date	Weighting (100%)	Intended Learning Outcomes – ILOs
A group project – Strategic Audit where the students apply all the tools and techniques that they have studied to a real life company. The students have to present their work to the rest of the class.	Week 13	(50%)	[Outcomes: 4 - 10].
Final Exam – Three hours exam that consists of essay questions, applications, and case study	Final Examination Schedule	(50%)	[Outcomes: 1 - 6].

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List:

Textbooks:

David, Fred R. & David Forest R. (2020). *Strategic management: A competitive advantages approach, concepts and cases*. 17th edition. New York: Prentice Hall.

Wheelen, Thomas L., Hunger, J. David, Hoffman, Alan N., Bamford & Charlo E. (2019). *Concepts in strategic management and business policy: Globalization, innovation, and sustainability*. 15th edition. New York: Prentice Hall.

Barney, J.B. & Hesterly, William S. (2019). *Strategic management and competitive advantages: Concepts and cases*. 6th edition. New York: Prentice Hall.

David, Fred R. & David Forest R. (2017). *Strategic management: A competitive advantages approach, concepts and cases*. 17th edition. New York: Prentice Hall.

Eiichi, K. (2015). *Practical strategic management: how to apply strategic thinking in business*. World Scientific.

Journals:

Articles from Academic Journals to be provided by the Instructor namely from, available on Egyptian Knowledge Bank - EKB:

- Strategic Management Journal
- Strategic Direction
- Business Strategy Series

Electronic Resources on MSA E-learning Website

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	10	10	31	51	105
Percentage	51.5%	9.5	9.5	29.5%	48.5%	100%

Unit Code:	MIS101	HOR Department:	Management Information Systems
Unit Title:	Introduction to Management Information Systems	Courses Codes:	-----
Credit Hours:	4		
Unit Leader:	Dr. Ashraf Soliman		
Pre-requisite:	CS_100		

Aims

This introductory unit aims to provide students with a solid understanding in management information systems as a growth area and its role in supporting a typical business gain a better competitive position in the market. It also aims at fostering students' knowledge of the different management information systems and their role in supporting the different managerial levels and functional areas across the organization. This unit plays a pivotal role in shaping students' view of the MIS Course.

Learning outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Explain the basic concepts of information systems (IS) and how to manage them.
- 2- Identify key business applications – e.g. Enterprise Resource Planning (ERP), Management Information Systems (MIS), Enterprise Application Integration (EAI), Decision Support Systems (DSS) and other systems for cross-organizational cooperation.
- 3- Describe the required Information Technology (IT) infrastructure to support the various business areas.
- 4- Outline the basics of database management systems.

Skills

On successful completion of this unit, the student will be able to:

- 5- Distinguish between different types of information systems along with their functional areas and components.
- 6- Distinguish between data, information and knowledge processed by an IS.
- 7- Explain how the use of information systems contributes to solving different business problems.
- 8- Design a typical databases system using both logical and relational approaches.

Indicative Content

- Why Information Systems?
- What are Information Systems?
- IS, Organization, Management & Strategy
- Data, Information & Knowledge
- IS for Decision Support
- Information Technology for IS
- Internet & IT Infrastructure
- E-Business

- Information Systems Research
- The Manager's Toolkit for IS
- Ethical & Social Issues

Learning, Teaching and Assessment Strategies

Students are expected to take an active part in the learning process through participation in classroom/group discussion, and group learning activities are strongly encouraged.

The tutorials will assure that the content of the lecture is well understood by attendees. Students will reflect and discuss the issues raised in relation to cases from the textbook and/or to their own investigations.

Group work assignments are to be presented in the lectures.

Assessment

Coursework	40%
Unseen examinations	60%

Assessment Type	Date	Weighting (100%)	Intended Learning Outcomes – ILOs
Assignments that discusses the students understanding of the classes	Weeks 2,4,9,11	(15%)	[Outcomes: 1, 2, 3, 4 and 5]
Tests that assess students' knowledge of the core theoretical concepts	Weeks 6, 12	(10%)	[Outcomes: 1, 2, 3, 4 and 5]
Lab Exercises	Weeks 1,3,5,10,13	(15%)	[Outcomes: 6, 7, 8, 9 and 10]
A midterm exam of 90 minutes	Midterm Examination Schedule	(20%)	[Outcomes: 1, 2, 3, 4 and 5]
A final exam of 180 minutes	Final Examination Schedule	(40%)	[Outcomes: 1, 2, 3, 4 and 5]

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List:

Laudon, Kenneth C. & Laudon, Jared P. (2019). *Essentials of MIS*. 13th edition. New York: Prentice-Hall.

Mckinney Jr., Earl H. & Kroenke, David M. (2019). *Processes, systems, and information: An introduction to MIS*. 3rd edition. New York: Prentice-Hall.

Rainer, K., Prince B., and Watson, H. (2017). *Management Information Systems: Moving business forward*. 9th edition. The United States: Wiley.

O'Leary, K. and Laudon, J. (2014). *Management information systems: Managing the digital firm*. 13th edition. Boston: Prentice Hall.

Pearson, K., and Saunders C. (2014). *Strategic management of information systems*. 5th Edition. International Student Systems. The United States: Wiley.

Lecture presentations on Moodle (MSA eLearning Platform).

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	72	30	27	11	68	140
Percentage	51.4%	21.4%	19.2%	8%	48.6%	100%

Unit Code:	MIS374N	HOR Department:	Management Information Systems
Unit Title:	Accounting Information Systems (AIS)	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Ashraf Soliman		
Pre-requisite:	FIN202, MIS101		

Aims

This unit provides fundamental and practical concepts of well-controlled information systems in a variety of technological environments with added attention on the collection, processing, and reporting of accounting information to support decision-making. This extends to explaining the factors that influence information systems reliability, and controls designed to protect the confidentiality of sensitive information. After completing this unit, students should have a sound basis for understanding the functioning of accounting information systems they may encounter in practice. This should allow them to be informed users of high quality accounting and enterprise software.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Discuss business processes and information flows
- 2- Describe the major steps in the data processing cycle
- 3- Explain how organizations use enterprise resource planning systems to process transactions and provide information
- 4- Understand, evaluate, and document information systems using data flow diagrams and flowcharts
- 5- Explain fundamental concepts of database systems, and write basic retrieval queries in structured query language
- 6- Identify the factors that influence information systems reliability, and controls designed to protect the confidentiality of sensitive corporate information

Skills

On successful completion of this unit, the student will be able to:

- 7- Analyze information flows in an organization and develop conceptual models of organizational relationships
- 8- Employ model-building techniques to quantify problems or test solutions
- 9- Incorporate risk and control issues into conceptual models
- 10- Use suitable software packages to implement the conceptual models of information systems, and apply prevalent business-related technology
- 11- Develop and communicate reasonable recommendations for technology use in organizations

Indicative Content

- Introduction to accounting information systems
- Overview of transaction processing and enterprise resource planning systems
- Systems documentation techniques

- Relational databases
- Information security
- Confidentiality and privacy
- Processing integrity and availability
- The revenue cycle: sales to cash collections

Learning, Teaching and Assessment Strategies

Weekly lectures covering the “concepts” are complemented by various in-class examples, case studies, review problems, and lab sessions. Emphasis is placed on applying information technology and process analysis skills to improve the quality and productivity of business firms from an accountant’s perspective. The research project topics are chosen to reflect current and practical issues addressing information technology influence on accounting and its future. Weekly computer labs are conducted to practically teach students usage of diagramming applications to document the logical flow of data through a set of processes, besides database management systems to create ad hoc queries to provide the information needed for decision making.

Assessment Scheme

Coursework	50 %
Unseen examination	50 %

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Research Project	Week 11	30%	[Outcomes: 1-,3, 4 and 6]
Review problem	Week 2 Week 5 Week 13	20%	[Outcomes: 1, 2, 5, 7, 8, 9, 10 and 11]
An unseen final exam	Week 14	50%	[Outcomes 1, 2, 3, 4, 5 and 6].

Learning Materials

All unit learning materials and resources, apart from textbooks, will be available on the university website (including tutorial activities, lecture notes, review questions, lecture slides and sample of previous exams).

Reading List:

Romney, M. & Steinbart, P. (2018). *Accounting information systems*. 14th edition, Harlow: Pearson Education Limited.

Simkin, M., Rose, J. & Norman, C. (2018). *Core concepts of accounting information systems*. 14th edition. New Jersey: John Wiley & Sons.

Turner L., Weickgenannt A., and Copeland, M. (2016). *Accounting Information Systems: Controls and Processes*. 3rd Edition. The United States: Wiley.

Simkin M., Rose J., and Norman, C. (2015). *Core Concepts of Accounting Information Systems*. 13th Edition. The United States: Wiley.

Romney, M. and Steinbart P. (2012). *Accounting Information Systems*. 12th edition. Upper Saddle River, NJ: Prentice Hall.

Romney, M. and Steinbart P. (2012). *Accounting Information Systems*. 12th edition. Upper Saddle River, NJ: Prentice Hall.

KIS Data

	Scheduled	Guided independent				Total
		Guided		Autonomous	Total	
Hours	54	15	15	21	51	105
Percentage	51.5%	14.25%	14.25%	20%	48.5%	100%

Unit Code:	MKT_201	HOR Department:	Marketing &
Unit Title:	Principles of Marketing		International Business
Credit Hours:	3	Course Code:	-----
Unit Leader:	Dr. Samia El Sheikh		
Pre-requisite:	BUS 102		

Aims

This unit aims at providing students in their second year with the fundamentals of marketing, as a first step to pursue other advanced marketing units. This unit introduces students to the marketing process which starts with understanding marketplace and customers' needs and wants. Then, the process flows by designing a customer driven marketing strategy that begins with segmentation, targeting and positioning, then extends to the process of designing and implementing marketing mix (4Ps) that deals with the creation and delivering of customer value and the way to build long lasting relationships with customers.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- The major forces of macro and micro environment that influence marketing mix strategies.
- 2- Consumer buying behavior and various types of products (convenience, shopping, specialty and unsought).
- 3- Elements of the marketing mix including:
 - Product: marketing strategies in the stages of product life cycle and type of product.
 - Price: the various strategies of pricing and the context of their applicability.
 - Place: the various forms of distribution channels and their use along product types and lifecycle.
 - Promotion: introduces the elements of promotional mix and the concept of integrated marketing communication (IMC).

Skills

On successful completion of this unit, the student will be able to:

- 4- Apply the basic marketing concepts on simple real life mini-cases.
- 5- Investigate the macro and micro Egyptian environment of an existing or imaginary product/service of a specific company and apply various marketing concepts on it in a group project.
- 6- Give an oral presentation.

Indicative Content

- Introduction to marketing: introduces basic marketing definitions and concepts and the development of marketing oriented practices.
- The marketing environment: identify the major forces that influence marketing mix and strategies.
- Marketing Research.
- The process of designing customer driven marketing strategy: includes market segmentation, targeting and positioning.

- Introduction to consumer buying behavior.
- Elements of the marketing mix including;
- Product: introduces the differences between goods and services, in addition to discussing marketing strategies in the stages of product life cycle.
- Price: various strategies of pricing.
- Place: various forms of distribution channels.
- Promotion: introduces the elements of promotional mix and the concept of integrated marketing communication (IMC).
- Marketing: Creating and Capturing Customer Value.
- Analyzing the Marketing Environment.
- Marketing Research.
- Consumer Behavior.
- Customer-Driven Marketing Strategy: Segmentation, Targeting, and Positioning.
- Products, Services, and Brands: Building Customer Value.
- New-Product Development and Product Life-Cycle Strategies.
- Pricing.
- Communicating Customer Value: Integrated Marketing Communications Strategy.
- Promotion Mix Strategies: Advertising and Public Relations.
- Managing Marketing Channels.

Learning, Teaching and Assessment Strategies

- This unit will be taught through lectures and class discussions which allow studying cases on companies in real contexts. This enhances the understanding of marketing practices and relating them to reality [Outcomes: 1, 2, 3, 4 and 5].
- Online tests will be delivered through the semester to examine understanding of marketing concepts and their applicability in various contexts [Outcomes: 1, 2, 3, 4 and 5].
- A group application project will be assigned to students, concluded by a class presentation [Outcomes: 4, 5 and 6].

Assessment Scheme

Course work	40%
Unseen Exams	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
In class activities, mini cases(ongoing) and worksheets	Week 6 and 13	(15%)	1, 2, 3 and 4
Written tests are used to assess students understanding of core topics	Week 3 Week 11	(10%)	1, 2, 3, 4 and 5
A group application report and presentation	First phase for feedback in week 5 Final phase week 12	(15%)	4, 5 and 6
An unseen 90 minutes mid-term exam	Week 7 & 8	(20%)	1, 2, and 5
An unseen final exam of 3 hours	Week 14+	(40%)	1, 2, 3, 4 and 5

Reading list

- Kotler, P. & Armstrong, G. (2017). *Principles of Marketing*. 17th edition. New Jersey: Pearson Prentice Hall.
- Porral C. & Stanton J. (2018). *Principles of Marketing*. ESIC.
- Ordhielm, Christie L./Dapena-Baron, Marta (2015). *Marketing Management: The Big Picture*
<https://app.kortext.com/read/43271/xxi> Wiley
- Blythe, J. (2009). Key concepts in marketing London: SAGE Publications
<http://081137v16.1104.y.http.sk.sagepub.com.mplbci.ekb.eg/books/key-concepts-in-marketing?fromsearch=true> SAGE Publications

Journal

- European Journal of Marketing
- Journal of Marketing

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	MKT_202	HOR Department:	Marketing &
Unit Title:	Marketing Analysis & Planning		International Business
Credit Hours:	3	Course Code:	-----
Unit Leader:	Dr. Samia El Sheikh		
Pre-requisite:	MKT_201		

Aims

This unit aims to increase the students' knowledge about competition and its crucial effects on products' survival in the market. It also aims to teach the student how to formulate a marketing plan and analyze the current market situation including analysis of: competition, company, customers, and country, and to establish marketing objectives, choosing the suitable marketing strategies and the suitable marketing mix.

Learning outcomes

Knowledge

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- Companywide marketing planning
- 2- The steps of preparing a marketing plan.
- 3- Direct and indirect competitors
- 4- The various segmentation, targeting and positioning strategies for products/services.
- 5- The BCG matrix, product life cycle stages and the different marketing strategies that suit the products in each stage.

Skills

On successful completion of this unit, the student will be able to:

- 6- Formulate a marketing plan.
- 7- Work in a team.
- 8- Present their work verbally.

Indicative Content

- Overview of marketing planning.
- Differentiating between the direct and indirect competitors.
- Understanding the elements of industry analysis.
- Analyzing and developing the company wide marketing strategies (BCG, PLC, 4Ps)
- Customer analysis and segmentation.
- Marketing objectives and developing marketing strategies.
- Choosing which IMC mix to reach the marketing objectives.

Learning, Teaching and Assessment Strategies

Teaching, active learning, and a group project are incorporated with scheduled feedback and assessment to facilitate student achievement of the learning outcomes identified for this unit.

Lectures will focus on identifying competition, situation analysis, ending in a whole marketing plan. Invite student questions, debates, and discussions around topics arising from the syllabus.

Tutorials will be used by tutors to advise and guide student groups on developing their marketing plan report, also provide means for periodic feedback on project and assessed work.

Group project will consist of marketing plan steps and a final report. Students will receive timely feedback allowing development and improvement of subsequent submissions. Students will be assessed by group project and individual presentation, class participation and attendance, and unseen midterm and final exams. Several case studies will be analyzed in class.

Real life ads will be shown in class to: identify the marketing objectives implied and analyze the words said about the product and its major competitor.

Assessment Scheme

Assessment takes a number of forms:

Coursework	40%
Unseen Exams	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
In class activities, cases and worksheets	On going	(10%)	1, 2, 3, 4 and 5
Written tests	Week 3 Week 10	(10%)	1, 2, 3, 4 and 5
A group project that requires developing a marketing plan for a specific product in an Egyptian company.	First phase for feedback in week 5 Final phase week 11	(20%)	6, 7 and 8
An unseen 90 minutes mid-term exam	Week 7	(20%)	1, 2, 3, 4 and 5
An unseen final exam of 3 hours	Week 13	(40%)	1, 2, 3, 4 and 5

Reading lists

- Grewal, D. & Levy, M. (2019). *M: marketing*. 6th edition. New York: McGraw-Hill.
- Porral C. & Stanton J. (2018). Principles of marketing. ESIC.

- Kotter P. & Armstrong, G. (2017). *Principles of marketing*. 17th edition. New Jersey: Pearson Prentice Hall.
- McDonald, M., & McDonald, M. (2016). Malcolm McDonald on Marketing Planning : Understanding Marketing Plans and Strategy
http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=1406073&site=ehost-live&ebv=EB&ppid=pp_A eBook Academic Collection (EBSCOhost)
- Westwood, J. (2016). How to Write a Marketing Plan (Vol. Fifth edition).
http://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=1346904&site=ehost-live&ebv=EB&ppid=pp_Cover eBook Academic Collection (EBSCOhost)

Journal of Marketing Research

Journal of Marketing

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	MTH_112	HOR Department:	Miscellaneous
Unit Title:	Mathematics for Social Sciences I	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Adel Hamdy		
Pre-requisite:	None		

Aims:

This unit aims to introduce students to the basic mathematical concepts needed to pursue careers in business, economics, management, finance and investment.

It also aims to enable students to develop their mathematical skills needed to enhance their chances for understanding real world problems.

Moreover it aims to help students to appreciate the importance of integrating mathematics and computers in both required and elective units within their programs

Learning Outcomes

Knowledge:

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- The different types of interests in financial mathematics. This includes simple and compound interests. Also, future and present values of annuities.
- 2- Linear equations involving two, three or more variables.
- 3- Matrices and how they are used to represent a system of linear equations of two or more variables.
- 4- Linear programming (LP) as a mathematical tool used for optimization purposes.

Skills:

On successful completion of this unit, the student will be able to:

- 5- Identify the proper formula to use when solving a variety of problems on the mathematics of finance.
- 6- Solve systems of linear equations in two variables both algebraically and graphically.
- 7- Formulate a system of linear equations and for linear inequalities given real world word problems.
- 8- Use the gauss elimination method to solve a system of linear equations of any order either by hand or using computer tools.
- 9- Solve LP problems in two variables graphically to maximize or minimize an objective (optimization)

Indicative Content

- Mathematics of Finance: simple interest; compound and continuous compound interest; future value of an annuity; sinking funds; present value of an annuity; amortization.
- Systems of linear equations in two variables; algebraic and graphical solutions, as well as formulating real world problems
- Systems of linear equations and augmented matrices; Gauss-Jordan elimination method with applications; the use of computer tools to solve larger scale problems.
- Linear inequalities and linear programming; linear inequalities in two variables; systems of linear inequalities in two variables; linear programming in two dimensions: a geometric approach; formulation of linear programming applications.

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of the unit to the students. Practical examples as well as selected case studies are used to further enrich the students understanding of the basic mathematical concepts learned to try to relate theory to practice.

In addition to the lectures, regular tutorials are also held under the supervision of the tutor. Those tutorials are devoted to problem solving, and discussion of case studies.

The assessment of this unit includes a number of components that will test the knowledge and skills of the students. Written test, which may comprise true/false statements and problems, will assess students' acquisition of factual knowledge; homework assignments will assess students' abilities to conduct the basic mathematical techniques learned along the unit, a mid-term written exam and a final comprehensive written exam.

Assessment Weighting

Course work 40%

Unseen Exams 60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Online Homework Assignments- Selected problems.	Week 2, 4,8,12	(10%)	[Outcomes 1-9].
Problem solving	Week 3,5,11	(10%)	[Outcomes 1-9].
Written in-class tests	10	(20%)	[Outcomes: 1, 5 and 8].
Midterm Exam – One hour and a half that may consist of definitions, true/ false statements and problem solving	Midterm examination schedule	(20%)	[Outcomes: 1, 5, 6 and 7].
Final Exam – Three hours exam that consists of true/ false statements and problem solving	Final term examination schedule	(40%)	[Outcomes: 1-9].

Reading List

ChanYves, ZY., GuoSpike, T., & LeeXun, Li., (2019), Financial Mathematics, Derivatives and Structured Product, Springer Nature Singapore.

Render, B., & Stair Jr, R. M. (2016). Quantitative Analysis for Management, 12e. Pearson Education India.

UniqU, LLC & Rupinder Sekhon (2012), Applied Finite Mathematics, openstax cnx, Connexions, Rice University, Houston, Texas. <https://cnx.org/content/col10613/1.5/>

Barnett, R., Ziegler, M. & Byleen, K. (2011). *Education college mathematics for business, economics, life sciences & social sciences*. 12th edition. Boston: Pearson Education.

Eiselt, H. A., Sandblom, C.L., (2007), Linear Programming and its Applications, Springer-Verlag Berlin Heidelberg

Sullivan, M. & Mizrahi, A. (2004). *Mathematics: An applied approach*. 8th edition. New Jersey: John Wiley & Sons.

Budnick, F. (1993). *Applied mathematics for business, economics, and the social sciences*. Singapore: McGraw-Hill.

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	MTH_113	HOR Department:	Miscellaneous
Unit Title:	Mathematics for Social Sciences II	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Adel Hamdy		
Pre-requisite:	MTH_112		

Aims

This unit aims to introduce students to applied mathematics. The unit is designed to teach students how calculus applies to their particular area of interest by focusing on the most important topics and applications in business, economics and management. It also aims to enable students to identify a relevant mathematical model of a real world phenomenon in business, economics and management, and to develop their mathematical skills needed to enhance their chances for understanding real world problems. Finally, it will help students to appreciate the importance of mathematics and computers in reinforcing and inducing critical thinking and decision making.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- Some basic business and economic terms.
- 2- Some basic concepts of a variety of mathematical functions.
- 3- Linear, quadratic and exponential functions in mathematics and as applications.
- 4- The representation of mathematical functions numerically, graphically and algebraically.
- 5- The rate of change (slope) of a mathematical function and its interpretation.
- 6- Optimization in applied mathematics and differentiation.

Skills

On successful completion of this unit, the student will be able to:

- 7- Find the equation of a linear function from given data.
- 8- Solve linear function applications problems.
- 9- Sketch linear and quadratic functions.
- 10- Solve quadratic function application problems.
- 11- Solve exponential function application problems.
- 12- Find the first derivative of a mathematical function and interpret its meaning.
- 13- Identify the maxima and minima of non-linear functions for optimization purposes.
- 14- Appreciate the effect of mathematical thinking in predicting values and decision making.

Indicative Content

- Mathematical Functions: Definition; types, domain, and range.
- Linear, quadratic, and exponential functions: Predicting values, characteristics, graphical representation (sketching), interpretations of calculated values.
- Linear, quadratic, and exponential functions applications: Demand, Supply, Revenue, Cost, and Profit, market equilibrium, break even, growth and decay.
- Differentiation; Optimization Methodology; Identification of maxima and minima; Optimization applications: maximizing revenue, profit and minimizing cost.

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of the unit to the students. Real world examples as well as selected case studies are used to further enrich the students understanding of the basic mathematical concepts learned to try to relate theory to practice.

In addition to the lectures, regular tutorials are also held under the supervision of the tutor. Those tutorials are devoted to problem solving, and discussion of case studies.

The assessment of this unit includes a number of components that will test the knowledge and skills of the students. Written quizzes, which may comprise true/false statements and problems, will assess students' acquisition of factual knowledge; homework assignments will assess students' abilities to conduct the basic mathematical techniques learned along the unit, a mid-term written exam and a final comprehensive written exam.

Assessment Weighting

Course work	40%
Unseen Exams	60%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
Online Homework Assignments- Selected problems.	Week 2, 4, 6, 8	(10%)	[Outcomes 1-14].
Problem solving	Week 10	(10%)	[Outcomes 1-14].
Written in-class tests	Week 5,11	(20%)	[Outcomes: 7,8,9 and 11].
Midterm Exam – One hour and a half that may consist of definitions, true/ false statements and problem solving	Midterm examination schedule	(20%)	[Outcomes: 1, 7,8,9 and 10].
Final Exam – Three hours exam that consists of true/ false statements and problem solving	Final term examination schedule	(40%)	[Outcomes: 1-14].

Reading List

Barnett, R., Ziegler, M. & Byleen, K. (2011). *College mathematics for business, economics, life sciences & social sciences*. 12th edition. Boston: Pearson Education.

Sullivan, M. & Mizrahi, A. (2004). *Mathematics: An applied approach*. 8th edition. New Jersey: John Wiley & Sons.

Budnick, F. (1993). *Applied mathematics for business, economics, and the social sciences*. Singapore: McGraw – Hill .

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	SOC201	HOR Department:	Miscellaneous
Unit Title:	Social Psychology	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Nihal El-Shimy		
Pre-requisite:	ENG102		

Aims

This unit is designed to introduce students to social psychology as the scientific study of human behavior and social interaction, and to acquaint them with the basic theoretical concepts in relations to business performance. It also involves the application of theoretical concepts to a wide range of phenomena like social and gender discrimination in business, cultural diversity, and compliance techniques in relation to self- concept, perception, interaction and social influence.

Therefore, this unit aims to support business students with a better understanding of people in general and consumers in particular.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- Basic theoretical concepts of social psychology in relation to business.
- 2- The nature of research and methodology used in social psychology and business.
- 3- Important psychological issues like motivation, Organizational Behaviour Psychology, Business Ethics in relations to decision making, materialistic values and well- being among business people, and staff performance as well as attitude change as an effect of persuasion.
- 4- Social psychological perspectives related to human and cultural- diversity in context of human social interaction.

Skills On successful completion of this unit, the student will be able to:

- 5- Distinguish between commonsense myth and commonsense fact on the basis of current research findings in social psychology.
- 6- Apply socio psychological theories and concepts to business organizations and everyday issues and events.
- 7- Make more accurate judgments about self and others, especially in global business by avoiding falling into common biases of social perception (Formative assessment)

Indicative Content

- Introduction to Social Psychology
- Culture Diversity and business
- Self- Concept, Self Esteem and Motivation in Business
- Business Ethics and Decision Making
- Stereo typing and Prejudice in Business

- Gender discrimination and Empowerment
- Social influence in business

Learning, Teaching and Assessment Strategies

- Lectures include class interactions between instructor and students. Therefore the students' participation is a key component for the learning process.
- Group paper with a topic related to the curriculum, a minimum of 3 sources are required and properly cited according to the rules of citation.

Assessment scheme

Coursework	50%
Final Exam	50%

Assessment Type	Date	Weighting	Intended Learning Outcomes – ILOs
In class activities	ongoing	(10%)	[Outcomes 5, 6 and 7].
Mini cases	Mini case 1: Week 4 Mini case 2: week 10	(20%)	[Outcomes: 1, 3, 4 and 5].
Group Project and presentation	Final Project: Week 9 presentation: week 11	(20%)	[Outcomes: 2 and 6].
Final Exam	Week 14+	(50%)	[Outcomes: 1, 2, 3, 4 and 5].

Reading List

- Myers, D. (2018). Exploring Social Psychology. Ohio: McGraw Hill.
- Sanderson, C., and Huffman K. (2017). Real World Psychology. 2nd Edition. The United States: Wiley.
- Harris, Randall B. (2016). Empowerment: Cross Cultural Perspectives, Strategies and Psychological benefits. New York: Nova Science Publishers.
- Wilcox, Mark (2016). Engaging Change: A people Centered Approach to Business Transformation. London: Kogan Page Publication.

- Baumeister, R. F., & Bushman, B. J. (2014). Front Cover. In Social Psychology and Human Nature (3rd ed.,). Belmont, CA: Wadsworth.
- Clarke-Stewart, A., and Parke R. (2013). Social Development. 2nd Edition. The United States: Wiley.
- Stainton Rogers, Wendy (2011). Social Psychology. 2nd ed. Maidenhead, Berkshire, England: McGraw-Hill Education. <http://web.b.ebscohost.com/ehost/detail/detail?vid=15&sid=8f4473df-fb26-479f-ab37-c282e2ab2e9e%40pdc-v-sessmgr02&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=375111&db=e000xww>
- Lassiter, G. Daniel; Balci, Emily (2010). Social psychology of Visual Perception. New York: Psychology Press. <http://web.a.ebscohost.com/ehost/detail/detail?vid=14&sid=620bbd8c-2d5f-4e7e-9757-a8973b7f9a8d%40sdc-v-sessmgr03&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=316589&db=e000xww>
- Thye, Shane R.; Lawler, Edward J. Series (2006). Social Psychology of the Work place. Advances in Group Processes, Vol. 23. Edition: 1st ed. Amsterdam: JAI Press Inc. 2006. <http://web.b.ebscohost.com/ehost/detail/detail?vid=20&sid=8f4473df-fb26-479f-ab37-c282e2ab2e9e%40pdc-v-sessmgr02&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=167011&db=e000xww>
- Bordens, Kenneth S.; Horowitz, Irwin (2001). Social Psychology. 2nd ed. Mahwah, N.J. Psychology Press. <http://web.a.ebscohost.com/ehost/detail/detail?vid=10&sid=620bbd8c-2d5f-4e7e-9757-a8973b7f9a8d%40sdc-v-sessmgr03&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=63031&db=e000xww>

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	54	20	20	11	51	105
Percentage	51.5%	19%	19%	10.5%	48.5%	100%

Unit Code:	STAT215	HOR Department:	Miscellaneous
Unit Title:	Statistics for Business I	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Hosny Ibrahim		
Pre-requisite:	MTH_112		

Aims

This unit aims to give students an appreciation of the applied statistics field in a clear and interesting manner. It also aims to enable students to collect, present, analyze and interpret data to find inferences and evaluate the reported results in order to make appropriate decisions. Moreover, it aims to provide students with the basic concepts of probability theory and its applications.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to:

- 1- Demonstrate knowledge about how to collect, present, analyze data to reinforce decision-making capability.
- 2- Use numerical summary measures, such as the one that gives the centre and spread of a distribution to study and analyze the main features of a data set.
- 3- Use the basic concepts of probability and the rules for computing it.
- 4- Explain the concept of a probability distribution and its mean and standard deviation.
- 5- Find a point estimate and interval estimate for the population mean.

Skills

On successful completion of this unit, the student will be able to:

- 6- Interpret graph and data found in newspapers and magazines.
- 7- Transform raw data into furnished data that can be analyzed and interpreted.
- 8- Make decisions under conditions of uncertainty.
- 9- Draw different types of graphs using Excel and SPSS.

Indicative Content

- Collecting, organizing, presenting and graphing data.
- Numerical descriptive measures.
- Basic concepts and rules of probability theory.
- Random variable and probability distribution (discrete & continuous).
- Estimation of the mean (point and interval estimates)

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of the unit to the students. Selected case studies are used to further enrich the students understanding of the basic mathematical concepts learned to try to relate theory to practice for a wide range of applications in business and economics.

In addition to the lectures, regular tutorials are also held under the supervision of the tutor. Those tutorials are devoted to problem solving, and discussion of case studies. Hands-on experience in applying the concepts using Excel and SPSS is an integral part of the unit. The assessment of this unit includes a number of components that will test the knowledge and skills of the students. Written tests, which may comprise true/false statements and problems, will assess students' acquisition of factual knowledge; homework assignments will assess students' abilities to conduct the basic statistical techniques learned along the unit, and to sit for written exams.

Assessment Scheme

Course work	40%
Unseen exams	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Written assignments based on problem solving	Week 2 Week 5 Week 10 Week 12	10%	[Outcomes: 1-9]
IT Applications	Week 11	10%	[Outcomes: 1- 9]
Written tests	Week 6 Week13	20%	[Outcomes:1- 5-]
An unseen mid-term exam	Week 7	20%	[Outcomes: 1, 2, and 3].
An unseen final exam	Week 14	40%	[Outcomes: 4,5]

Formative assessment is provided to the students on their work during both lectures and tutorials.

Learning Materials

Donnelley, R.A., Jr. & Colleges, Goldey- Beacom. (2020). *Business statistics*. 3rd edition. New York: Pearson.

Mcclaiive, B., Benson, P. G. & Sincich, T.T. (2018). *Statistics for business and economics*. 13th edition. New York: Prentice Hall.*onomics*. New York: John Wiley & Sons.

Lee, C.F., Lee, J.C. & Lee, A.C., (2013), *Statistics for Business and Financial Economics*, 3rd Edition, New York: Springer Science & Business Media.

Benghezal, F. (2011). *Statistics for Business (Arab World Edition)*. Pearson Education UK

Introductory Statistics (free pdf 7th Edition. Prem . S. Mann (Source: <http://abcnews.go.com/images/Politics/1005a1HowRude.pdf>).

Faculty of Management Sciences

Introductory Statistics University of Oklahoma Custom Edition www.Sfu.ca/~yiting/BUEC232.pdf
OpenStax College Rice University 6100 Main Street MS-375 Houston, Texas 77005

KIS Data

	Scheduled	Guided independent				Total
		Guided	Independent	Autonomous	Total	
Hours	72	30	27	11	68	140
Percentage	51.4%	21.4%	19.2%	8%	48.6%	100%

Unit Code:	STAT216	HOR Department:	Miscellaneous
Unit Title:	Statistics for Business II	Course Code:	-----
Credit Hours:	3		
Unit Leader:	Dr. Hosny Ibrahim		
Pre-requisite:	STAT215		

Aims

This unit aims to help students develop their understanding and appreciation of the importance of applied statistics and its applications in the field of economics. It also aims to introduce students to the application of the hypotheses tests in the area of quality control. Moreover, it aims to enable students to use regression analysis and correlation coefficients to determine the relationship between two variables.

Learning Outcomes

Knowledge

On successful completion of this unit, the student will be able to demonstrate systematic understanding and knowledge of:

- 1- Tests of hypotheses on the population parameters using normal, t, F and CHI-square distributions.
- 2- Inferences about the difference between two population means and the difference between two population proportions.
- 3- Tests of hypotheses on the variance and the standard deviation of a single population.
- 4- The one-way analysis of variance (ANOVA) procedure to perform test of hypotheses about three or more population means.
- 5- Regression analysis and correlation coefficients for forecasting the future values of variables.
- 6- Methods to analyze time series data.

Skills

On successful completion of this unit, the student will be able to:

- 7- Find out, whether a given claim (or statement) about a population parameter is true or not by using some sample information.
- 8- Use different techniques to analyze data.
- 9- Use regression analysis to make decisions for future about production, sales, investments, raw materials, etc.
- 10- Use the computer software (SPSS) to perform regression analysis and ANOVA.

Indicative Content

- Hypothesis testing about the mean and proportion.
- Estimation and Hypothesis testing: Two populations.
- CHI-square tests: A goodness of fit, contingency tables, and inferences about the population variance.
- Analysis of variance (ANOVA).
- Simple linear regression.

- Multiple regressions.
- Time series analysis

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of the unit to the students. Real world examples as well as selected case studies are used to further enrich the students understanding of the basic mathematical concepts learned to try to relate theory to practice for a wide range of applications in business and economics.

In addition to the lectures, regular tutorials are also held under the supervision of the tutor. Those tutorials are devoted to problem solving, discussion of case studies, and teaching the students how to use the software in making regressions and this will be conducted in the computer lab. The assessment of this unit includes a number of components that will test the knowledge and skills of the students. Written tests, which may comprise true/false statements and problems, will assess students' acquisition of factual knowledge; homework assignments will assess students' abilities to conduct the basic statistical techniques learned along the unit, and to sit for written exams.

Assessment Scheme

Course work	40%
Unseen exam	60%

Assessment Type	Date	Weighting 100%	Intended Learning Outcomes – ILOs
Written assignments based on problem solving	Week 2 Week 5 Week 10 Week 12	20%	[Outcomes: 1 – 6 and 10].
Written tests	Week 6 Week 11	20%	[Outcomes: 1- 9].
An unseen mid-term exam	Week 7	20%	[Outcomes: 1 – 3].
An unseen final exam	Week 14	40%	[Outcomes: 1 – 9]

Formative assessment is provided to the students on their work during both lectures and tutorials.

Learning Materials

Donnelley, R.A., Jr. & Colleges, Goldey- Beacom. (2020). *Business statistics*. 3rd edition. New York: Pearson.

Mcclaire, B., Benson, P. G. & Sincich, T.T. (2018). *Statistics for business and economics*. 13th edition. New York: Prentice Hall.

Özdemir, D., (2016), *Applied Statistics for Economics and Business*, 2nd Edition, Springer International Publishing Switzerland

Lee, C.F., Lee, J.C. & Lee, A.C., (2013), *Statistics for Business and Financial Economics*, 3rd Edition, New York: Springer Science & Business Media

Schinazi, R.B., (2012), Probability with Statistical Applications, 2nd Edition, Springer Science & Business Media, LLC

Benghezal, F. (2011). Statistics for Business (Arab World Edition). Pearson Education UK
Introductory Statistics (free pdf 7th Edition. Prem . S. Mann (Source:
<http://abcnews.go.com/images/Politics/1005a1HowRude.pdf>).

Introductory Statistics University of Oklahoma Custom Edition www.sfu.ca/~yiting/BUEC232.pdf
OpenStax College Rice University 6100 Main Street MS-375 Houston, Texas 77005

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