



***October University of Management Sciences and Arts (MSA)***

**Faculty of Management Sciences**

**BA Honours**

**Accounting**

**Economics**

**Finance and Investment Management**

**Human Resources Management**

**Management Information Systems**

**Marketing & International Business**

**Student Handbook**

## **Information in alternative formats**

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This handbook can be found online at [www.msa.edu.eg](http://www.msa.edu.eg)

If you have a disability which makes reading this handbook or navigating our website difficult and you would like to receive information in an alternative format, please contact ***Dr. Ghada Aly (The Faculty link tutor) on [galy@msa.eun.eg](mailto:galy@msa.eun.eg)***

We can supply sections from this publication as:

- a Word document with enlarged type — sent by email or supplied on a CD or memory stick
- printed copy on non-white paper
- printed copy with enlarged type

Other formats may be possible. We will do our best to respond promptly. To help us, please be as specific as you can and include details of your disability.

## Faculty of Management Sciences (MSA) - Host Course Staff List and Contact Details

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## University of Bedfordshire - Collaborative Partner Contact Details

### University of Bedfordshire Link Tutor

To be inserted by UoB

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## **Academic Calendar**

Faculty of Management Sciences Academic Calendar

To be inserted as it is changed every academic year

## **1. Purpose and Status of Your Student Handbook**

The purpose of this handbook is to provide you with information about your course of study and to direct you to other general information about studying at the Faculty of Management Sciences – MSA University.

The material in this handbook is as accurate as possible at the date of production. However, you will be informed of any major changes to the information in this handbook in a timely manner.

Your comments on any improvements to this handbook are welcome - please put them in writing (an email will suffice) with the name of the handbook to Professor El Sayed Nagy – Dean of the Faculty of Management Sciences ([deanoffice.management@msa.eun.eg](mailto:deanoffice.management@msa.eun.eg))

## **2. Introduction to the Two Universities**

### **2.1. Introduction to October University for Modern Sciences and Arts - MSA**

October University for Modern Sciences and Arts (MSA) has been established under Presidential Decree No. 244 in 1996 with the aim of providing state-of-the-art technologies and up-to-date education in all disciplines. MSA is proud that its different courses were fully accredited before the graduation of its first class in Spring 2000.

As an institution, MSA is a natural outcome of over 40 years of experience in the field of education, at local and international levels. Dar El Tarbiah was the first Language School founded by Egyptians in 1956. The institution has maintained an excellent reputation based on the high quality of teaching and facilities; and has been recognized locally and internationally for the excellent results of its GCE, IGCSE, GCSE as well as Thanaweya Amma and American Diploma courses. Our incomparable success in teaching all AL and AS subjects for almost 12 years with outstanding results in the IGCSE has been the driving force in the establishment of the MSA University.

All courses at MSA are delivered in English. The current academic provision of the university is divided into nine faculties, namely: Faculty of Management Sciences, Faculty of Engineering, Faculty of Computer Science, Faculty of Mass Communication, Faculty of Languages, Faculty of Dentistry, Faculty of Pharmacy, Faculty of Biotechnology, and Faculty of Arts and Design. At MSA we are dedicated to the pursuit of excellence in curricula, facilities and staff with the aim of graduating the best calibre of students and that is the main reason why our modern and progressive policies and up-to-date educational facilities have been internationally acknowledged by several universities in the UK and USA with which we have several co-operation agreements. MSA courses are designed and implemented according to the most demanding international standards. All unit outlines highlight the role of new and emerging technologies in meeting the challenges posed by the information and communication technology era.

MSA aims to provide its students with an exceptional and enjoyable learning experience that will enable them to compete in the highly competitive global job market. Furthermore, the long experience of Dar El Tarbiah Institution and MSA University in the field of education has made us determined to adopt the British system of education because of its unique characteristics of providing a "well rounded" student who is able to face the exciting challenges of the future.

#### **MSA University Vision**

October University for Modern Sciences and Arts (MSA) will be among the top five hundred universities worldwide leading Education, Scientific Research and Community Service.

#### **MSA University Mission**

October University for Modern Sciences and Arts (MSA) is a leading Egyptian private higher education institution with solid British universities partnerships, offering advanced undergraduate and graduate academic programs that support entrepreneurship, meet job market needs, and run applied scientific research, in addition to providing distinguished community service, enhancing its affiliates' competencies, using contemporary technology and administrative systems, and complying with local and international quality standards.

### **2.2. Introduction to University Of Bedfordshire - UoB**

----->(Insert by link tutor of UoB)



### **3. The Faculty of Management Sciences and the Dean's Welcome**

#### **3.1. A Brief about the Faculty**

The Faculty of Management Sciences offers six separate courses, namely BA (Hons) Accounting, BA (Hons) Economics, BA (Hons) Finance & Investment Management, BA (Hons) Human Resources Management, BA (Hons) Management Information Systems, and BA (Hons) Marketing and International Business. The degree offered by the Faculty of Management Sciences at MSA is accredited by the Supreme Council of Egyptian Universities.

The Faculty of Management Sciences courses are designed to provide the students with the main theoretical concepts and practical applications that can be used in today's dynamic business environment. To achieve this, the faculty depends on various methods of delivery and selects the most appropriate assessment methodology to ensure the students' ability to demonstrate the required learning outcomes of their course of study. Moreover, there is continuous development of the courses, the learning material, and the teaching methodology to enhance the standard or calibre of our graduates.

Four courses of the faculty were initially validated by Middlesex University in 2004 and then by University of Greenwich in 2013, the new two courses will be accredited by our UK partners. The Faculty of Management Sciences staff is active in research and are keen to publish their papers in refereed local and international publications (journals) as well as papers presented in conferences.

#### **Faculty Vision**

The faculty is seeking to be one of the leading institutions in the Middle East in management sciences with programs that meet the quality requirements of the local, regional, and the international markets, and aspires to be a source of educational excellence in management sciences that combines latest theory with practical experience to best suit and serve the community.

#### **Faculty Mission**

The Faculty of Management Sciences focuses on self and interactive learning practices for students to develop their skills and theoretical knowledge through: providing a variety of programs, curricula and facilities that meet quality standards and the market's requirements for all specializations, developing the capabilities and skills of the teaching staff through scientific research and training, and contributing to the development and growth of the community.

#### **The Faculty's strategic objectives**

1. To attract the largest number possible of distinguished students to join the faculty.
2. To increase the number and quality of academic researches.
3. To ensure continuous development of effective teaching and learning.
4. To contribute effectively to environmental development and community services.

As a result of the outstanding performance of the faculty in the academic and non-academic activities to the students and the community, it has obtained accreditation from the National Authority for Quality Assurance and Accreditation of Education (NAQAAE) in August 2016 valid for 5 years to be the first and only faculty in the field of Management Sciences / Business Administration among all Egyptian Universities to obtain such accreditation.

### **3.2. Welcome from the Dean**

I would like to welcome all students and staff to the Faculty of Management Sciences, the strong and fast growing business school.

We are fully aware of the accelerating pace of change in the economic, technological, social, cultural, and political environment. Consequently, we deeply believe it is incumbent upon us-and every great business school- to be engaged in, and be committed to, continuous quality learning to fulfil our mission. We commit ourselves to preparing our business students, the future business leaders, to thrive in the world of business, a world that is characterized by its fierce global competition and extremely fast technological transformation. Therefore, we are determined to have our students, the future business leaders, learn to think rationally, creatively, and critically; to communicate clearly, correctly, and persuasively; and to put technology to work in both education and business. In their learning process, our students are continuously encouraged to actively learn and use educational technology, teamwork, oral and writing instruments to improve their skills and ability to solve problems.

We are well positioned to make a difference in management education and practice, we fully subscribe to the principle of continuous improvement, thus will ever strive to reach new levels of excellence.

Our faculty consists of 6 departments namely Accounting, Economics, Finance & Investment Management, Human Resources Management, Management Information Systems, and Marketing and International Business.

The Faculty of Management Sciences plans, implements and controls its activities according to its vision, mission and strategic objectives.

The main purpose for all of our activities is to prepare our students for the job market by enhancing their critical thinking, self-learning and problem solving skills to ensure high employability for our graduates.

Finally, I would like to thank the Faculty of Management Sciences family: the students and the academic and administrative staff, for their support and dedication to make our strong faculty even stronger, which is evidenced by our great achievements in being validated by University of Greenwich in 2013 and in being accredited by NAQAAE August 2016 and will be accredited by University of Bedfordshire.

***Professor El Sayed Nagy***

***Dean of the Faculty of Management Sciences***

(Email: [deanoffice.management@msa.eun.eg](mailto:deanoffice.management@msa.eun.eg))

## 4. Progression

To graduate, you need to pass all the required units of your chosen course which are divided into four levels namely levels 1, 2, 3, and 4. The first 16 units are common in all the four courses. These 16 units will introduce you to various areas of knowledge that are necessary to support your understanding of higher level units, and it is during studying these units that you will get an insight into the different management disciplines to enable you to declare your major of choice.

The Faculty of Management Sciences offers six courses:

1. Accounting (require the student to get C+ in ACCT 101 or else C+ average in ACCT 101 and ACCT 202 to be able to join Accounting course )
2. Economics (requires the student to get a (B) average in ECO 101 and ECO 102 to be able to join the Economics course )
3. Finance & Investment Management
4. Human Resources Management
5. Management Information Systems
6. Marketing and International Business(require the student to get C+ in BUS102 or else C+ average in BUS 102 and MKT\_201 to be able to join Marketing and International Business course )

(In fact Courses No. 3 & 4 are new and are offered with the remaining courses to students who join the Faculty on September 2020, while only Courses No 1, 2, 5 & 6 are offered to current students till 2024)

The units that you will study during these three semesters are 16 units namely:

BUS 102	Introduction to Business
CS_100	Introduction to Information Technology
ECO 101	Introduction to Macroeconomics
ENG_101M	English Language for Academic Purposes
MTH_112	Mathematics for Social Sciences I
ACCT 101	Essentials of Accounting I
ECO 102	Introduction to Microeconomics
ENG_102M	English Language for Study Skills
MTH_113	Mathematics for Social Sciences II
MIS 101	Introduction to Management Information Systems
ACCT 202	Essentials of Accounting II
ENG_201M	English Language for Research Purposes
FIN 201	Financial Management I
MGT 200	Introductory Management
MKT_201	Principles of Marketing
STAT 215	Statistics for Business I

As you progress from one level to another, you need to develop your learning abilities so that by the end of level four, you will have achieved the outcomes of the course. Finally, the aim is that you as a student enhance your judgment, critical analysis, and application of knowledge. You also need to achieve a point where you become an independent learner, and whenever you need to know more about an area you could independently search and guide yourself.

Furthermore, our aim is to enhance your employability by improving your team-work, communication and presentation skills as well as ensure your awareness of the rapidly changing dynamic business environment where flexibility, innovation, and adaptability are a must.

The objective of the faculty is to help students acquire deep knowledge and understanding of the basic concepts, theories and practices in the fields of business and economics; and to prepare them

to become effective leaders in these fields. This objective implies educating students to be responsible adults in all aspects of their lives in an era of dynamic change.

Therefore, our main tactics is to provide our students with the tools needed to adequately interpret and analyse contemporary related issues; and to deal effectively and efficiently with the business environment they are soon to face. In other words, that is to develop their analytical skills, and to stimulate their thinking abilities, which represent an important part in the Faculty strategic objectives.

Hence, great emphasis and attention are given to the following:

- Providing our students with the information, communication techniques and facilities needed to keep them up to date with the latest developments and changes taking place in global business environment.
- All students have access to the internet services at the University. During their studies, students are expected to make extensive use of the internet as a major source of information as far as all subjects offered are concerned.
- Students will need to continuously access and use the e-learning (Moodle platform)
  - (1) Course specifications - Learning Unit Narrative (LUN) – or UIF to get to know the learning outcomes each course and the assessment type.
  - (2) Acquire your lecture notes and learning materials as on-line text books and other sources
  - (3) Assignment briefs to get explanation about what is expected of you and how to go about doing it.
  - (4) Guidelines for research or project and case studies requirements and grading to inform you of project requirement and grading.
- In addition to formal lectures, course delivery also includes case studies, problem solving, research and tutorials where major contemporary issues are discussed, evaluated, and debated.
- Developing the students’ intellectual abilities, analytical and presentation skills through undertaking research projects in a variety of disciplines. These projects are closely supervised by instructors and teaching assistants. In addition, final year graduation projects are formally assessed and evaluated by a panel of internal and external examiners.

## 5. Administrative Arrangements for Payment of Fees and Registration

### 5.1. Payment of Fees

According to the academic calendar which is found on the website of the MSA University as well as on the mobile application of students, the dates of payment of fees are before the start of each semester by almost a month or more. To avoid any inconveniences and long waits in queues caused by the large number of students paying their fees at the same time, you can pay your fees at any branch of the National Bank of Egypt (NBE) or the Arab Bank off Campus in the following account numbers:

#### National Bank of Egypt:

<b>Account Number</b>	1823070351711000023	Egyptian Pound
	1823060351711000017	US Dollar
	1823060351711000028	Sterling Pound
<b>Swift Code</b>	NBEGEGCX 182	

#### Arab Bank:

<b>Account Number</b>	500780126458	Egyptian Pound
	500780126430	US Dollar
	500780126431	Sterling Pound

You need to make the payment in your name (student name and ID number).

You should pay your fees at the due time and make sure you register your payment in the MSA accounting department in room B103 in front of the admission office at MSA campus (El Wahaat Road- 6 of October) to be sure that you are able to register online.

## 5.2. Registering online and accessing your timetable

You have access to on-line registration (<http://portal.msa.edu.eg/>) which you can reach through your personal account using your university identity card number. After registering your schedule online, you have to get the approval of your academic advisor no later than 48 hours or else the on line schedule will be cancelled automatically which means that you will have to register on line again. Once the schedule has been approved, it will be automatically available for you to access using your MSA mobile application or your laptop to access it from the student zone.

You can drop and add units in the first week of the semester after which you have to abide by your schedule.

If your timetable is incomplete, or if you have any queries about your timetable, then please contact the Student Affairs (Room B 243).

## 6. MSA Facilities and Student Support

### 6.1. Library

The central library of October University for Modern Sciences and Arts (MSA) is around 1,700 square meter in a building of 2 floors joined by an internal stair case. The library is furnished by comfortable chairs and tables to assist in studying and of course it is air-conditioned and covered by Wi-Fi.

- The MSA library has a big collection of electronic libraries as follows:
  - eBook Academic Collection – Complete, from March 2012
  - eBook Arabic Collection, from June 2015
  - Arab World Research Source, from June 2015
  - Academic Search Complete, from January 2016
  - Egyptian Knowledge Bank (EKB)

To access the library collection you need to go to Website of MSA to the student zone and open with your user name and password you will find a link to EBSCOhost and another link to EKB.

<http://central-library.msa.edu.eg>

- MSA Repository "MSAR"

MSAR the University's Digital Repository is a documentation and digitization of all university outcomes that are of effective value to the scientific and academic community and research reflects the university's image, work, and effective contribution to society. Through MSAR Digital Repository, the university managed to collect, store, archive and publish digital content - including documents, audio files, images and data sets - all in a safe place.

MSAR includes various communities among which are:-

- MSA University staff Research
- MSA Graduation Projects
- Community and Public Service

MSAR is one of the strongest University Digital Repositories in Egypt and documented in the DSPACE community with its latest versions.

To access the various communities of MSAR please follow below link.

<http://central-library.msa.edu.eg:8009/xmlui/>

- QR system (quick response system)
  - The QR code helps the Student to use the smart library catalogue through any smart phone by reading the library QR code needed .  
Yet this needs the student to download QR code reader software from App store and Google play
  - After downloading the QR Code reader application, scan the QR code for shelves or books at the library.
  - Follow the link you receive by QR Code reader to reach your result.
  - All results are automatically saved in QR Code reader History for quick retrieval.
  - When you visit the University Library you will find all the library shelves with the QR codes by linking these codes to the library's automated system, You can access all bibliographic data for books and periodicals and see the book cover directly and quickly
- Moreover the library offers Online Public Access Catalog (OPAC) and a special section for multi-media and assistance for students regarding various concerns

## 6.2. IT and Security Facilities

- Coverage of the campus open areas and cars parking by digital surveillance cameras.
- Adding an independent security network (buildings and open areas) for surveillance digital cameras.
- Enriching the computer labs with about 60 new computers
- Replacing some of the CRT screens (50) by the new LED screens
- Increasing the computation power of MSA by one more powerful Server for Oracle educational systems.
- Filling all the gaps of MSA Wi-Fi system by installing extra access points.
- Moodle E-learning system is upgraded up to the latest version new reporting system and plugin.
- Upgraded RAM for LAB (G309 – D201 – D102 – D103) from 4GB to 8GB.
- Created new backup system for VMware by Veeam® Backup & Replication™ 9.5
- Created a new system for automatic security audit for all MSA university systems.

## 6.3. Online Services

- MSA uses the different platforms of the social media of today as the Facebook Page, Twitter account, Instagram account.
- The MSA official website is fully updated and currently we are holding the 4th place across the Egyptian universities in both Instagram and Twitter and the 13th in the official website platform.
- We are using the upcoming events option to inform our followers about all the upcoming events.
- Regarding the mobile application, The MSA official mobile has the following features:
  - Name, photo, ID, Faculty, Major, email account, start semester, GPA, UK GPA, Phone number
  - Daily, Weekly & Exam Schedule
  - Midterm & Final Exam Results
  - Tuition & Validation Fees
  - Important Links: - open labs, Buses fees, Egyptian knowledge bank, MSA library, E-learning, student zone
  - Academic Calendar.
  - courses
  - News & Upcoming Events.
  - Discounts & Benefits.
  - Links for Facebook, Twitter, Google+ & YouTube.

- Google Map.

## **6.4. E-Learning**

Our University uses the Moodle as a platform for e-learning for the students. For each unit, the teaching team (headed by the unit coordinator) constantly reviews and updates the course material on the Moodle; starting from the course specifications Learning Unit Narrative (LUNs), weekly plan, assignment briefs, project outline, rubrics, lecture notes, in-class activities and other.

Some material is hidden as tests that appear at specific dates set by the teaching team as indicated in the weekly plan. A follow-up report is prepared and delivered to respective Head of Department (HoD) about the number of hits, interactive activities and materials of each unit. These reports are discussed during departmental meetings.

## **6.5. Academic advising and student affairs**

Academic advisors are available for you (students) to offer advice and guidance during registration of courses and at all times throughout the semester. They also provide information to students about the different majors within the faculty.

The Student Affairs is where you can go as a first point of call to find out information or to seek advice. It is also where you are going to get support in the following areas:

- Handling concerns and complaints
- Academic advice
- Registration procedure.
- Advice on career placement and training opportunities.
- Disability support and guidance.
- Attendance excuses.
- Provide advice on any issue that concerns students' welfare other than the above.

## **6.6. Personal Tutor System**

All teaching staff have their weekly office hours for each different course. If you need to ask about something, you can approach the staff member in their office to ask.

As for special case students (slow learners or handicapped or attention deficiency syndrome (ADS)) T.A. and A.L. actually assign special one-to-one tutoring sessions for them.

Furthermore, if you feel that you need more practice before midterm or final exam especially with regards to year one students taking various courses, revision sessions are scheduled for courses that require problem solving, case study practice.

## **6.7. MSA Junior Clubs**

All students should join a club during the few weeks of enrolment into university i.e. before the first week of induction.

Sharing in student activities is considered to be a very important requirement to newly applied students as it will make them distinct and unique among their colleagues, and it will help them achieve what is required from them during their university years in all faculties including presentation skills, communication skills and working as a team.

That's why MSA University provides a variety of high quality workshops to help the students improve their skills before starting their university years, and MSA staff will ensure the quality that is given to

the students providing them with all the latest each field, to help them become the perfect student. The clubs are as follows:

- Engineering Club
- Theatre Club
- Film Making Club
- Fashion Club
- Science Club

## **6.8. New Students Induction**

Before the first week of your very first year of study at Faculty of Management Sciences MSA, as a new student you will get an orientation induction day. On that day you will meet the president of the University, your dean and the director of student affairs as well as the representative of our UK partners. They will welcome you on board and introduce you to MSA and UoB as you will become a student in both. Next, you will meet with your family leader who will be with you all through the first year to help you and guide you. On that day your family leader will give you your ready-made schedule on which the name of the family leader will be printed. Later, whenever, you need your schedule it will be on your student zone which can be accessed from your smart phone.

## **6.9. Family Leader System**

The Faculty of Management Sciences and other faculties of MSA adopted a new family leader (F.L.) system starting the academic year 2016-2017. In this system each 25-30 new students are assigned a F.L. who is a teaching assistant (T.A.) or assistant lecturer (A.L.) who happens to teach them in the first year. The student resorts to his family leader to help him/her out in case of facing academic and non-academic problems. This allows the student a smooth transition in the first year of university and maybe part of the second year of university life to bridge the gap between school and university. The F.L. system also improves first year students' GPA so as to limit the number of students under academic probation and enhances the student's image of university as the F.L. encourages the students to share in various university activities that help to merge the students into social groups and lowers the dropout rates.

F.L. are requested to prepare a report in which they point out the distinguished students as well as the special cases. F.L. are monitored by the F.L. mentors.

## **6.10. Medical Services**

There are 3 medical doctors general practitioners and 3 nurse assistants available on Campus on all working days in 2 clinics that have first aid kits and medication.

## **6.11. Gym and Sports Activities**

MSA University has a sports department which organizes sports events as MSA tournaments in football, volleyball, basketball and boxing. This department is also responsible for training students in various sports. MSA has:

A branded Gym (True Gym) that works daily from 8 am to 10 pm. All equipments of the Gym are imported from USA. The Gym is 350 square meters big with 40 high tech exercise equipment and professional trainers some of which are special purpose machines that serve special parts of the body while some other machines are multi-purpose. In addition, there is an Aerobics Hall and a Self Defense Hall where students practice Boxing and Taekwondo.

There are 3 courts for football and 3 multi-purpose courts for Basketball, Volleyball and Handball. There are 5 trainers in these courts to guide and train the students. There is also a tennis court and a ping pong hall.



## **6.12. Food Court**

The food court has 13 food outlets that offer a wide variety of sandwiches, pizzas, pastas and other types of food. There are 3 coffee shops that offer hot drinks as well as fresh juices for health conscious students. There are 3 mini-markets that sell packed snacks as chips, biscuits and cans of soft drinks.

The food court's working hours are from 8 am to 5 pm and has room for 540 seats as well as shaded areas and some green areas. There are cleaners who constantly keep the place clean. Moreover, there are plugs for students to charge their mobiles and laptops. There are also 3 separate recycling bins or containers for paper, plastic, and can or tin.

## **7. Learning, Teaching and Assessment**

### **7.1. Learning and Teaching methods**

The Faculty of Management Sciences (MSA) uses various teaching methods to meet the learning outcomes of our course . Teaching/learning takes different forms such as lectures, tutorials, lab sessions, one to one tutorials (office hours), in-class discussions, guest speakers, field trips, and visits.

For most of the units in the Faculty of Management Sciences, you meet your teaching team three times a week; where two times are lectures of one and half hours each delivered by the instructor and the third time is a seminar of one and a half hours which is conducted by the teaching assistant.

Our courses are structured so that the independent learning increases as you progress from level one to level four.

#### **7.1.1. Lectures**

Lectures are generally used to explain the key issues of any unit and normally take an interactive form. Lectures open up topics that students are supposed to further explore on their own. Lectures also provide guidance on how you can progress in the unit; feedback on article reviews, case studies, research work presented, and answers students' questions.

#### **7.1.2. Tutorials**

Tutorials complement the work done in lectures. Tutorials are more devoted to application as group discussions that are interactive in nature, solving problems and work sheets and analyzing case studies.

Tutorials also provide guidance on research work giving feedback and formative assessment to the students.

#### **7.1.3. Lab sessions**

Lab sessions are an integral part of relevant units as they expose the students to the application of the currently used IT packages.

During the lab sessions, you will be required to follow your lab manual instructions and complete exercises that will represent part of your assessment (grade). Lab sessions are conducted by IT teaching assistants under the guidance of the instructors.

#### **7.1.4. Extra Tutorials/Office Hours/Individual Tutorials**

The Faculty of Management Sciences prides itself on the close relationship between its staff and students. If you face any problems or difficulties throughout your course of study, individual tutorials are available both by the teaching assistants and instructors during their office hours.

Moreover, specific feedback on project/research work is given individually or in groups while preparing graduation projects and other research work. Special care is provided to students who require individual attention due to ability problems or illness.

#### **7.1.5. Independent Study**

In order to build your ability as a self-learner, you will need to invest time in independent study time and effort.

In lower levels, your instructor will guide you as to assignments or reading material that you are expected to do on your own. However, as you advance and progress individual work will be less guided and it will depend to a great extent on your own judgment. Such independent study time could be used in preparation for research work, presentation, supplementary readings, writing essays, field work, and other pieces of work.

Your learning will also be supported by technology. Increasingly your tutors will be using existing and emerging learning technologies to engage you in e-learning activities. Your course will be facilitated using a variety of media and online tools (moodle, e-learning', publishers companion web sites etc.) which will allow you flexible access to a diverse range of online resources, quizzes and learning materials as well as collaborative tools with which you can engage and learn with your peers. You can also pose questions to your tutors through e-mails or through the Moodle.

By engaging with e- learning you will also be developing skills which are essential for your learning and are also highly valued by employers. These include but are not limited to: independent learning, working flexibly, communication, understanding of IT, team working and creating shared understandings based on quality resources and access to global expertise.

You will be actively involved in a range of learning, teaching and assessment approaches as part of Faculty of Management Sciences - MSA University. Such active approaches aim to put you at the centre of your learning so you are involved and engaged in all aspects of your assessment and learning. Your course will require your active participation in learning activities and engagement with your fellow students both individually and collaboratively, working and learning with other students as part of a small group. Learning activities may also occur both within and outside the classroom.

### **7.2. Field Training**

As an integral part of the Faculty's Teaching/ Learning and Assessment (TLA) strategy, and upon the recommendation of the National Authority for Quality Assurance and Accreditation of Education, Egypt - NAQAAE, the Faculty incorporated a three weeks field training for the students in year 2 and another three weeks in year three. The main aim is to provide you with insight into the real world and expose you to various business situations which would further add to your skills in particular practical and graduate skills which in turns very high exit velocity upon your graduation.

In addition to that, these training would foster the Faculty of Management Sciences' relationship with its local community which would in turn provide you with better employment chances.

### **7.3. Assessment Strategy**

Assessment is an integral part of learning. The assessment strategy adopted by the Faculty of Management Sciences aims to better engage the students and to develop their generic skills, taking into consideration compulsory requirements set by the Supreme Council for Egyptian Universities which states that for most units there must be a midterm exam and a final exam comprising at least 60% of the overall grade of the unit and coursework elements that count for 40% of the overall grade of the unit. Some units don't have a midterm exam as such the final exam counts for 50% while the coursework element counts for the other 50%. During your first years, your assessment will mostly be based on written tests and a number of small pieces of work to test your knowledge but as you progress to your final years of study, there will be fewer pieces of work but more depth to enhance your skills.

Assessment tools used by the Faculty of Management Sciences range from unseen exams, and simple assignments , e.g. problem solving, exercises, article review and quiz at levels one and two to more advanced forms of assessment as field work, research, projects, substantial essays, and case study analysis in levels three and four.

You should carefully read the assessment scheme and weighting found on each unit(LUN) as this will give you guidance as to where you should focus your time and effort. You should be aware that as you approach level four in your course , all exam questions will require more critical thinking and reasoning (cognitive skills) rather than relay of knowledge. As such you need to be trained to read and analyse cases about companies trying to pinpoint problems and then finally conveying solutions for such problems.

As for the practical outcomes of the course , you will find that as you progress to the upper level, you will acquire more practical skills that will be useful when you start working as: conducting research and audits, presentations and argumentation skills, team-working skills and others. Accordingly, the assessment will focus on such practical skills.

You need to read each unit outline/narrative to be aware of what is expected from you, and to be guided as to how you will be assessed. You should be aware of the criteria that are used to mark or grade your work.

### **7.3.1. Assessment Methods**

In the Faculty of Management Sciences assessment takes the following two forms:

#### **Formative Assessment**

You will find that some of the assessment activities done in class are designed to give you feedback on your work performance and areas where you need to improve and others that you are doing well in.

The aim of this type of assessment is to build your skills and knowledge but is not included in your final grades. It is for learning and for future development of your knowledge and skills.

Thus formative assessment is developmental in nature and it is designed to give feedback on performance and how it can be improved, all class discussions on how to improve your essay writing, how to conduct article reviews, how to analyze story cases and how to answer and handle end of chapters' exercises, essay questions are part of your formative assessment, feedback given to you on the stages of the project that is not counted in your grades is also part of formative assessment.

#### **Summative Assessment**

Summative assessment is designed to measure the student's achievement of learning outcomes of a unit. You should be aware that summative assessment is divided in most units into two basic parts:

60% on unseen exams (20% on the midterm exam, and 40% on the final exam), and 40% coursework or as specified in the LUN.

### **7.3.2. Submission, receipt, marking and return of assessment**

Assessment is divided into two main divisions: exams and coursework.

#### **Exams**

For most of the units, you need to sit for a midterm exam in around week seven of the semester and is for one and half hours for each unit, and a final exam that is conducted at the end of the semester and is for three hours for each unit. The exams cover a variety of questions ranging from MCQs, True/False with justifications, essay writing, case studies, etc. Some exams may include optional questions. As you progress, from lower levels (one and two) up to the higher levels (three and four), the exam questions are mainly open-ended and require more evaluation and critical thinking analysis.

As per MSA university regulations, if a student doesn't achieve a minimum of 25% of the marks in the final paper, the students will get an (F3) and repeat the unit irrespective of performance in other assessment components. Some units operate on a pass/fail basis and they are non-credit as they are preparatory units like Intensive English Unit namely: ENG 90.

Special arrangements are made if you are ill or have disabilities as enlarging exam papers and allowing sick students to sit separately in a special exam room. Students, who face extenuating circumstances on exam day and have sufficient proof, could fill a request for exemption from midterm exam, or an incomplete form for final exam.

All assessments are moderated to ensure that grades have been recorded accurately. The examination unit gives the Instructors midterm and final exams answer sheets without the names of the students and stamped with secret numbers. Instructors mark anonymous answer sheets to ensure that the marking process is totally unbiased. Minimum samples of 10% of all answer sheets are second marked. The sample includes all failures and representative sample of the range of marks from very high to border line passes. Second marking is undertaken by an internal examiner other than the unit examiner, a rationale is provided in case of changing of grades. External examiners review exams and answer sheets with instructors to ensure the fairness, objectivity and consistency of the assessment process.

#### **Coursework**

The continuous assessment (40% course work) could take a variety of forms as tests, problem solving work sheets at lower level to research papers, field work projects, essay writing, individual and group projects, presentations, lab reports, reports on article reviews, and case studies at upper level.

Any academic dishonesty or plagiarism cannot be tolerated and is severely penalised. (Please see Academic Dishonesty and Plagiarism Rules page 28)

A minimum of 10% of all coursework is second marked in addition to all failed pieces of coursework will be second marked.

As you progress from level one and two where the assessment is more structured and the pieces of assessment activities are numerous and divided into small parts, you will find the number of assessment pieces becoming fewer but deeper in levels three and four. Here more individual reflection is required with deep thought, evaluation, and reasoning. Moreover, at these upper levels you are expected to apply the theories and concepts learnt to practical business situations.

Furthermore, you are required to combine knowledge and skills gained from different units together to be able to evaluate alternatives and recommend optimal solutions.

Here students are expected to use proper referencing to refer to the authentic of the work. Course work is submitted by students in phases as indicated in LUN of each unit. The deadline for each phase is indicated in the detailed assignment briefs.

As the Faculty of Management Sciences (MSA) believes in the unequalled benefit of student sharing in the learning process, a general university requirement is students' attendance in lectures and tutorials. In addition to the assessed coursework, students' attendance and positive contribution to class discussions is an integral part of the continuous assessment.

Finally to be able to prove your progressive learning, you are advised to keep safely all pieces of work that you have performed in a portfolio. This portfolio could be used as a tool for employability.

Remember: if you have any questions about any particular assessment, you must ask your instructor and make sure that you understand each and every item.

## **7.4. Assessment Feedback to students**

The Faculty of Management Sciences (MSA) believes that feedback on student work is an integral part of the LTA. Timely, constructive and fair (accurate) feedback helps the students learn and understand where they stand as compared to what is expected from them, this will guide them on how to improve in order to achieve the employability requirements imbedded in the Faculty of Management Sciences (MSA) philosophy “graduates who are knowledgeable, equipped with employability skills and lifelong learners”. At the Faculty of Management Sciences (MSA) both group works as well as individual assessments are essential. Group work is encouraged as it helps a graduate to function smoothly in the real life work environment. Moreover, even group projects at level three and four are graded partly as a group yet each individual is assessed separately to reflect individual differences which is very similar to real life employability setting.

### **7.4.1. Feedback during teaching and learning**

In class participation and discussions, preparation of work, answering problems that the instructors and teaching assistant has given are an integral part of learning.

### **7.4.2. Feedback on coursework**

Feedback on summative coursework assessment will be offered in a variety of forms and all work will be marked and at least 10% of the work will be second marked in addition to all failed pieces of coursework will be second marked.

There are various forms of feedback on summative assessment of coursework that include:

- Rubric sheets that help indicate to the student the reasoning for the acquired grade.
- Presentation assessment sheets which help students identify and improve students' presentation and discussion skills.
- Written comments
- Individual and group tutorial feedback.

### **7.4.3. Return of coursework**

Instructors return graded assignments, tests and term papers to all students complete with comments and feedback. Students are required to file the coursework in their student portfolios to be submitted to instructors at the end of semester for the final appraisal of the students' course work. After this they are returned to the students.

#### **7.4.4. Electronic receipt of coursework**

Instructors explicitly inform the student if they require the coursework to be submitted electronically or not.

#### **7.4.5. Feedback on examinations**

Generally students may not be given specific feedback on written midterm and final examinations. The instructor will discuss with the whole class the midterm exam and provide feedback so as to improve their performance in the final exam; as for the feedback on final exams, the exams with their model answers are posted on the Faculty of Management Sciences (MSA) e-learning right after the examination date for students to review.

#### **7.4.6. Comments on examination scripts and marks**

Instructors provide detailed model answers for midterm and final exams

#### **7.4.7. Marking, second marking and marking moderation**

All assessments are moderated to ensure that grades have been recorded accurately. Instructors mark answer sheets with secret codes to insure that the marking process was totally unbiased.

External examiners review exams and answer sheets with instructors to insure the fairness and objectivity of the assessment process.

All assessments are moderated to ensure that grades have been recorded accurately. A minimum sample of 10% of all answer sheets are remarked (second marked). The sample includes 5% of the passing papers and all failures. Second marking is undertaken by an internal examiner other than the unit examiner, a rationale is provided in case of changing of grades.

#### **7.4.8. Grade Appeals**

As per the Faculty of Management Sciences & MSA's policies to ensure fairness staff correct the answer sheets with secret code in both midterm and final examinations so that the identity of the student remains completely anonymous thus ensuring that the assessment is truly objective and with no doubt reflects the students' true academic standard. A sample of the answer sheets is second marked by two examiners.

Despite this accurate grading procedure, students are allowed to appeal their final grade. Students fill an online Grade Appeal Form on the student zone within one week of issuing results. Student affairs send all grade appeals to the faculty grade appeal committee, which recalculates the total mark of the student from the records available and also checks that there is no indication that the examiner missed any questions during the grading of the answer sheet. In case of any alteration of the student's grade, the Examination unit is informed to alter the mark and the grade. The student affairs is also informed to notify the student.

#### **7.4.9. MSA Grading Scheme**

The Faculty of Management Sciences- MSA grading scheme is as follows:

<b>Letter Grade</b>	<b>Mark</b>	<b>GPA</b>
<b>A</b>	≥ 90%	4

<b>A-</b>	< 90% - ≥ 85%	3.67
<b>B+</b>	< 85% - ≥ 80%	3.33
<b>B</b>	< 80% - ≥ 75%	3
<b>B-</b>	< 75% - ≥ 70%	2.67
<b>C+</b>	< 70% - ≥ 65%	2.33
<b>C</b>	< 65% - ≥ 60%	2
<b>C-</b>	< 60% - ≥ 56%	1.67
<b>D+</b>	< 56% - ≥ 53%	1.33
<b>D</b>	< 53% - ≥ 50%	1
<b>Fail</b>	< 50%	0

The 100% mark for each unit is normally divided as follows (**unless specified otherwise**):

40% coursework

60% unseen exams

#### **7.4.10. Assessment Time and Assessment Ratification**

##### **The Calendar of Assessment**

There are three main periods of assessment that end with the assessment board during the academic year:

- ❑ At the end of the Fall Semester, early February.
- ❑ At the end of the Spring Semester, early July.
- ❑ At the end of the Summer Semester, early September.

The period of final assessment includes a deadline for submitting all work to be assessed as well as concluding all the examinations. At the end of each period of assessment, the University Assessment Board meets to confirm the results of all units and award qualifications after being reviewed, scrutinized and ratified at the Faculty Assessment Boards.

#### **7.4.11. Publication of Results**

Grades will be announced on notice boards and on the University website after the approval of the University Assessment Board held at the end of each semester. Your grades will also be sent to you on your MSA e-mail.

##### **The Structure of the Assessment Boards**

###### **University Assessment Board (where awards are ratified)**

Chair: appointed by Collaborative University

Members: MSA President, Vice President, External Examiners, Link Tutors, Director of Quality Assurance, Dean of Faculties, Course leaders

Secretary: Appointed by Chair

###### **Faculty Assessment Board (where unit results are agreed)**

Chair: Dean of Faculty of Management Sciences

Members: Link tutors, External Examiners, Course Leaders and Unit Coordinator/Leaders.

Secretary: Appointed by Chair

## 8. Employability

The Confederation of British Industry (CBI) defines employability as 'a set of attributes, skills and knowledge that all labour market participants should possess to ensure they have the capability of being effective in the workplace, to the benefit of themselves, their employer and the wider economy.

The Faculty of Management Sciences (MSA) is keen to provide its students with competitive courses (programmes) that aim to prepare them to compete effectively in the job market.

The Faculty of Management Sciences is committed to supporting you in enhancing your employability and helping you to develop professionalism in your field of choice as employers constantly tell us that they are looking for polished graduates who not only have a good degree but who also have the right skills, attributes and values to support their knowledge. Moreover, the faculty has added 2 obligatory field training periods in year 2 and 3 of study each for 3 weeks to introduce you to the real work conditions and requirements.

The Career Placement Office (CPC) is part of MSA HR department, it provides feedback on the skills required by the job market in a specific course. The office also provides feedback on points of strengths of MSA graduates and comments on areas that require improvement. This continuous effort insures the currency of our courses and its relevancy to the needs of both national and international employers.

The CPC conducts a full profile of HR activities that include recruitment, training, and internships. The CPC is mainly handled by MSA students. The CPC benefits MSA students and graduates by creating a link between them and the corporate world, providing them with a comprehensive knowledge of the market and giving them first hand enhancing experience of what to expect in the practical life.

The CPC organizes periodical job fairs that aim to provide students with exceptional work opportunities. The office also contacts new employers to increase the number and to improve the standard of the portfolio of companies recruiting MSA graduates. The centre in collaboration with the Quality Assurance Unit is in the process of establishing an alumni society and has launched a new website for alumni.

### 8.1. Employability and Your Course

The development of employability skills – for example, team work, self-management, business and customer awareness, communication, literacy and numeracy – are all integral parts of faculty of management courses although this may not always be evident to you as they will not always be presented as such. They have been embedded in the Faculty of Management Sciences curriculum, yet it is still your responsibility to actively seek out these skills and enhance them. These graduate attributes are embedded in many of your year 3 and 4 courses that are concentrated on the theory and practical applications of your major of choice that give you the necessary graduate skills that you need for your future career life whether you work in major corporations or start your own entrepreneurial venture.

## 9. University Rules, Regulations and Policies

The Rules and Regulations document is published on MSA Website for students reference and is updated centrally. Notifications are published on MSA website for amendments:

<http://msa.edu/MSAuniversity/uk-partners/quality-assurance/rules-and-regulations>

### 9.1. Rules Related to Progression



### 9.1.1. Academic Load

The academic load is the number of registered credits per student each semester.

### 9.1.2. Grade Point

The corresponding Grade Point (GP) for each letter grade for the Faculties of Engineering, Computer Sciences, Management Sciences, Mass Communication and Languages is as follows:

Letter Grade	GPA
A	4
A-	$3\frac{2}{3}$
B+	$3\frac{1}{3}$
B	3
B-	$2\frac{2}{3}$
C+	$2\frac{1}{3}$
C	2
C-	$1\frac{2}{3}$
D+	$1\frac{1}{3}$
D	1
Fail	0

### 9.1.3. Grade Point Average

Credits acquired by the student are based on the credits of the passed units from the academic load registered. Repeated units will be counted once toward the calculation of accumulated credit hours. The best achieved GP will be used for calculating the cumulative GPA.

The cumulative GPA calculation starts from the first semester for each student and is updated each semester till his/her graduation.

The semester GPA of the student is the weighted average of the grade points acquired in the units passed in that specific semester. It is calculated as follows:

### 9.1.4. Semester GPA

Semester GPA =

Sum of the product of the no. of credit hours of each Unit in the current semester load X the corresponding GP

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(Semester Total Credits in the current semester load)\*

=  $\Sigma$  (No. of credit hours of each unit in the current semester load X corresponding GP)

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(Semester Total Credits in the current semester load)\*

The number of credits used to calculate the Cumulative GPA is the number of credits registered by the student up to this date.

### 9.1.5. Cumulative GPA

Cumulative GPA =

{ Sum of the product of the no. of credit hours of each Unit registered up to this date X the corresponding GP }  
-----  
{ Total Credits registered up to this date }

{  
-----  
}

$$= \frac{\sum (\text{No. of credit hours of each Unit registered up to this date} \times \text{corresponding GP})}{\text{Total Credits registered up to this date}}$$

Total Credits registered up to this date

\*Excluding pass-fail Units credit and transferred Units from Universities other than MSA

**BA/BSc Students:**

National Grading Classes	U.K Classes	MSA CGPA	Letter Grade Equivalence
Excellent includes	1 <sup>st</sup> Class Honour	$\geq 3.67 \& \leq 4$	A & A-
Very Good includes	Upper Second (2:1) Honour	$\geq 3 \& < 3.67$	B+ & B
Good includes	Lower Second (2:2) Honour	$\geq 2.33 \& < 3$	B- & C+
Satisfactory includes	3 <sup>rd</sup> Class Honour	$\geq 2 \& < 2.33$	C

MSA CGPA is calculated as per the student's entire profile while U.K CGPA is calculated as per the level 300 and 400 units.

Progression is determined by the number of credit hours completed by students as determined by each faculty.

**9.1.6. Failure in Units**

Students must meet the deadline for submission of all coursework components and according to the requirements of the university and unit staff.

The student is considered a failure in the following cases:

- Students who fail to achieve 50% in the final exam together with the mid and coursework (F)
- Students who fail to attend 25% of all lectures and tutorials or students who have misbehaved or cheated on the exam (F1).
- Students who fail to attend the final exam (F2).
- Students who fail to achieve 25% of the marks in the final exam in the case of Faculties of Management Sciences, Engineering, Computer science, Mass communication and Languages and students who fail to achieve 30% of the marks in the case of the Faculties of Pharmacy, Dental Science and Biotechnology (F3).
- Students who fail to attend the midterm exam will be allowed to complete the unit but will lose all the marks which are equivalent to the midterm exam grade; unless the University President considers the extenuating circumstances and warrant the midterm grades to be added to the grades of the final exams.

**9.1.7. Exemption from Midterm Exam/Incomplete**

If a student fails to attend the midterm exam or final exam for any emergency or extenuating circumstance, and the University President approves the non-attendance, then an exemption from midterm or an incomplete grade will be agreed. In case of exemption, the 20 marks of the midterm will be counted in the final exam, which will be out of 60 instead of 40. In case of incomplete, the midterm grade as well as course work grades are transferred to students who are given an (I) grade. Subsequently, the student will be allowed to sit for the final exam of this unit at the next opportunity that the course is offered.

**9.1.8. Withdrawal Policy**

Unit Withdrawal: Students who apply to withdraw from a unit due to being unable to progress or due to extenuating circumstances must submit a unit withdrawal form to the respective student affairs then for final approval by the University President. Their results appear as W instead of F.

Semester Withdrawal: Students who apply for a whole semester withdrawal due to extenuating circumstances must submit supporting documents to the respective director of student affairs for consent then for final approval by the President. Their results appear as W instead of F.

Withdrawal from University: The student applies for withdrawal in the student affairs office that raises the request to the director of student affairs who subsequently sets a personal appointment with the student and discusses the reasons of the withdrawal. Serious cases are discussed in the Faculty and University Boards. Withdrawing students may request their transcripts and original documents.

### **9.1.9. Deferral Rules**

Students to be able to defer (not register for a semester) they should be aware:

- 1- That a student has to pay Admin. fees for each deferred semester (maximum two consecutive semesters/ or four inconsecutive semesters) if the student hasn't paid the tuition fees for this semester.
- 2- If a student has already previously deferred more than two semesters; he/she has to re-apply at my faculty as a new student and will be obliged to pay the new tuition fees imposed on the new students registered in the same semester of re-joining the university since the status is as unrolled student.
- 3- Concerning the validation fees; deferring for more than 2 consecutive semesters, a new contract with new validation fees shall be implemented, will be changed or (cancelled) on the ministry of higher education records.

### **9.1.10. Repeat Policy**

Students who fail to maintain a minimum cumulative GPA of 2.00 will be put under academic probation and will be allowed to repeat Units with a grade of C-, D+, D and F. The grade used in the final GPA is the final grade achieved by the student.

### **9.1.11. Condoned Failures**

Condoning regulation for the faculties of Engineering, Computer Science, Management Sciences, Mass Communications and Languages; apply only if the student has passed 25% of marks or more in the final exam:

- Students who get a minimum of 45% in a Unit may be condoned by a maximum of 5% by the University Assessment Board based on the marks needed to pass the Unit.
- In case of failure of units including the same grade, priority is given to non-core to be condoned.
- ENG90 is not condoned.
- Cases of graduating students are given extra attention.

Failures can only be condoned by the University Assessment Board .Students are not allowed to discuss the grant/refusal to grant Condonements.

## **9.2. Probation Policy**

Probation students are students who fail to achieve CGPA 2.00. Initially the student is notified and counselled by his/her faculty via his/her academic advisor and an official letter is sent to his/her parents if the student was on probation for four times. Probation students are allowed up to eight semesters in the faculties of Management Sciences, Computer Sciences, Mass Communication, Languages and Biotechnology to improve their CGPA. If the student fails to improve his GPA to reach 2.00 for eight semesters he/she dismissed from the faculty after discussing the students' case on the Assessment Board. Withdrawal semesters and semesters of ENG90 are not countable. Spring and Summer semesters are counted as one semester. The student is allowed to change major only once.

In case the student has achieved credit hours equivalent to the sixth semester in four year courses and eight semesters in five year courses he/she could not be dismissed by the University.

### **9.3. Classroom Related Rules**

#### **9.3.1. Attendance policy**

The contact between the staff and student is the most effective method of learning. Class discussions and comments enhance students' understanding for the unit content and give a new dimension to the learning experience. For these reasons, students are required to satisfy certain attendance requirements. Students who fail to attend 25% of all lectures and tutorials/Labs for a certain unit are deprived from the final exam and automatically fail the unit. The maximum number of absences allowed for any student is normally 9 times including all lectures, tutorials and labs. This includes absences for medical reasons and emergencies.

Students are required to check with the respective instructor or Teaching Assistants as to the number of absents reached in each unit. In terms of academic ethics, If the student is unable to attend a class, he/she should let the instructor/teaching assistant know, explaining the circumstances. In case of a medical condition, the student must submit a medical certificate to his/her Student Affairs to be kept in their file.

All students are obliged to switch their mobile phones during class time. Any student who violates this policy may be asked to leave the class immediately and will not be permitted to return until the next lecture. This will be counted as an unexcused absence.

### **9.3.2. Policy of late arrival**

Late arrivals disrupt the class and deprive other students from the required degree of concentration. Students are only allowed into the class during the first ten minutes. Otherwise, they miss the class and are recorded as absent.

### **9.3.3. Dismissal from class**

Students dismissed from classes for insubordination or other disciplinary reasons are not to return to class until the faculty member concerned permits it and in some cases after being referred to the respective Dean's office. MSA Management cooperates with the teaching staff to maintain proper discipline.

## **9.4. Health and Safety Policy**

At MSA you must take reasonable care of your own health and safety and those of other people. Student's actions should not put them or other people at risk. Student's must follow health and safety instructions/rules and report any faults or shortcomings in health and safety arrangements to the University Security Office/Student Affairs. All students without exception are expected to comply with all health and safety regulations operating within the University and, in the case of laboratories, workshops and other hazardous places, to acquaint themselves with these regulations. Failure to do so is a serious breach of University regulations.

MSA Provides on campus clinic with qualified practitioners (physicians) who are available for the students throughout the week. The clinic is equipped with first aid kits and medication.

Moreover, MSA has safety exits with clear signs and safety staircases which are clearly indicated by red signs that can be used in case of fire or other emergency. MSA also conducts mock emergency bells to train staff and students on how to use emergency exists in time of emergency.

## **9.5. Academic Dishonesty and Plagiarism Rules**

Plagiarism is the presentation by a student, as his or her own work, of a body of material (written, visual or oral) which is wholly or partly the work of another. In fact, plagiarism extends to cover one's own work previously assessed or published which is also required to be properly referenced. Taking unfair advantage over other authors, students or oneself in this way is considered by the University and MSA University to be a serious offence.

The Faculty of Management Sciences and MSA University take serious action against any student who plagiarises whether through negligence, foolishness or deliberate intent. Make sure written material, ideas, theories, formulae, etc are acknowledged through the use of quotation marks, references and bibliographies. Information on the correct way of acknowledging work from other sources is available from the English teaching staff. Academic misconduct also covers cheating in examinations.

Cheating is an act or an attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered. Cheating includes but is not limited to the following examples:

- Copying from another student's test paper.
- Allowing another student to copy from a test paper.
- Unauthorised use of unit textbook or other material such as a notebook to complete a test or other assignment.
- Collaborating on a test, quiz or other project with any other person(s) without authorisation.
- Using or possessing specifically prepared materials during a test, e.g., notes, formula lists, notes written on the student's clothing, that are not authorised.

- Using electronic instruments, such as cell phones, pagers, etc., to share information, when prohibited.
- Taking a test for someone else or permitting someone else to take a test for the student.

The Faculty of Management Sciences (MSA) staff use Turn-it-in and other plagiarism detection software which is a requirement for submission of projects (summative work).

## **9.6. Exam Conduct regulations**

During exams, students must have their MSA IDs available for inspection. Strict silence must be observed at all times in the examination room. The examination is deemed to be in progress from the time students enter the room until all the scripts have been collected. Students must not speak to or otherwise communicate with any other students throughout the examination. Students should avoid cheating during exams (refer to cheating section). A student who causes a disturbance during the examination will be required to leave the room and may be subject to misconduct act. Students must not bring their mobile phones into the examination room. All briefcases, bags, books, pencil cases etc. must be placed to one side of the examination room as instructed by the invigilator and not left beside the desks. Students are strictly prohibited to enter exam rooms with their mobile phones. All answers must be in English, unless otherwise instructed on the exam template.

Any violation to these rules; will be documented by the invigilator in the Exam Misconduct Template and reported to the Exam Floor Supervisor who should investigate the case and submit a report to the University President for final decision. The decision will vary from deprivation from attending the exam thus failing the unit to; in severe cases, dismissal from the University for one or more semesters.

## **9.7. General Conduct Regulations**

MSA University expects its students to be mature, honest and responsible members on campus and in their larger community. Any behaviour that infringes upon the rights, safety, property and privileges of another person or which impedes the educational process of MSA University is unacceptable.

MSA students are expected to show their outmost respect towards their fellow students, staff members and MSA University as a whole. Any improper conduct such as physical violence, fighting, bullying and harassment of others represent behaviour that is not conducive to an educational environment, will not be tolerated. Immediate disciplinary action will be taken against violators ranging from social probation to dismissal.

All students must carry their university ID cards and provide it to university security personnel upon request. MSA University continues to recognize that its philosophy is permanently linked with the protection of its students, faculty, staff and property.

Members of MSA community are expected to abide by Egyptian Laws, and are subject to them. If any student violates Egyptian law and/or acts in a way that damages the reputation of the institution, the violation may obligate the University to carry out appropriate disciplinary action, which may include expulsion from the University. Moreover, MSA reserves the right to review and address incidents that take place off campus in which MSA students are involved.

According to article 34C of the Egyptian Drug Law, which states that anyone would be penalized if convicted of possessing drugs on educational premises. It is the policy of MSA to prohibit handling of drugs by students of MSA on University Campus. Disciplinary action for violations would result in immediate dismissal from the University.

All students are obliged to switch their mobile phones during class time. Any student who violates this policy may be asked to leave the class immediately and will not be permitted to return until the next lecture. This will be counted as an unexcused absence. All mobile phones must be switched off in the libraries and computer labs. Ringing phones and loud conversation disturb those students and

faculty trying to read and study.

Students are responsible for the behaviour of their guests at all times and are held accountable should the guest cause disturbance or damages. Guests must attain a security clearance from security personnel prior to entering University premises. There should be a valid and acceptable reason for visiting the University. The university retains the right not to grant entrance clearance as it feels appropriate.

University staff are allowed parking space inside the University premises. Students are not permitted to park inside the university campus; designated parking spots are allocated for students' parking outside the university gates.

Dress code is expected to conform to the educational setting. For example, males are prohibited from wearing shorts and slippers. The University's public image should guide their selection of dress.

The Rules and Regulations document is published on MSA Website for students reference and is updated centrally. Notifications are published on MSA website for amendments:

<http://msa.edu.eg/msauniversity/uk-partners/quality-assurance/rules-and-regulations>

## **10.How Students Voice Their Opinion at MSA**

MSA is a student centred organization that cares to ensure that students voice their opinion and listens to their concerns through various channels:

### **10.1. Online Course Evaluation Surveys**

Towards the middle of each semester, after the students take their mid-term exams the on-line evaluations are open for students on MSA portal to voice their opinion in the course, the instructor and the teaching assistant (T.A.).Results of course evaluation surveys are tabulated by H.R. department at MSA and each instructor receives his/her individual results for self-development. Moreover, entire results are forwarded to the respective Dean and head of department for yearly evaluation.

### **10.2. General Surveys Based on the Requirements of NAQAAE (National Authority for Quality Assurance and Accreditation of Education)**

Two student surveys are distributed to a sample of students from every year (level) one of the surveys measures student attitudes and satisfaction with all elements of the educational system at the Faculty of Management Sciences (MSA) and the other measures student trust and benevolence towards their University's transparency and level of ethics. The results of these two surveys are included in the periodical report to NAQAAE, and used for improvements within the Faculty.

### **10.3. Board of Study (BoS)**

The board of study is the official meeting held once every semester usually in week 6 – 8 where student representatives express any concerns, complaints or good practice that they would like to share with their faculty represented by the Dean course leaders and staff members who happen to be available and free. Moreover, all department of the University are represented as the library, server, admission, busses, and of course the representatives of our UK partners University of Bedfordshire (UoB).

Student representatives of all majors and all levels are allowed to voice their opinion with regards to various issues related to university.

The student affairs of the faculty of management sciences invites students to volunteer as student representatives from all different majors and levels to ensure that all students are represented. Names and e-mails of student representatives are sent by e-mail to all students of the faculty and on

the Facebook page of the faculty so that students are aware who represents them if they want to voice any specific issue to be raised on the board.

The meeting is minuted and an action plan is prepared to handle all issues raised on the board and are distributed with the minutes on the next board for confirmation.

## **10.4. Formal Complaints**

Students don't need to wait for Board of Studies but can voice a complaint directly at the student affairs office of the Faculty of Management Sciences room B243.

The complaint procedures are as follows:

- An oral complaint to the Student Affairs of the Faculty of Management Sciences (Room B243). The Student Affairs will try to solve the problem informally with the person concerned and provide immediate feedback to the student.
- If the problem is not resolved, students will be required to fill a formal complaint form at the student affairs office.
- The complaint will be handled without delay and a formal feedback will be provided to student.

## **10.5. Suggestion Boxes and Faculty E-mail**

The Faculty of Management Sciences welcomes creative suggestions and ideas from students. As such the faculty has installed suggestion boxes in corridors of the faculty where students can insert their written suggestions. These boxes are set by the quality unit of the faculty and are open regularly by the Head of Quality Unit of the faculty. Moreover, the faculty has an e-mail ([management@msa.eun.edu](mailto:management@msa.eun.edu)) where students can e-mail their requests or else the office of student affairs room B 243 is open for students to serve their requests, listen to their queries and questions 6 days a week from 10 am - till - 2 pm and during registration period and exam periods from 8 am – 3:30 pm.

## **11. Quality of Your Course and Learning Experience**

### **11.1. Quality Assurance and Enhancement of Your Course**

To ensure high standards and quality, all courses are subject to the University's academic quality assurance procedures (which include procedures related to course approval, monitoring and review). A key feature of these processes is the input from external subject experts (external examiners) E.E. who ensure that the Faculty of Management Sciences (MSA) awards are comparable to those of other UK higher education institutions, and that the course curriculum, teaching, assessment and resources are appropriate. The role of E.E. is explained below, in section 11.2.1

You also have a very important role in enhancing our courses by feeding back on a regular basis via student surveys, Boards of Study and other formal and informal mechanisms. Your feedback plays a major role in course monitoring and review.

The Quality Assurance centre in MSA University in cooperation with all quality units of the faculties is in charge of institutionalizing and following the criteria and procedures established by the university to assure quality of its academic provision and to maintain its academic standards.

### **11.2. External Examiners**

#### **11.2.1. The External Examiners Role**



Regarding the Faculty External Examiners play a central role in assuring the quality and enhancement of your course. They are experienced, senior academics or industry professionals with expertise in the field of Management information system (MIS), Marketing, International Business, Accounting, Economics, Finance and/or Human Resources Management. Their role is to act as independent moderators and to consider student attainment with impartiality. By drawing on their expertise and experience External Examiners provide one of the principal means by which the Faculty of Management Sciences (MSA) ensures the course remains comparable to UK national standards. The impartiality of External Examiners is paramount to ensuring equity for students and furthermore to ensuring the fair application of the regulations.

The duties of External Examiners include the following:

- To scrutinise all work, which has been recommended for first class/distinction grades or for failure by internal examiners, and a representative sample of work in each classification (where applicable).
- To advise on the appropriateness and effectiveness of the internal assessment processes, the relevant assessment regulations and procedures in respect of unit assessments, the desirability of any recalibration or (exceptionally) remarking of assessed work, and the appropriateness of the standards against which the assessment process has taken place.
- To comment when consulted on the content and form of all assessments.
- To attend meetings of the Assessment Board of which they are a member.

### **11.2.2. External Examiners Reports**

Additionally each External Examiner is required to produce a report at the end of each academic year in which they comment on:

- course design, content and standards,
- student performance (general comments, no individuals are named),
- assessments: structure, design and marking,
- effectiveness and quality of feedback to students on their work,
- Assessment Boards; organisation and operation,
- role of the External Examiner,
- recommendations or actions for change and
- areas of good practice which should be shared.

These reports are an integral part of the University's monitoring procedures and are considered by the Faculty Board and MSA University as well as being an item for discussion at Boards of Study which is where student representatives are given the opportunity to view the report. If you are not a student representative but would like to see the External Examiners' report then you should contact the Faculty link tutor Dr. Ghada Aly ([galy@msa.eun.eg](mailto:galy@msa.eun.eg))

In line with the new QAA Quality Code requirements for External Examining (Chapter B7 available at: [https://www.qaa.ac.uk/docs/qaa/quality-code/chapter-b7\\_external-examining.pdf?sfvrsn=2101f781\\_8](https://www.qaa.ac.uk/docs/qaa/quality-code/chapter-b7_external-examining.pdf?sfvrsn=2101f781_8)). The Faculty of Management Sciences has a number of external examiners. Information about these examiners is available with the faculty link tutor.

## **12.Course Coordinators' Welcome**

### **12.1. BA (Hons) Accounting Course**

#### **12.1.1. Course Coordinator's Welcome**

On behalf of our instructors and teaching assistants we would like to welcome you to the Accounting course. We trust you will find your course of study enjoyable; and that the knowledge and skills that you will gain at the Faculty of Management Sciences (MSA) will be both satisfying and rewarding. This course awards the degree of BA (Hons) in Accounting.

The course provides you with a solid foundation in different theories and skills associated with Accounting. This will enable you to work in different fields of accounting. It can also prepare you for postgraduate studies and for major professional Accounting qualifications.

This handbook provides you with necessary information that you will need about your university life. You will find a list of the units you need to complete in order to fulfil the requirements of the accounting course, as well as the objectives of the course and the skills you need to acquire.

It is recommended that you read your handbook carefully.

You will find in the Faculty of Management Sciences a whole team of dedicated instructors, teaching assistants and administrators who will give you all the support, advice and guidance you need. So do not hesitate to come to us with any queries you have.

*Wishing you the best of luck in your academic and future life.*

**Course Coordinator:**

**Hala El Marsafy**

[hmarsafy@msa.eun.eg](mailto:hmarsafy@msa.eun.eg)

### 12.1.2. BA (Hons) Accounting Course Specification

<b>1. Awarding Institution</b> University of Bedfordshire	<b>2. Teaching Institution</b> October University for Modern Sciences and Arts (MSA)	<b>3. Faculty/Department</b> Faculty of Management Sciences   Accounting Course		
<b>4. Final Award</b>	<b>5. Course Title and approved endorsements:</b>	<b>6. Qualification Level as defined by the UK Framework for Higher Education Qualifications (Please refer to D5 Guidance notes)</b>		
BA Honours	Accounting Course	<b>4</b>	<b>5</b>	<b>6</b> ✓
<b>7. Accredited by:</b> Students who successfully complete this course are eligible for two certificates an Egyptian and a British one accredited by: 1. Supreme Council of Egyptian Universities (SCU) 2. National Authority for Quality Assurance and Accreditation of Education (NAQAAE) 3. UK Quality Assurance Agency (QAA)	<b>8. UCAS Code:</b>			
<b>9. Maximum/ Minimum Period(s) of Registration</b>				
F/T √ (Minimum 3.5 years and Maximum 8 years)	P/T	SW	D/L	
<b>10. Course Code</b>		<b>11. Last Revision date for Course Specification</b> June 2014		
<b>12. External Reference Points, e.g. subject benchmark statements and professional body requirements</b> 1) QAA, Subject Benchmark Statement (Accounting, February 2016) 2) National Academic Reference Standards set by NAQAAE for commercial Sector				
<b>13. Entry Requirements</b> The course accepts students who passed Egyptian Thanaweya Amma - National High School Certificate (the minimum grade is set and announced by the Supreme Council of Universities at the beginning of the academic year which varies from one year to the other) or any other equivalent high school examination (IGCSE, GCSE, American High School Diploma, Abitur, IB, French BACC, and National High School Certificate from Arab Countries). The Supreme Council of Egyptian Universities (SCU) declares the conditions for enrolling into the different faculties at MSA and other private universities that operate under the regulations of the SCU. The minimum percentage varies from one year to the other and is declared to all applicants during the summer and prior to their admission to the university.				

**14. Educational Aims of the Course and Potential Career Destinations of Graduates [Maximum 150 words]:**

The accounting course aims to provide students with a solid theoretical background in accounting as well as the application and analyses of concepts on different business situations. The program aims to develop the students' knowledge and skills to be able to prepare and analyze financial statements to recommend accounting decisions regarding profitability, stability and wealth and justify the reasons for the decision. The course has an amount of finance to enable students to make investment and financing decisions for a business. Graduates of this program will be prepared for a career in the accounting field with job positions such as: Accountant, Auditor, Credit/Loan Administrator, Budget Analyst, Public Accountant, Corporate Controller, Forensic Accountant, Investment Banker, or Tax Accountant. The course also prepares the students to be lifelong learners and to pursue further studies either for an academic or a professional degree.

**15. Summary of Skills Development for Students within the Course [Maximum 150 words]:**

The course develops the students analytical and problem solving skills. Students will be able to use quantitative and qualitative techniques to analyse different alternatives and support the rational for choosing a solution. Students will be able to demonstrate effective communication in business situations through writing, speaking and or electronic media. The students will be able to research different topics, choose relevant and reliable data and analyse it through appropriate statistical techniques in order to reach reasonable recommendations. The course develops the student's IT skills related mainly to accounting and auditing. The students will demonstrate their interpersonal skills by working individually and in teams. The student practices team building skills to accomplish group objectives and goals. The course enhances the students' employability skills not only through the units but also through field work training which is obligatory after their second and third year.

**16. The Course provides opportunities for students to achieve the following outcomes:**

Knowledge and understanding of:

On completion of this course the successful student will have knowledge and understanding of :

1. The generally accepted accounting concepts and principles (IFRS & EAS) underlying data accumulation for financial reports as applied to various types of ownership equities.
2. The concepts of cost and management accounting to enhance reporting for decision making.
3. The different concepts in the area of finance; debt versus equity, risk and return, capital management, capital budgeting, corporate finance and portfolio analysis.
4. The main current theories and practices in auditing, government accounting, and taxation.
5. A variety of subject matter including concepts in business administration, business law, economics, mathematics, marketing, statistics, information technology and management.

**17. The Course provides opportunities for students to develop the following skills:**

Intellectual skills

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

1. Analyze a number of problems mainly accounting, business and financial ones using logical thinking, mathematical and statistical concepts and techniques.
2. Develop skills for evaluating analytical and comprehensive situations.
3. Research and analyze subject matter and draw reasoned conclusions from a given set of data and from data which must be acquired by students.
4. Propose a course of action in an external reporting situation using Generally Accepted Accounting Principles (GAAP), and International Financial Reporting Standards (IFRS) and/or Egyptian Accounting Standards (EAS) and report data of various types of ownership equities.
5. Evaluate the efficiency and effectiveness of internal control systems.
6. Analyse finance decisions related to debt versus equity, risk and return, capital management, capital budgeting, corporate finance and portfolio management.

### Subject practical skills

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

1. Prepare and analyze stand alone and consolidated financial statements.
2. Value stocks, bonds and portfolios using both fundamental and technical analysis.
3. Calculate the income tax for both individuals and different forms of business ownership.
4. Recommend solutions to managerial decisions related to cost analysis and justify the decision chosen
5. Evaluate and compare Egyptian and International tax regulations and their implications.
6. Assess Audit reports and the importance of internal controls, and financial reporting,
7. Make investment and financing decisions related to debt versus equity, risk and return, capital management, capital budgeting, corporate finance and portfolio management.

### Transferable/key skills

1. Use the acquired personal skills in promoting and enhancing his/her career prospects.
2. Have the ability to be self-starters through the effective use of various information sources and to become reflective learners.
3. Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
4. Work in and contribute to group work.
5. Apply appropriate software packages to address different business situations.
6. Interpret the results of various quantitative techniques in Accounting and evaluate their implications.

## **18. Teaching, Learning and Assessment Methods related to the Course learning outcomes and skills sets**

The course uses various teaching/learning forms such as lectures, tutorials, lab sessions, one to one tutorials (office hours), in-class discussions, guest speakers, and field trips. In addition there is a broad mix of voluntary activities outside of the classroom designed to augment development of the student's skills such as competition and simulations organized in conjunction with the big four Accounting firms worldwide.

The teaching/learning strategies adopted by the accounting course aim to engage the students from their first year through class activities based on problem solving, discussions and debates. The class activities are aiming to enhance the students' understanding of concepts and to build their interpersonal skills and abilities to work individually, in pairs and as a group. The upper level skills like debates and critical analysis are built gradually as the student progresses from level one to level four.

During the first years, the assessment is mostly based on written tests, problem solving assignments which assess the student's understanding of main concepts and with the advancement in the course, there are fewer pieces of work but more depth to enhance students' skills using research work, essay writing and case analysis.

### Knowledge

Lectures and tutorials are used to explain the basic concepts in accounting and finance. In class activities are discussions between students and their tutor or instructor on applications of theories and concepts to enhance the student's ability to analyse and apply the concepts.

The assessment approaches encompass unseen exams, different types of assignments and lab work where applicable. Formative assessment is heavily used to provide students with feedback to ensure their learning process.

### Intellectual skills

Intellectual skills of analysis and critical thinking are encouraged through case studies and comparison of Egyptian and international accounting standards whether discussed in class or as written assignments. Research skills are built throughout the course by assignments on identifying problems, reviewing articles, and writing essays based on arguments, comparisons, discussing solutions and choosing recommendations. Final graduation project is mainly building the students' abilities for synthesis, reasoning and analysis through working as a group and presenting their work to internal and external examiners.

### Subject practical skills

The assessment of these skills, the conceptual part is assessed through examinations which may incorporate essays, case studies and scenario-based questions, while the practical part of such skills is assessed by using problem solving. Another important element that enriches the students' practical skills is through bridging the gap between theory and practice by inviting guest speakers and directing students' project work towards solving real-life business related problems.

### Transferrable/key skills

Students acquire transferrable skills through guided research work, receiving feedback on coursework and written tests. They enhance their team work through collaborating in group work, while their personal and communication skills are enhanced through class debates and presentations.

Students' transferrable skills are assessed by completion of research work, and through defense presentations. The students have to complete successfully field training experience after their second and third year.

19. Course Structure: Levels, Units and Credits		Awards and Credits
Level 4	<p><b>Compulsory Units</b>  ACCT 101 – Essentials of Accounting I – 3 Credits  ACCT 202 – Essentials of Accounting II – 3 Credits  ACCT 203 – Intermediate Accounting I – 3 Credits  ACCT 211 – Cost Accounting I – 3 Credits  BUS 102 – Introduction to Business – 3 Credits  CS_100 – Introduction to Information Technology – 4 Credits  ECO 101 – Introduction to Macroeconomics – 3 Credits  ECO 102 – Introduction to Microeconomics – 3 Credits  ENG_101M English Language for Academic Purposes – 3 Credits  ENG_102M English Language for Study Skills – 3 Credits  ENG_201M English Language for Research Purposes – 3 Credits  FIN 201 – Financial Management I – 3 Credits  FIN 202 – Financial Management II – 3 Credits  LAW 201 – Introduction to Law– 3 Credits  MGT 200 – Introductory Management – 3 Credits  MIS101 – Introduction to Management Information Systems – 4 Credits  MKT_201 – Principles of Marketing – 3 Credits  MTH_112 Mathematics for Social Sciences I – 3 Credits  MTH_113 Mathematics for Social Sciences II – 3 Credits  STAT 215 – Statistics for Business I – 4 Credits  STAT 216 – Statistics for Business II – 3 Credits</p> <p><b>1 Optional Unit</b>  The student must choose 1 optional unit from the following 3 units (3 credits)  MKT_202 – Marketing analysis and planning  FIN 203 – Financial Institutions, Markets and Investments  SOC 201 –Social Psychology</p>	
Level 5	<p><b>Compulsory Units</b>  ACCT 304 – Intermediate Accounting II – 3 Credits  ACCT 305 – Advanced Accounting – 3 Credits  ACCT 321 – Auditing I – 3 Credits  BUS 303 – Research Methodology – 3 Credits  BUS 304 – Entrepreneurship and Small Business Management – 3 Credits  ECO 303 – Money and Banking – 3 Credits  FIN 303 – Corporate Finance – 3 Credits  MGT 320 – Production and Operations Management – 3 Credits  MIS 374N – Accounting Information Systems (AIS) – 3 Credits  LAW 301 – Commercial Law – 3 Credits</p> <p><b>1 Optional unit</b>  The student must choose one OPTIONAL unit from the following three units (3 Credits):  FIN 302 – Investment Management  MGT 300N – Human Resources Management  MGT 301 – Organizational Behavior</p> <p><b>Units required for named endorsements (if applicable)</b>  Students must choose one ELECTIVE from the elective list or other unit from other courses in the Faculty of Management Sciences – 3 Credits</p>	

<sup>1</sup> units running during the first semester

<sup>2</sup>units running during the second semester

**Course Structure: Levels, Units and Credits (Continued)**

Level  6	<p><b>Compulsory units</b>  ACCT 412 – Cost Accounting II  ACCT 413 – Managerial Accounting – 3 Credits  ACCT 422 – Auditing II – 3 Credits  ACCT 432 – Taxation – 3 Credits  ACCT 451 – Current Issues in Accounting – 3 Credits  MGT 401N – Strategic Management – 3 Credits  ACCT 461 I – Graduation Project I – 3 Credits  ACCT 461 II – Graduation Project I – 3 Credits</p> <p><b>2 Optional units</b>  The student must choose one OPTIONAL unit from the following three units (3 Credits):  BUS 410 – International Business  ACCT 431 – Governmental and National Accounting  FIN406 - International Finance  Also the student must choose one unit from the following three units (3 Credits):  ACCT 423 – Accounting for Specialized Organizations  FIN 403 – Financial Feasibility Studies  ACCT 433 – Taxation II</p>	BA Honours Degree
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<sup>1</sup>units running during the first semester

<sup>2</sup>units running during the second semester



### 12.1.3. Accounting Course – Four Years Plan

#	Code	Unit Name	CR	Prerequisites		
1	BUS102	Introduction to Business	3			
2	CS_100	Introduction to Information Technology	4			
3	ECO101	Introduction to Macroeconomics	3			
4	ENG_101M	English Language for Academic Purposes	3	ELAT	ENG 90	
5	MTH_112	Mathematics for Social Sciences I	3			
6	ACCT101	Essentials of Accounting I	3			
7	ECO102	Introduction to Microeconomics	3			
8	ENG_102M	English Language for Study Skills	3	ENG_101M		
9	MIS101	Introduction to Management Information Systems	4	CS_100		
10	MTH_113	Mathematics for Social Sciences II	3	MTH_112		
11	ACCT202	Essentials of Accounting II	3	ACCT 101		
12	ENG_201M	English Language for Research Purposes	3	ENG_102M		
13	FIN201	Financial Management I	3	ACCT101		
14	MGT200	Introductory Management	3			
15	MKT_201	Principles of Marketing	3	BUS102		
16	STAT215	Statistics for Business I	4	MTH_112		
17	ACCT203	Intermediate Accounting I	3	ACCT202		
18	ACCT211	Cost Accounting I	3	ACCT101		
19	FIN202	Financial Management II	3	FIN201		
20	LAW201	Introduction to Law	3	BUS102		
21	STAT216	Statistics for Business II	3	STAT215		
22	OPT100	Management Optional Unit1 (CHOOSE ONLY ONE)	3			
	MKT_202	Marketing Analysis and Planning		MKT_201		
	SOC201	Social Psychology		ENG101		
	FIN203	Financial Institutions, Markets and Investments		FIN201		
23	FT200	Field Training I <sup>(1)</sup>	0			
24	ACCT304	Intermediate Accounting II	3	ACCT203		
25	LAW301	Commercial Law	3	LAW201		
26	Elective 1	Elective Unit I	3	MGT200	MTH_113	STAT215
27	MIS374N	Accounting Information Systems (AIS)	3	FIN202	MIS101	
28	BUS304	Entrepreneurship and Small Business Management	3	FIN201	MGT200	MKT_201
29	OPT200	Management Optional Unit 2 (CHOOSE ONLY ONE)	3			
	FIN302	Investments Management		FIN202		
	MGT300N	Human Resources Management		MGT200		
	MGT301	Organizational Behavior		MGT200		
30	ACCT305	Advanced Accounting	3	ACCT304		
31	BUS303	Research Methodology	3	ENG_201M	STAT215	
32	ACCT321	Auditing I	3	ACCT203		
33	ECO303	Money and Banking	3	ECO101	ECO102	
34	FIN303	Corporate Finance	3	ACCT202	FIN202	
35	MGT320	Production and Operations Management	3	MGT200		
36	FT300	Field Training II <sup>(2)</sup>	0			

### Accounting Course – Four Years Plan (Continued)

#	Code	Unit Name	CR	Prerequisites		
37	ACCT422	Auditing II	3	ACCT321		
38	ACCT432	Taxation I	3	ACCT304		
39	ACCT412	Cost Accounting II	3	ACCT211		
40	ACCT461 I	Graduation Project I	3	Senior standing - 95 credit hours		
				ACCT211	ACCT304	ACCT321
41	OPT300	Management Optional Unit 3 (CHOOSE ONLY ONE)	3			
	ACCT431	Governmental and National Accounting		ACCT304		
	BUS410	International Business		MGT200	MKT_201	
	FIN406	International Finance		FIN303		
42	ACCT413	Managerial Accounting	3	ACCT211	FIN202	
43	ACCT451	Current Issues in Accounting	3	ACCT304		
44	ACCT461 II	Graduation Project II	3	ACCT461 I		
45	MGT401N	Strategic Management	3	Senior standing - 95 credit hours		
46	OPT400	Management Optional Unit 4 (CHOOSE ONLY ONE)	3			
	ACCT423	Accounting for Specialized Organizations		ACCT304	ECO303	
	FIN403	Financial Feasibility Studies		FIN302		
	ACCT433	Taxation II		ACCT432		
		Total	135			

(1) Minimum 3 weeks work experience in year 2

(2) Minimum 3 weeks work experience in year 3

## **12.2. BA (Hons) Economics Course**

### **12.2.1. Course Coordinator's Welcome**

On behalf of our instructors and teaching assistants I would like to welcome you to the Economics Course. The course awards the degree of BA (Hons) in Economics.

The Economics Department has clearly marked its footprints as one of the best economics departments in Egypt. Our successes abound, ranging from the excellent annual reports we receive from British external examiners on the department's performance and on our students' researches, to the high performance of our postgraduate students in British universities, to winning first places in international competitions by economics students, the latest of which was the South Korean embassy research competition in 2019. Last but not least, is winning the University Cup for best performance at the university level multiple times by economics students, the latest cup achieved in 2019, reflecting the high academic standard of our graduates.

Almost half a century ago, Keynes, one of the most prominent economists in the world, said: "The ideas of economists and political thinkers, both when they are right and when they are wrong, are more powerful than commonly understood. Indeed the world is ruled by little else." If you want to know how the world is ruled or if you plan to pursue a career in banking, business or finance or to be employed in a wide range of national, international or governmental institutions, then economics is your choice. Furthermore, the course prepares you for postgraduate studies in economics. If you still have doubts about the importance of economics remember that every year the Swedish Royal Academy of Sciences chooses an economist – from among only six other professions – to be eligible for its esteemed Nobel Prize. Accordingly, being an economist not only enhances your knowledge and builds you a successful career, but also makes you a member of a distinguished profession.

As your Course Coordinator I shall be available with other staff members to give you the support and advice you need during your academic progress. Please do not hesitate to contact me any time. I wish you the best of luck.

***Course Coordinator:***

***Professor Heba Helmy***

[hezz@msa.eun.eg](mailto:hezz@msa.eun.eg)

### 12.2.2. BA (Hons) Economics Course Specification

<b>1. Awarding Institution</b>		<b>2. Teaching Institution</b>		<b>3. Faculty/Department</b>							
University of Bedfordshire		October University for Modern Sciences and Arts (MSA)		Faculty of Management Sciences Economics Course							
<b>4. Final Award</b>		<b>5. Course Title and approved endorsements:</b>		<b>6. Qualification Level as defined by the UK Framework for Higher Education Qualifications (Please refer to D5 Guidance notes)</b>							
BA Honours		Economics Course		<table border="1"> <tr> <td><b>4</b></td> <td><b>5</b></td> <td><b>6</b></td> </tr> <tr> <td></td> <td></td> <td>√</td> </tr> </table>		<b>4</b>	<b>5</b>	<b>6</b>			√
<b>4</b>	<b>5</b>	<b>6</b>									
		√									
<b>7. Accredited by:</b>		<b>8. UCAS Code:</b>									
<p>Students who successfully complete this course are eligible for two certificates an Egyptian and a British one accredited by:</p> <ol style="list-style-type: none"> <li>Supreme Council of Egyptian Universities (SCU)</li> <li>National Authority for Quality Assurance and Accreditation of Education (NAQAAE)</li> <li>UK Quality Assurance Agency (QAA)</li> </ol>											
<b>9. Maximum/ Minimum Period(s) of Registration</b>											
<b>F/T</b> √(Minimum 3.5 years and Maximum 8 years)		P/T		SW D/L							
<b>10. Course Code</b>				<b>11. Last Revision date for Course Specification</b>							
				June 2014							
<b>12. External Reference Points, e.g. subject benchmark statements and professional body requirements</b>											
<ol style="list-style-type: none"> <li>QAA, Subject Benchmark Statement December 2019 (Economics)</li> <li>NAQAAE, Subject Benchmarks (Economics)</li> </ol>											
<b>13. Entry Requirements</b>											
<p>The course accepts students who passed Egyptian Thanaweya Amma - National High School Certificate (the minimum grade is set and announced by the Supreme Council of Universities at the beginning of the academic year which varies from one year to the other) or any other equivalent high school examination (IGCSE, GCSE, American High School Diploma, Abitur, IB, French BACC, and National High School Certificate from Arab Countries). The Supreme Council of Egyptian Universities (SCU) declares the conditions for enrolling into the different faculties at MSA and other private universities that operate under the regulations of the SCU. The minimum percentage varies from one year to the other and is declared to all applicants during the summer and prior to their admission to the university.</p>											

**14. Educational Aims of the Course and Potential Career Destinations of Graduates [Maximum 150 words]:**

The course aims to, first, provide students with education related to economic concepts and tools, and apply such concepts and tools to various contexts; second, provide students with a firm foundation of knowledge about the functioning of an economy and develop the appropriate skills for using that knowledge in a range of settings; third, provide students with the tools to apply the knowledge and skills they have acquired to the solution of theoretical and applied problems in economics; fourth, develop the numerical, statistical, econometrical, analytical and abstracting learning skills necessary for the professional economist; fifth, develop understanding and critical evaluation of economic policy problems and acquire the capability to analyze economic data; sixth, prepare students for lifelong learning by upgrading their generic skills and encouraging autonomous learning that is valuable to employment and self-employment; finally, foster an understanding of alternative approaches to the analysis of economic phenomena.

**15. Summary of Skills Development for Students within the Course [Maximum 150 words]:**

The economics degree provides a solid understanding of how resources are used and how economic entities, such as households, firms and governments behave and interact. Studying Economics provides the student with key intellectual skills such as the ability to abstract in order to identify a problem, the ability to reason using deductive and inductive methods, the ability to collect, review, analyze, evaluate quantitative and qualitative data and present results to various audiences. Besides, a degree in economics provides the graduate with the capability to draw economic policy conclusions and recognize the limitations in implementation. The economics graduate also develops IT skills by using econometric software packages to process data. In addition to these skills employers value in the graduate of an economic degree program the transferable application of economic concepts such as opportunity costs, incentives, marginal considerations, equilibrium, market failure and others in many other fields.

**16. The course provides opportunities for students to achieve the following outcomes:**

Knowledge and understanding of:

On completion of this course the successful student will have knowledge and understanding of :

1. Economic concepts, principles and tools, the understanding of which might be verbal, graphical and/or mathematical, in addition to other related fields such as accounting, finance, business, management, marketing, mathematics, political science, law and programming.
2. Different analytical methods and methodological approaches of economic policy at both the microeconomic and macroeconomic levels.
3. Relevant quantitative methods and computing techniques used in empirical studies and the use of such techniques in actual economic, financial or social data.
4. The nature, sources and uses of both quantitative and qualitative data and an ability to select and apply appropriate methods that economists might use to analyze such data.
5. The application of economic principles and reasoning to a variety of applied topics, and how economics can be used to discuss and analyze government policy and to evaluate its performance.
6. An understanding of verbal, graphical, mathematical and econometric representation of economic ideas and analysis, including the relationship between them, and an understanding of the appropriate techniques to enable design and interpretation of the relevant quantitative and qualitative data and the presentation of economic arguments to both specialist and non-specialist audiences.

**17. The course provides opportunities for students to develop the following skills:**

**Intellectual skills**

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

1. Develop analytical skills and logical analysis using deductive and inductive reasoning thereby enhancing decision making and problem solving abilities.
2. Develop 'framing' skills that assist in deciding what is given for setting up and solving a problem, and the constraints for solving that problem.
3. Abstract the essential features of complex systems and provide a useable framework for evaluation and assessment of the effects of policy or any other factor.
4. Quantify, organize, evaluate and present data, in addition to assessing its reliability thereby helping in the decision making process.
5. Discuss, analyze and evaluate government policy and assess the performance of the Egyptian economy and other world economies through mastering and application of key transferrable economic concepts that are present in most of the decision problems.
6. Critically evaluate the development of economic ideas and theories offered by various economic schools of thought to promote an understanding of alternative approaches to the analysis of economic phenomena.

**Subject practical skills**

On completion of the course the successful student will be able to:

1. Collect, review, and critically evaluate literature on economic issues and suggest ways to solve problems.
2. Calculate and interpret economic indicators, and equations related to economic issues.
3. Employ computational, mathematical, statistical and econometric skills necessary to handle numerical information, in order to analyze a number of economic problems, and present and communicate such quantitative information in usable ways.
4. Use spreadsheets and other specialized software packages to manage and process data.

**Transferable/key skills**

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

1. Use their acquired personal skills in promoting and enhancing his/her career prospects
2. Have the ability to be self-starters through the effective use of various information sources and to become reflective learners
3. Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
4. Work in and contribute to group work.
5. Apply appropriate software packages to address different business situations.
6. Interpret the results of various quantitative techniques and evaluate their implications

## **18. Teaching, Learning and Assessment Methods related to the course learning outcomes and skills sets**

Many approaches are applied in the course to manage the learning process and achieve the course's learning outcomes.

During the first years, the assessment is mostly based on written tests, problem solving assignments which assess the student's understanding of main concepts and with the advancement in the course, there are fewer pieces of work but more depth to enhance students' skills using research work, essay writing and case analysis.

### **Knowledge**

Lectures are used intensively as in most economics courses to explain economics concepts and analytical methods. Since economics usually incorporates mathematics, PowerPoint of different styles such as text, graphical, algebraic, mathematical material are very beneficial in building graphs step-by-step. Learning outcomes are also gained by encouraging students to interact with peers and lecturers, and with practitioners in seminars.

These outcomes are mostly assessed through unseen examinations and summative assignments.

### **Intellectual skills**

Higher-order thinking skills of analysis and constructivism are encouraged through class discussions, debates and project-based learning through students' engagement in writing individual and group projects, article reviews and essays. Formative feedback is provided to the students at each stage of the project to enhance their learning process. These approaches to the learning process are supported by appropriate resources including access to economic databases such as the World Bank, IMF, UNDP, and other online databases. Students are assisted and supported through tutorials in their endeavors to analyze and explore information and to draw appropriate policy conclusions.

Higher-order skills of reasoning and analysis in addition to writing, communication and literacy skills are assessed through essays, article reviews, projects (whether individual or group and a final graduation project. Students' presentations assess their communication skills in particular.

### **Subject practical skills**

The outcomes achieved by attending lectures, reading the required text and articles, engaging in student-led discussions, and attempting tutorial exercises. Outcomes are also achieved through lab assignments and learning the necessary software packages to accomplish the project work required in different units. Tutorials are beneficial to enhance students' problem solving skills through mastery learning. Formative online assignments and tests also aid students to master their problem solving skills and self-assess their progress.

Practical and problem-solving skills are assessed through examinations which may incorporate essays, short answer questions, online testing, case studies and problem-based questions. IT skills such as skills in using software packages are assessed through the use of these skills in undergoing empirical research.

### **Transferrable skills**

Students acquire transferrable skills through guided research work, receiving feedback on coursework and written tests. They enhance their team work through collaborating in group work, while their personal and communication skills are enhanced through class debates and presentations.

Students' transferrable skills are assessed by completion of research work, and through defense presentations.

19. Course Structure: Levels, units <sup>1</sup> and Credits		Awards and Credits
Level 4	<p><b><u>Compulsory units</u></b> Students must take all of the following: ACCT101 - Essentials of Accounting I – 3 Credits ACCT202 - Essentials of Accounting II – 3 Credits ACCT211 - Cost Accounting I – 3 Credits BUS102 - Introduction to Business – 3 Credits CS_100 - Introduction to Information Technology – 4 Credits ECO101 - Introduction to Macroeconomics – 3 Credits ECO102 - Introduction to Microeconomics – 3 Credits ENG_101M – English Language for Academic Purposes – 3 Credits ENG_102M - English Language for Study Skills – 3 Credits ENG_201M - English Language for Research Purposes – 3 Credits FIN201 - Financial Management I – 3 Credits LAW201 - Introduction to Law1 – 3 Credits MGT200 - Introductory Management – 3 Credits MIS101 - Introduction to Management Information Systems – 4 Credits MKT_201 - Principles of Marketing – 3 Credits MTH_112 - Mathematics for Social Sciences I – 3 Credits MTH_113 - Mathematics for Social Sciences II – 3 Credits MTH213<sup>2</sup> - Mathematics for Economists I – 3 Credits STAT215 - Statistics for Business I – 4 Credits STAT216 - Statistics for Business II – 3 Credits</p> <p><b><u>1 Optional unit</u></b> The student must choose one OPTIONAL unit from the following three units (3 Credits): MKT_202 – Marketing Analysis and Planning FIN202 - Financial Management II PSC200 - Introduction to Political Science</p> <p><b>units required for named endorsements (if applicable)</b> Students must choose one ELECTIVE from the elective list or other unit from other courses in the Faculty of Management Sciences – 3 Credits</p>	
Level 5	<p><b><u>Compulsory units</u></b> Students must take all of the following: BUS303 - Research Methodology – 3 Credits BUS304 – Entrepreneurship and Small Business Management – 3 Credits ECO301 I<sup>2</sup> - Macroeconomic Theory I – 3 Credits ECO_301 II<sup>1</sup> - Macroeconomic Theory II – 3 Credits ECO_302 I<sup>1</sup> - Microeconomic Theory I – 3 Credits ECO302 II<sup>2</sup> - Microeconomic Theory II – 3 Credits ECO303 - Money and Banking – 3 Credits ECO_305<sup>2</sup> - Economic Development – 3 Credits ECO306<sup>2</sup> - Public Finance – 3 Credits ECO316<sup>1</sup> - Econometrics I – 3 Credits LAW301 - Commercial Law – 3 Credits</p>	

1 units running during the first semester  
2 units running during the second semester



**Course Structure: Levels, Units and Credits (Continued)**

	<p><b><u>1 Optional unit</u></b>          The student must choose one OPTIONAL unit from the following three units (3 Credits):          ECO309 - Agricultural Economics          ECO310 - Economics of Energy          PSC320 - International Relations</p>	
<p>Level 6</p>	<p><b><u>Compulsory units</u></b>          ECO403<sup>1</sup> - International Trade – 3 Credits          ECO405 I<sup>1</sup> - Development of Economic Thought I – 3 Credits          ECO407 I<sup>1</sup> - Economics of Egypt I – 3 Credits          ECO408<sup>1</sup> - Labour Economics – 3 Credits          ECO409N<sup>1</sup> - Feasibility Study– 3 Credits          ECO420 I<sup>1</sup> - Graduation Project I – 3 Credits          ECO405 II<sup>2</sup> - Development of Economic Thought II – 3 Credits          ECO_407 II<sup>2</sup> - Economics of Egypt II – 3 Credits          ECO412<sup>2</sup> - Environmental Economics – 3 Credits          ECO420 II<sup>2</sup> - Graduation Project II – 3 Credits</p> <p><b><u>2 Optional units</u></b>          The student must choose <u>two</u> optional units:          The student must choose <u>one</u> OPTIONAL unit from the following three units (3 Credits):          ECO415<sup>1</sup> - Middle East Economics f          MTH414 - Mathematics for Economists II          MGT 401N - Strategic Management</p> <p>The student must also choose <u>another OPTIONAL</u> unit from the following three units (3 Credits):          ECO_411<sup>2</sup> - Contemporary Economic Issues          ECO416<sup>2</sup> - Econometrics II          BUS 410 – International Business</p>	<p>BA Honours Degree</p>

<sup>1</sup>units running during the first semester

<sup>2</sup>units running during the second semester

### 12.2.3. Economics Course – Four Years Plan

#	Code	Course Name	CR	Prerequisites		
1	BUS102	Introduction to Business	3			
2	CS_100	Introduction to Information Technology	4			
3	ECO101	Introduction to Macroeconomics	3			
4	ENG_101M	English Language for Academic Purposes	3	ELAT	ENG 90	
5	MTH_112	Mathematics for Social Sciences I	3			
6	ACCT101	Essentials of Accounting I	3			
7	ECO102	Introduction to Microeconomics	3			
8	ENG_102M	English Language for Study Skills	3	ENG_101M		
9	MIS101	Introduction to Management Information Systems	4	CS_100		
10	MTH_113	Mathematics for Social Sciences II	3	MTH_112		
11	ACCT202	Essentials of Accounting II	3	ACCT 101		
12	ENG_201M	English Language for Research Purposes	3	ENG_102M		
13	MGT200	Introductory Management	3			
14	MKT_201	Principles of Marketing	3	BUS102		
15	FIN201	Financial Management I	3	ACCT101		
16	STAT215	Statistics for Business I	4	MTH_112		
17	ACCT211	Cost Accounting I	3	ACCT101		
18	LAW201	Introduction to Law1	3	BUS102		
19	MTH213	Mathematics for Economists I **	3	MTH_113		
20	STAT216	Statistics for Business II	3	STAT215		
21	Elective 1	Elective Unit I	3			
22	OPT100	Management Optional Unit 1 (CHOOSE ONLY ONE)	3			
	MKT_202	Marketing Analysis and Planning		MKT_201		
	FIN202	Financial Management II		FIN201		
	PSC200	Introduction to Political Science				
23	FT200	Field Training I <sup>(1)</sup>	0			
24	BUS303	Research Methodology	3	ENG_201M	STAT215	
25	ECO301 I	Macroeconomic Theory I **	3	ECO101	MTH_113	
26	ECO_302 I	Microeconomic Theory I *	3	ECO101	ECO102	
27	ECO303	Money and Banking	3	ECO101	ECO102	
28	ECO316	Econometrics I *	3	MTH213	STAT216	
29	LAW301	Commercial Law	3	LAW201		
30	ECO_301 II	Macroeconomic Theory II *	3	ECO301I		
31	ECO302 II	Microeconomic Theory II **	3	ECO_302 I		
32	ECO_305	Economic Development **	3	ECO101	ECO102	
33	ECO306	Public Finance **	3	ECO_302 I		
34	BUS304	Entrepreneurship and Small Business Management	3	FIN201	MGT200	MKT_201
35	OPT200	Management Optional Unit 2 (CHOOSE ONLY ONE)	3			
	ECO309	Agricultural Economics		ECO101	ECO102	
	ECO310	Economics of Energy		ECO101	ECO102	
36	PSC320	International Relations		PSC200		
37	FT300	Field Training II <sup>(2)</sup>	0			

## Economics Course – Four Years Plan (Continued)

#	Code	Unit Name	CR	Prerequisites		
38	ECO403	International Trade *	3	ECO301 I	ECO_302 I	
39	ECO405 I	Development of Economic Thought I *	3	ECO301 I	ECO_302 I	
40	ECO407 I	Economics of Egypt I *	3	ECO_305		
41	ECO408	Labour Economics *	3	ECO301 I	ECO_302 I	
42	ECO420 I	Graduation Project I *	3	Senior standing - 95 credit hours		
				BUS303	ECO316	
43	OPT300	Management Optional Unit 3 (CHOOSE ONLY ONE)	3			
	ECO415	Middle East Economics *		ECO305		
	MTH414	Mathematics for Economists II*		MTH213		
	MGT401N	Strategic Management		Senior standing- 95 credit hours		
44	ECO405 II	Development of Economic Thought II **	3	ECO405 I		
45	ECO_407 II	Economics of Egypt II **	3	ECO407 I		
46	ECO409N	Feasibility Study **	3	ECO301 I	ECO_302 I	
47	ECO412	Environmental Economics **	3	ECO301 I	ECO_302 I	
48	ECO420 II	Graduation Project II **	3	ECO420 I		
49	OPT400	Management Optional Unit 4 (CHOOSE ONLY ONE)	3			
	ECO_411	Contemporary Economic Issues**		ECO301 I	ECO_302 I	
	ECO416	Econometrics II**		ECO316		
	BUS410	International Business		MGT200	MKT201	
		Total	141			

<sup>(1)</sup> Minimum 3 weeks work experience in year 2

<sup>(2)</sup> Minimum 3 weeks work experience in year 3

\* Units Offered in Fall Semester Only

\*\* Units Offered in Spring Semester Only

## **12.3. BA (Hons) Finance and Investment Management Course**

### **12.3.1 Course Coordinator's Welcome**

On behalf of our instructors and teaching assistants we would like to welcome you to the Finance and Investment Management course. We trust you will find your course of study enjoyable; and that the knowledge and skills that you will gain at the Faculty of Management Sciences (MSA) will be both satisfying and rewarding. This course awards the degree of BA (Hons) in Finance and Investment Management.

The course provides you with knowledge, skills and attitudes associated with Finance and Investment that will prepare you for careers in corporate finance, financial institutions and investments. The course combines knowledge of theories and concepts, applications and critical thinking with real world learning and application skills through field training. The course also prepares you for postgraduate studies and for major professional finance qualifications.

This handbook provides you with necessary information that you will need about your university life. You will find a list of the units you need to complete in order to fulfill the requirements of the Finance and Investment Management programme, as well as the objectives of the programme and the skills you need to acquire.

It is recommended that you read your handbook carefully and keep it in a safe place for future reference.

You will find in the Faculty of Management Sciences a whole team of dedicated instructors, teaching assistants and administrators who will give you all the support, advice and guidance you need. So do not hesitate to come to us with any queries you have.

Wishing you the best of luck in your academic and future life.

***Course Coordinator:***

***Dr. Hatem El Banna***  
[halbanna@msa.eun.eg](mailto:halbanna@msa.eun.eg)

### 12.3.2 BA (Hons) Finance and Investment Management Course Specification

<b>1. Awarding Institution</b>		<b>2. Teaching Institution</b>		<b>3. Faculty/Department</b>		
University of Bedfordshire		October University for Modern Sciences and Arts (MSA)		Faculty of Management Sciences		Finance and Investment Management Course
<b>4. Final Award</b>		<b>5. Course Title and approved endorsements:</b>		<b>6. Qualification Level as defined by the UK Framework for Higher Education Qualifications (Please refer to D5 Guidance notes)</b>		
BA Honours		Finance and Investment Management Course		<b>4</b>	<b>5</b>	<b>6</b>
						✓
<b>7. Accredited by:</b>		<b>8. UCAS Code:</b>				
<p>Students who successfully complete this course are eligible for two certificates:</p> <ul style="list-style-type: none"> <li>• An Egyptian and a British one accredited by Supreme Council of Egyptian Universities (SCU).</li> <li>• Also to be accredited by National Authority for Quality Assurance and Accreditation of Education (NAQAAE) and UK Quality Assurance Agency (QAA)</li> </ul>						
<b>9. Maximum/ Minimum Period(s) of Registration</b>						
F/T √ (Minimum 3.5 years and Maximum 8 years)		P/T		SW		D/L
<b>10. Course Code</b>				<b>11. Last Revision date for Course Specification</b>		
				New Course		
<b>12. External Reference Points, e.g. subject benchmark statements and professional body requirements</b>						
<p>1) QAA, Subject Benchmark Statement (Finance, February 2016)</p> <p>2) National Academic Reference Standards set by NAQAAE for commercial Sector</p>						
<b>13. Entry Requirements</b>						
<p>The course accepts students who passed Egyptian Thanaweya Amma - National High School Certificate (the minimum grade is set and announced by the Supreme Council of Universities at the beginning of the academic year which varies from one year to the other) or any other equivalent high school examination (IGCSE, GCSE, American High School Diploma, Abitur, IB, French BACC, and National High School Certificate from Arab Countries). The Supreme Council of Egyptian Universities (SCU) declares the conditions for enrolling into the different faculties at MSA and other private universities that operate under the regulations of the SCU. The minimum percentage varies from one year to the other and is declared to all applicants during the summer and prior to their admission to the university.</p>						

**14. Educational Aims of the Course and Potential Career Destinations of Graduates [Maximum 150 words]:**

Finance as a major and as a career path, has a growing demand in Egypt and worldwide. The field of finance is needed in every business and not only in firms working in the field of investment and finance. This growing demand from the professionals and employers has a direct effect on the future of the graduates. Therefore, choosing finance as a major would contribute positively on the future and success of our students and graduates.

The course opens broad and wide career opportunities to the graduates in multiple professions. Banking institutions and investment banking industries represent the core of any successful economy, and the modernisation of the Egyptian financial sector has already created a nonstop demand for finance career opportunities.

The employability of a finance graduate is not limited to the financial sector, because each and every business no matter its speciality is in need for a financial expert to lead its long term and critical investment decisions. Even on the individual life, the investment planning is becoming an attractive field that is increasingly gaining attention and demand by individuals' wealth management in Egypt.

Finance is considered as a science but also it is considered as an art. It is a science because it has its solid foundations and theories, and it is an art because it is open for creativity and inspiration and each finance practitioner can be imaginative in his own way. That is why financial products and services are literally unlimited and keep witnessing each day a new development and invention.

Graduates are always seeking an up to date curriculum and a reputable university to be graduated from. The Faculty of Management Sciences (MSA) are successfully providing both. Throughout its history the Faculty of Management Sciences has built a distinguished reputation of being on the top list of the preferred management/Buisness faculty by employers in Egypt and in the MENA region.

MSA and the Faculty of Management Sciences strategy focus on the employability of graduates, as a top objective of their teaching philosophy. Therefore, we have implemented approaches like learning by practice and field visits. That is why we have established strong ties with our community and practitioners, through our plan of continuous interaction and by inviting the key figures and experts in the field to have an important role in our educational process. Also, as a part of the Faculty of Management Sciences policy, it always encourages its lectures and professors to interact and to be involved in the practice of finance in the real application frontiers. Our staff has a wide experience in participating and shaping the financial and investment environment in Egypt.

**15. Summary of Skills Development for Students within the Course [Maximum 150 words]:**

The Faculty of Management Sciences has a long history as one of the most prestigious management faculties in Egypt. As a part of the faculty's long standing policy of continuous development and quality enhancement, we are keen to respond effectively to the community of business and employability of our students. The field of finance has always been a major interest from both the professional and academic perspectives. Accordingly, the Faculty of Management Sciences decided to cope with the current market needs and to start a new course that provides the most up-to-date in the field of Finance. The course is designed as a part of the Faculty of Management Sciences heritage as key player in the field of higher education to continue our important role in the Egyptian society.

Differentiation is our strategic edge, and in the field of education we strongly believe that making a difference lies in two pillars. First, we are seeking to attract the brightest minds in the field of teaching finance. As a reputable university, we believe that the quality of teaching depends mainly on the quality of teaching staff, therefore we have built our plans to attract a team of the highest and finest lecturers and professors in finance. The second pillar is our teaching methodology which ensures the employability of our students. That is why we have always been close to the market, practitioners and employers and they are always involved across all the way of the students' educational life. The Finance and Investment Management is an ever-growing discipline, and as we have established ourselves as one of the pioneers and prestigious management faculties in Egypt in a number of management majors, we are now ahead of establishing this new major to complement with our mission in higher education in Egypt.

**16. The Course provides opportunities for students to achieve the following outcomes:****Knowledge and understanding of:**

On completion of this course the successful student will have knowledge and understanding of:

1. Concepts and theories of valuations
2. Capital budgeting decisions
3. Corporate and international finance concepts and techniques
4. Investment concepts and techniques
5. The different types and structure of financial institutions and markets
6. A variety of subject matter including basic concepts in commercial law, economics, accounting, mathematics, statistics, information technology and business administration management

**17. The Course provides opportunities for students to develop the following skills:****Intellectual skills**

1. On completion of this course the successful student will be able to:
2. Research and analyze subject matter and draw reasoned conclusion from a given set of data and from data which must be acquired by students.
3. Use analytic and quantitative techniques to understand data, make sound inferences and make well supported decisions.
4. Use creative, critical and reflective thinking to address organization opportunities and challenges.
5. Apply problem solving and decision making frameworks that propose defensible solution to organization opportunities and challenges.

**Subject practical skills**

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

6. Value stocks, bonds, and portfolios using both fundamental and technical analysis.
7. Evaluate the impact of major economic variables such as interest rates, inflation, exchange rate and balance of payment on the performance of capital markets and different financial instruments.
8. Evaluate the financial feasibility of different projects.
9. Balance and manage cash flow and liquidity of funds.
10. Forecast different economic scenarios.
11. Allocate financial resources that contribute to the strategic business plan of the organization
7. Calculate, evaluate and mitigate risk.

**Transferable/key skills**

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

1. Use the acquired personal skills in promoting and enhancing his/her career prospects.
2. Have the ability to be self-starters through the effective use of various information sources and to become reflective learners.
3. Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
4. Work in and contribute to group work.
5. Apply appropriate software packages to address different business situations.
6. Interpret the results of various quantitative techniques and evaluate their implications.

## **18. Teaching, Learning and Assessment Methods related to the course learning outcomes and skills sets**

The course uses various teaching/learning forms such as lectures, tutorials, lab sessions, one to one tutorials (office hours), in-class discussions, guest speakers, and field trips. In addition there is a broad mix of voluntary activities outside of the classroom designed to augment development of the student's skills such as competition and simulations organized in conjunction with the big four Accounting firms worldwide.

The teaching/learning strategies adopted by the finance and investment management course aim to engage the students from their first year through class activities based on problem solving, discussions and debates. The class activities are aiming to enhance the students' understanding of concepts and to build their interpersonal skills and abilities to work individually, in pairs and as a group. The upper level skills like debates and critical analysis are built gradually as the student progresses from level one to level four.

During the first years, the assessment is mostly based on written tests, problem solving assignments which assess the student's understanding of main concepts and with the advancement in the course, there are fewer pieces of work but more depth to enhance students' skills using research work, essay writing and case analysis.

### Knowledge

Lectures and tutorials are used to explain the basic concepts in accounting and finance and investment management. In class activities are discussions between students and their tutor or instructor on applications of theories and concepts to enhance the student's ability to analyse and apply the concepts.

The assessment approaches encompasses unseen exams, different types of assignments and lab work where applicable. Formative assessment is heavily used to provide students with feedback to ensure their learning process.

### Intellectual skills

Intellectual skills of analysis and critical thinking are encouraged through case studies and comparison of Egyptian and international accounting and finance standards whether discussed in class or as written assignments. Research skills are built throughout the Course by assignments on identifying problems, reviewing articles, and writing essays based on arguments, comparisons, discussing solutions and choosing recommendations. Final graduation project is mainly building the students' abilities for synthesis, reasoning and analysis through working as a group and presenting their work to internal and external examiners.

### Subject practical skills

The assessment of these skills comprises two parts: the conceptual part is assessed through examinations which may incorporate essays, case studies and scenario-based questions, while the practical part of such skills is assessed by using problem solving. Another important element that enriches the students' practical skills is through bridging the gap between theory and practice by inviting guest speakers and directing students' project work towards solving real-life business related problems.

### Transferrable/key skills

Students acquire transferrable skills through guided research work, receiving feedback on coursework and written tests. Students enhance their team work through collaborating in group work, while their personal and communication skills are enhanced through class debates and presentations.

Students' transferrable skills are assessed by completion of research work, and through defense presentations. The students have to complete successfully field training experience after their second and third year.



19. Course Structure: Levels, Units and Credits		Awards and Credits
Level 4	<p><b>Compulsory Units</b></p> <p>ACCT 101 – Essentials of Accounting I – 3 Credits  ACCT 202 – Essentials of Accounting II – 3 Credits  ACCT 211 – Cost Accounting I – 3 Credits  BUS 102 – Introduction to Business – 3 Credits  CS_100 – Introduction to Information Technology – 4 Credits  ECO 101 – Introduction to Macroeconomics – 3 Credits  ECO 102 – Introduction to Microeconomics – 3 Credits  ENG_101M English Language for Academic Purposes – 3 Credits  ENG_102M English Language for Study Skills – 3 Credits  ENG_201M English Language for Research Purposes – 3 Credits  FIN 201 – Financial Management I – 3 Credits  FIN 202 – Financial Management II – 3 Credits  FIN 203 – Financial Institutions, Markets and Investments – 3 Credits  LAW 201 – Introduction to Law– 3 Credits  MGT 200 – Introductory Management – 3 Credits  MIS101 – Introduction to Management Information Systems – 4 Credits  MKT_201 – Principles of Marketing – 3 Credits  MTH_112 Mathematics for Social Sciences I – 3 Credits  MTH_113 Mathematics for Social Sciences II – 3 Credits  STAT 215 – Statistics for Business I – 4 Credits  STAT 216 – Statistics for Business II – 3 Credits</p> <p><b>1 Optional Unit.</b> The student must choose one OPTIONAL unit from the following three units (3 Credits):  ACCT 203 – Intermediate Accounting I  MKT_202 – Marketing Analysis and Planning  MTH 213 – Mathematics for Economists</p>	
Level 5	<p><b>Compulsory Units</b></p> <p>BUS 303 – Research Methodology – 3 Credits  BUS 304 – Entrepreneurship and Small Business Management – 3 Credits  ECO 303 – Money and Banking – 3 Credits  ECO 306 – Public Finance – 3 Credits  FIN 302 – Investments Management – 3 Credits  FIN 303 – Corporate Finance – 3 Credits  FIN 305 – Credit and Financial Analysis – 3 Credits  FIN 306 – Portfolio Management – 3 Credits  LAW 301 – Commercial Law – 3 Credits  MGT 300N – Human Resources Management – 3 Credits  MGT 320 – Production and Operations Management– 3 Credits</p> <p><b>1 Optional Unit</b>  The student must choose one OPTIONAL unit from the following three units (3 Credits):  ACCT 304 – Intermediate Accountant II  ECO 316 – Econometrics I  MGT 310 – Quantitative Approach to Management</p>	

**Course Structure: Levels, Units and Credits (Continued)**

Level 6	<p><b>Compulsory Units</b>            ACCT 413 – Managerial Accounting – 3 Credits            FIN 401 – Special Topics in Finance – 3 Credits            FIN 403 – Financial Feasibility Studies – 3 Credits            FIN 405I – Graduation Project I – 3 Credits            FIN 405II – Graduation Project I – 3 Credits            FIN 406 – International Finance – 3 Credits            MGT 401N – Strategic Management – 3 Credits</p> <p><b>2 Optional Units</b>            The student must choose one OPTIONAL unit from the following three units (3 Credits):            FIN 408 – Behavioral Finance            BUS 410 – International Business            ECO 416 – Econometrics II</p> <p>Also the student must choose one unit from the following three units (3 Credits):            FIN 407 – Risk Management            MGT 442 – Project Management            ACCT 432 – Taxation I</p> <p><b>Units required for named endorsements</b> (if applicable)            Students must choose one ELECTIVE from the elective list or other unit from other courses in the Faculty of Management Sciences – 3 Credits</p>	BA Honours Degree
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<sup>1</sup> units running during the first semester

<sup>2</sup>units running during the second semester

### 12.3.3 Finance and Investment Management Course – Four Years Plan

#	Code	Unit Name	CR	Prerequisites		
1	BUS102	Introduction to Business	3			
2	CS_100	Introduction to Information Technology	4			
3	ECO101	Introduction to Macroeconomics	3			
4	ENG_101M	English Language for Academic Purposes	3	ELAT	ENG 90	
5	MTH_112	Mathematics for Social Sciences I	3			
6	ACCT101	Essentials of Accounting I	3			
7	ECO102	Introduction to Microeconomics	3			
8	ENG_102M	English Language for Study Skills	3	ENG_101M		
9	MIS101	Introduction to Management Information Systems	4	CS_100		
10	MTH_113	Mathematics for Social Sciences II	3	MTH_112		
11	ACCT202	Essentials of Accounting II	3	ACCT 101		
12	ENG_201M	English Language for Research Purposes	3	ENG_102M		
13	FIN 201	Financial Management I	3	ACCT 101		
14	MGT200	Introductory Management	3			
15	MKT_201	Principles of Marketing	3	BUS 102		
16	STAT215	Statistics for Business I	4	MTH_112		
17	FIN 202	Financial Management II	3	FIN201		
18	FIN 203	Financial Institutions, Markets and Investments	3	FIN201		
19	LAW 201	Introduction to Law	3	BUS102	MGT200	
20	ACCT211	Cost Accounting I	3	ACCT101		
21	STAT216	Statistics For Business II	3	STAT215		
22	OPT 100	Management Optional Unit 1 (CHOOSE ONLY ONE)	3			
	MKT_202	Marketing Analysis and Planning		MKT_201		
	MTH 213	Mathematics for Economists I		MTH113		
	ACCT203	Intermediate Accounting I		ACCT202		
23	FT200	Field Training I	0			
24	FIN302	Investments Management	3	FIN202		
25	FIN303	Corporate Finance	3	FIN202		
26	MGT300N	Human Resources Management	3	MGT 200		
27	ECO306	Public Finance	3	ECO 101	ECO 102	
28	LAW301	Commercial Law	3	LAW201		
29	BUS304	Entrepreneurship and Small Business Management	3	FIN201	MGT200	MKT_201
30	MGT320	Production and Operation Management	3	MGT200		
31	FIN 305	Credit and Financial Analysis		FIN 302		
32	FIN 306	Portfolio Management	3	FIN202	FIN203	
33	ECO303	Money and Banking	3	ECO101	ECO102	
34	BUS303	Research Methodology	3	STAT215	ENG201	
35	OPT 200	Management Optional Unit 2 (CHOOSE ONLY ONE)	3			
	MGT310	Quantitative Approach to Management		MGT200	MTH_113	STAT215
	ECO316	Econometrics I		MTH213	STAT216	
	ACCT304	Intermediate Accounting II		ACCT203		
36	FT300	Field Training II	0			

## Finance and Investment Management Course – Four Years Plan (Continued)

#	Code	Unit Name	CR	Prerequisites		
37	FIN401	Special Topics in Finance	3	FIN202		
38	ACCT413	Managerial Accounting	3	ACC211	FIN202	
39	FIN403	Financial Feasibility Studies	3	FIN302		
40	FIN405 I	Graduation Project I	3	Senior standing- 95 credit hours		
41	OPT 300	Management Optional Unit 3 (CHOOSE ONLY ONE)	3			
	FIN408	Behavioural Finance		FIN302		
	BUS410	International Business		MGT200	MKT201	
	ECO416	Econometrics II		ECO316		
42	FIN406	International Finance	3	FIN303		
43	MGT401N	Strategic Management	3	Senior standing- 95 credit hours		
44	FIN405 II	Graduation Project II	3	FIN405		
45	Elective 1	Elective Unit I				
46	OPT 400	Management Optional Unit42 (CHOOSE ONLY ONE)	3			
	FIN407	Risk Management		FIN303		
	MGT442	Project Management		MGT 320		
	ACCT432	Taxation I		ACCT304		
		Total	135			

<sup>1)</sup> Minimum 3 weeks work experience in year 2

<sup>(2)</sup> Minimum 3 weeks work experience in year 3

## 12.4. BA (Hons) Human Resources Management (HRM) Course

### 12.4.1 Course Coordinator's Welcome

On behalf of our instructors and teaching assistants we would like to welcome you to the Human Resources Management Course. We trust you will find your course of study useful; and that the knowledge and skills that you will gain at the Faculty of Management Sciences (MSA) will be both satisfying and rewarding. This course awards the degree of BA Human Resources Management.

Human Resources management is becoming a key function in any modern organisation. Today all organisations whether industrial, commercial or services depend on qualified personnel in Human Resources for many vital activities of manpower planning, recruitment, selection, compensation, training and development of their workforce, which inevitably affects the organisation's ability to achieve its goals.

The Human Resources Management Course intends to support students to gain a comprehensive understanding of human resource functions, and to develop personnel policies and procedures in private and public-sector settings. It prepares future HRM candidates to join the profession, and helps them to make meaningful and viable contributions to organizations' strategic aspects. So if you are after a challenging job at international or local corporations that offer the best experience, and overall benefits; then this is what our practical course is all about. Moreover, we offer you practical cases about how to deal with human resources problems of companies in the local and international markets and train you on solving them.

Finally, if you want to be able to predict and trace the demand of HRM demand directions, recognize labor environmental changes, trends, construct compensation and benefit schemes, develop performance appraisal tools, identify training needs, and plan training and development programmes that ensure authentic development of employees' competencies, then this is the right area to major in and Human Resources Management would be your domain of interest and so you can make the most out of this course.

Wishing you the best of luck in your studies

**Course Coordinator:**

**Dr. Ola Emara**

[oemara@msa.eun.eg](mailto:oemara@msa.eun.eg)

## 12.4.2 BA (Hons) Human Resources Management Course Specification

<b>1. Awarding Institution</b> University of Bedfordshire	<b>2. Teaching Institution</b> October University for Modern Sciences and Arts (MSA)	<b>3. Faculty/Department</b> Faculty of Management Sciences Human Resources Management Course		
<b>4. Final Award</b>	<b>5. Course Title and approved endorsements:</b>	<b>6. Qualification Level as defined by the UK Framework for Higher Education Qualifications (Please refer to D5 Guidance notes)</b>		
BA Honours	Human Resources Management Course	<b>4</b>	<b>5</b>	<b>6</b> ✓
<b>7. Accredited by:</b> Students who successfully complete this course are eligible for two certificates: <ul style="list-style-type: none"> <li>An Egyptian and a British one accredited by Supreme Council of Egyptian Universities (SCU).</li> <li>Also to be accredited by National Authority for Quality Assurance and Accreditation of Education (NAQAAE) and UK Quality Assurance Agency (QAA)</li> </ul>	<b>8. UCAS Code:</b>			
<b>9. Maximum/ Minimum Period(s) of Registration</b>				
F/T √ (Minimum 3.5 years and Maximum 8 years)	P/T	SW	D/L	
<b>10. Course Code</b>		<b>11. Last Revision date for Programme Specification</b>		
		New Course		
<b>12. External Reference Points, e.g. subject benchmark statements and professional body requirements</b>				
1) QAA, Subject Benchmark Statement (Business and Management , February 2017) 2) National Academic Reference Standards set by NAQAAE for commercial Sector				
<b>13. Entry Requirements</b>				
The course accepts students who passed Egyptian Thanaweya Amma - National High School Certificate (the minimum grade is set and announced by the Supreme Council of Universities at the beginning of the academic year which varies from one year to the other) or any other equivalent high school examination (IGCSE, GCSE, American High School Diploma, Abitur, IB, French BACC, and National High School Certificate from Arab Countries). The Supreme Council of Egyptian Universities (SCU) declares the conditions for enrolling into the different faculties at MSA and other private universities that operate under the regulations of the SCU. The minimum percentage varies from one year to the other and is declared to all applicants during the summer and prior to their admission to the university.				

**14. Educational Aims of the Course and Potential Career Destinations of Graduates [Maximum 150 words]:**

The course adopts a strategic approach to Human Resources Management (HRM), and targets the creation of long-term value for business and governmental organizations. This has proved to be of great essentiality in nowadays competitive business environment, and government talented enterprises. Graduate-attributes have been situated and planned based on an employability assessment of the labour market in Egypt. The course is differentiated by its uniqueness in providing an HRM specialisation. This forms a strong competitive edge based on a positioned courses' availability scanning among Egyptian universities.

Holding a central educational philosophy towards innovation, the Faculty of Management Sciences targets to achieve educational excellence via committing itself to origination in courses provision, and respond to needs that have been ascertained by business enterprises. Also, the HRM course fits a national purpose of having graduates that are able to become a part of the shift to active government-private partnerships; entrepreneurial initiatives; and national educational capacity building.

**15. Summary of Skills Development for Students within the Course [Maximum 150 words]:**

Human Resources Management is becoming a key function in any modern organisation. Today all organisations whether industrial, commercial or services depend on qualified personnel in Human Resources for many vital activities of manpower planning, recruitment, selection, compensation, training and development of their workforce, which inevitably affects the organisation's ability to achieve its goals.

The HRM course enables students to predict and trace the demand of HRM jobs and directions, recognize labor environmental changes, trends, construct compensation and benefit schemes, develop performance appraisal tools, identify training needs, and plan training and development programmes that ensure authentic development of employees' competencies.

The course aims at offering theoretical and practical approaches to human resources management and employee relations. The course also intends to support students to gain a comprehensive understanding of human resource functions, and to develop personnel policies and procedures in private and public-sector settings. Moreover, the course helps students to handle different human resources strategic domains, and perceive the change of human resources role. Furthermore, the course calls for promoting ethical behaviour, managing diversity of work force, and handling international staffing. The course emphasizes the magnitudes of legal, social, and economic perspectives, and targets the developmental goals of organizations.

The course offering is distinct in its design, validity, scope of coverage, and approaches to learning. The course strengthens frames for organizational development; different strategies for organizational transformation; enhances strategies for employee resourcing; promotes knowledge-based HR management; encouraging talents; and strengthening employee relations.

Students will be taught by professional academic staff, and interact with experts from the HR domain working at national and multi-national enterprises, service businesses, and governmental agencies operating in Egypt.

Our course adopts a technical approach for human resource information systems; areas of succession planning; remuneration; health insurance; and performance management and appraisal systems. The course stresses the need for effective employee relations perspective with quality, safety, and representation for the workforce.

Our success for providing the labour market with highly demanded candidates in other specialties (accounting; economics; marketing; and management information systems) is our heritage and legacy that we count on in our new course offering.

All our academic staff are competent on both tracks: research and international publications, and labour market integrated relations with specialized associations.

Our staff leads the trend for business development in many consultancy houses; some have experience with international organizations and others with regional professional expertise.

**16. The Course provides opportunities for students to achieve the following outcomes:**

**Knowledge and understanding of:**

On completion of this Course the successful student will have knowledge and understanding of:

1. Human resource management concepts, practices and functional areas.
2. Various theories of motivation; behaviour in organizations and dimensions of organizational development
3. Legal constraints of managing the labour force, and the labour syndicate roles in organizations
4. International human resources practices
5. Challenges and opportunities facing human resource management, diversity management and the institutional mechanisms affecting the domain of Human Resources (HR)
6. Governance and corporate social responsibility
7. A variety of subject matter including basic concepts in commercial law, economics, accounting, finance, mathematics, statistics, information technology, business administration, management and marketing

**17. The Course provides opportunities for students to develop the following skills:**

**Intellectual skills**

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

1. Integrate models of human behavior; labor relations and current laws to produce a working environment that is safe, fair, and compliant with regulations
2. Align human resource practices with composite social, economic, and cultural environment
3. Synchronize HRM strategic techniques with the organizational strategies
4. Analyse the results of various quantitative techniques, evaluate their implications, and detect false reasoning and logic
5. Evaluate organizational HR policies, reflect on findings, suggest solutions to problems and make recommendations and conclusion
6. Make informed decisions that are both beneficial to company objectives, and that comply with the legal guidelines

**Subject practical skills**

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

1. Predict and trace HR demand directions and recognize labour environmental changes and trends
2. Construct compensation and benefit schemes and develop performance appraisal tools
3. Identify training needs, and plan training and development programmes that ensure authentic development of employees' competencies
4. Apply health and safety measures and excel at the art of negotiation
5. Develop organizational design and associated job description and analysis and talent management programs
6. Conduct investigative research that inspects main areas of strategic human resource management, organisational development and business strategy audit

**Transferable/key skills**

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

1. Use the acquired personal skills in promoting and enhancing his/her career prospects.
2. Have the ability to be self-starters through the effective use of various information sources and to become reflective learners.
3. Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
4. Work in and contribute to group work.
5. Apply appropriate software packages to address different business situations.
6. Interpret the results of various quantitative techniques and evaluate their implications.



## **18. Teaching, Learning and Assessment Methods related to the Course learning outcomes and skills sets**

The course uses various teaching/learning forms such as lectures, tutorials, lab sessions, one to one tutorials (office hours), in-class discussions, guest speakers, and field trips. In addition, there is a broad mix of voluntary activities outside of the classroom designed to augment development of the student's skills such as competitions and simulations.

The teaching/learning strategies adopted by the Human Resources Management course aim to engage the students from their first year through class activities based on situational analysis, discussions and debates. The class activities aim to enhance the students' understanding of concepts and to build their interpersonal skills and abilities to work individually, in pairs and as a group. The upper level skills like debates and critical analysis are built gradually as the student progresses from level one to level four.

During the first years, the assessment is mostly based on written tests and assignments which assess the student's understanding of the main concepts, and with the advancement in the course there are fewer pieces of work but more depth to enhance students' skills using research work, essay writing and case analysis.

### Knowledge

Lectures and tutorials are used to explain the basic concepts in Human Resources Management. In class activities are discussions between students and their tutor or instructor on applications of theories and concepts to enhance the student's ability to analyse and apply the concepts.

The assessment approaches encompasses unseen exams, different types of assignments and lab work where applicable. Formative assessment is heavily used to provide students with feedback to ensure their learning process.

### Intellectual skills

Intellectual skills of analysis and critical thinking are encouraged through case studies whether discussed in class or as written assignments. Research skills are built throughout the course by assignments on identifying problems, reviewing articles, and writing essays based on arguments, comparisons, discussing solutions and making recommendations. The final graduation project aims at building the students' abilities for synthesis, reasoning and analysis through working as a group and presenting their work to internal and external examiners.

### Subject practical skills

The assessment of these skills comprises two parts: the conceptual part is assessed through examinations which may incorporate essays, case studies and scenario-based questions, while the practical part of such skills is assessed by using designing HR forms and system parts. Another important element that enriches the students' practical skills is through bridging the gap between theory and practice by inviting guest speakers and directing students' project work towards solving real-life business related problems.

### Transferrable/key skills

Students acquire transferrable skills through guided research work, receiving feedback on coursework and written tests. Students enhance their team work through collaborating in group work, while their personal and communication skills are enhanced through class debates and presentations.

Students' transferrable skills are assessed by completion of research work, and through defense presentations. The students have to complete successfully field training experience after their second and third year.

19. Course Structure: Levels, Units and Credits		Awards and Credits
Level 4	<p><b>Compulsory Units</b>  ACCT 101 – Essentials of Accounting I – 3 Credits  ACCT 202 – Essentials of Accounting II – 3 Credits  ACCT 211 – Cost Accounting I – 3 Credits  BUS 102 – Introduction to Business – 3 Credits  CS_100 – Introduction to Information Technology – 4 Credits  ECO 101 – Introduction to Macroeconomics – 3 Credits  ECO 102 – Introduction to Microeconomics – 3 Credits  ENG_101M English Language for Academic Purposes – 3 Credits  ENG_102M English Language for Study Skills – 3 Credits  ENG_201M English Language for Research Purposes – 3 Credits  FIN 201 – Financial Management I – 3 Credits  LAW 201 – Introduction to Law– 3 Credits  MGT 200 – Introductory Management – 3 Credits  MIS101 – Introduction to Management Information Systems – 4 Credits  MKT_201 – Principles of Marketing – 3 Credits  MKT 203 – Sales Management – 3 Credits  MTH_112 Mathematics for Social Sciences I – 3 Credits  MTH_113 Mathematics for Social Sciences II – 3 Credits  STAT 215 – Statistics for Business I – 4 Credits  STAT 216 - Statistics for Business II – 3 Credits</p> <p><b>1 Optional Unit</b>  The student must choose one OPTIONAL unit from the following three units (3 Credits):  FIN 202 – Financial Management II  MKT_202 – Marketing Analysis and Planning  PSC 200 – Introduction to Political Science</p>	
Level 5	<p><b>Compulsory Units</b>  BUS 302 – Public Administration - 3 Credits  BUS 303 – Research Methodology – 3 Credits  BUS 304 - Entrepreneurship and Small Business Management – 3 Credits  HRM 301 – Man Power Planning – 3 Credits  HRM 302 – Training and Development  HRM 303 – Compensation Management  LAW 301 – Commercial Law – 3 Credits  MGT 300N – Human Resources Management – 3 Credits  MGT 301 – Organizational Behavior – 3 Credits  MIS 383 – Human Resources Information Systems - 3 Credits</p> <p><b>2 Optional Units</b>  The student must choose one OPTIONAL unit from the following three units (3 Credits):  FIN 303 – Corporate Finance  MGT 310 - Quantitative Approach to Management  MIS 341 – Business Systems Analysis and Design</p> <p>The student must choose one OPTIONAL unit from the following three units (3 Credits):  MKT 305N – Integrated Marketing Communications  PSC 320 – International Relations  MGT 302 – Sustainability/Corporate Social Responsibility</p>	

**Course Structure: Levels, Units and Credits (Continued)**

<p>Level 6</p>	<p><b>Compulsory Units</b>                  BUS 410 – International Business – 3 Credits                  HRM 401 – Employee Relations and Labor Law – 3 Credits                  HRM 402 - Contemporary Issues in Human Resources Management                  HRM 403 – Performance Management – 3 Credits                  HRM 420I – Graduation Project I – 3Credits                  HRM 420II – Graduation Project II – 3 Credits                  MGT 400 – Human Resources Management II (Strategic HRM) – 3 Credits                  MGT 401N – Strategic Management - 3 Credits                  MGT 403 – Organization Development – 3 Credits</p> <p><b>1 Optional Unit</b>                  The student must choose one OPTIONAL course from the following three units (3 Credits):                  FIN 407 – Risk Management                  ECO 408 – Labor Economics                  MGT 441 – Supply Chain Management</p> <p><b>Units required for named endorsements (if applicable)</b>                  Students must choose one ELECTIVE from the elective list or other unit from other courses in the Faculty of Management Sciences – 3 Credits</p>	<p>BA Honours Degree</p>
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<sup>1</sup> units running during the first semester

<sup>2</sup> units running during the second semester

### 12.4.3 Human Resources Management Course – Four Years Plan

#	Code	Unit Name	CR	Prerequisites		
1	BUS102	Introduction to Business	3			
2	CS_100	Introduction to Information Technology	4			
3	ECO101	Introduction to Macroeconomics	3			
4	ENG_101M	English Language for Academic Purposes	3	ELAT	ENG 90	
5	MTH_112	Mathematics for Social Sciences I	3			
6	ACCT101	Essentials of Accounting I	3			
7	ECO102	Introduction to Microeconomics	3			
8	ENG_102M	English Language for Study Skills	3	ENG_101M		
9	MIS101	Introduction to Management Information Systems	4	CS_100		
10	MTH_113	Mathematics for Social Sciences II	3	MTH_112		
11	ACCT202	Essentials of Accounting II	3	ACCT 101		
12	ENG_201M	English Language for Research Purposes	3	ENG_102M		
13	FIN201	Financial Management I	3	ACCT 101		
14	MGT200	Introductory Management	3			
15	MKT_201	Principles of Marketing	3	BUS 102		
16	STAT215	Statistics for Business I	4	MTH_112		
17	ACCT211	Cost Accounting I	3	ACCT 101		
18	LAW201	Introduction to Law	3	BUS 102	MGT 200	
19	MKT203	Sales Management	3	MKT 201		
20	STAT216	Statistics For Business II	3	STAT215		
21	OPT 100	Management Optional Unit 1 (CHOOSE ONLY ONE)	3			
	FIN202	Financial Management II		FIN 201		
	MKT_202	Marketing Analysis and Planning	3	MKT_201		
	PSC200	Introduction to Political Science		ENG101		
22	FT200	Field Training I	0			
23	BUS302	Public Administration	3	BUS201	MGT200	
24	BUS304	Entrepreneurship and Small Business Management	3	FIN201	MGT200	MKT_201
25	LAW301	Commercial Law	3	LAW 201		
26	MGT300N	Human Resources Management	3	MGT 200		
27	MGT301	Organizational Behaviour	3	MGT200		
28	OPT 200	Management Optional Unit 2 (CHOOSE ONLY ONE)	3			
	FIN 303	Corporate Finance		ACCT 202	FIN 202	
	MGT 310	Quantitative Approach to Management	3	MGT200	MTH 113	STAT 215
	MIS 341	Business Systems Analysis and Design		MIS 101		
29	BUS303	Research Methodology	3	ENG 201	STAT 215	
30	HRM301	Man Power Planning	3			
31	HRM302	Training and Development	3			
32	HRM303	Compensation Management	3	MGT300		
33	MIS383	Human Resources Information System	3	MGT300	MIS101	
34	OPT 300	Management Optional Unit 3 (CHOOSE ONLY ONE)	3			
	MKT305N	Integrated Marketing Communications		MKT 201		
	PSC320	International Relations		PSC200		
	MGT302	Sustainability/Corporate Social Responsibility		MGT 200		
35	FT300	Field Training II	0			

### Human Resources Management Course – Four Years Plan (Continued)

36	BUS410	International Business	3	MGT 200	MKT 201	
37	HRM401	Employee Relations & Labour Law	3	LAW301	MGT 300	
38	HRM403	Performance Management	3	MGT300		
39	HRM420 I	Graduation Project I	3	MGT300 + 95 Cr.Hrs		
				BUS 303		
40	MGT401N	Strategic Management	3	Senior standing - 95 credit hours		
41	Elective 1	Elective Unit I	3			
42	HRM402	Contemporary Issues in Human Resource Management	3	Senior standing - 95 credit hours		
				MGT 300		
43	MGT400	Human Resource Management II (Strategic HRM)	3	MGT 300		
44	MGT403	Organizational Development	3	MGT 300		
45	HRM420 II	Graduation Project II	3	HRM 420 I		
46	OPT 400	Management Optional Unit 4 (CHOOSE ONLY ONE)	3			
	FIN407	Risk Management		FIN303		
	ECO408	Labour Economics		ECO101	ECO102	
	MGT441	Supply Chain Management		MGT310	MKT_201	
		Total	135			

## 12.5 BA (Hons) Management Information Systems (MIS) Course

### 12.5.1 Course Coordinator's Welcome

On behalf of our instructors and teaching assistants I would like to welcome you to the Management Information Systems (MIS) Course. I trust you will find your course of study enjoyable; and that the knowledge and skills that you will gain at MSA will be both satisfying and rewarding. Our course offers a BA (Hons) in Management Information Systems.

The course offers you knowledge and skills in two growth areas, namely Management Information Systems. Not only will you learn how to use computer and information system to fulfil certain managerial responsibilities, but also you will have the chance to enhance your ability to analyze, design, and implement any type of management system. This is not limited to computer systems but goes beyond that to prepare you to work as a System's Consultant where you can apply all topics studied in this course to assist different managers of organizations to achieve their objectives to help the organization gain a competitive edge in the market, and mostly to make reliable and rational decisions.

When you complete this course you will have hands on experience in the field of Management, and at the same time have thorough understanding of systems concepts and information technology management. If you are interested to pursue your career in either the management stream or the systems stream, you will achieve it by joining our course .

In your studies, you will have the guidance and support of a professional and highly competent team of academic staff. Project work, applied research and field trips will also give you insights into the practical world.

Finally, as a Course Leader, I am available at any time along with other staff members to give you all the support and advice you will need during your academic progress. *Best of luck in your studies.*

**Course Coordinator:**

**Dr. Ghada Aly**  
([galy@msa.eun.eg](mailto:galy@msa.eun.eg))

## 12.5.2 BA (Hons) Management Information Systems Course Specification

<b>1. Awarding Institution</b> University of Bedfordshire		<b>2. Teaching Institution</b> October University for Modern Sciences and Arts – MSA		<b>3. Faculty/Department</b> Faculty of Management Sciences   Management Information Systems Course		
<b>4. Final Award</b> BA (Honors)		<b>5. Course Title and approved endorsements:</b> Management Information Systems Course(MIS)		<b>6. Qualification Level as defined by the UK Framework for Higher Education Qualifications (Please refer to D5 Guidance notes)</b>		
				<b>4</b>	<b>5</b>	<b>6</b> ✓
<b>7. Accredited by:</b> Students who successfully complete this course are eligible for two certificates an Egyptian and a British one accredited by: <ol style="list-style-type: none"> <li>1. Supreme Council of Egyptian Universities (SCU)</li> <li>2. National Authority for Quality Assurance and Accreditation of Education (NAQAAE)</li> <li>3. UK Quality Assurance Agency (QAA)</li> </ol>		<b>8. UCAS Code:</b>				
<b>9. Maximum/ Minimum Period(s) of Registration</b>						
F/T √ (Minimum 3.5 years and Maximum 8 years)		P/T		SW		D/L
<b>10. Course Code</b>				<b>11. Last Revision date for Course Specification</b>		
				June 2014		
<b>12. External Reference Points, e.g. subject benchmark statements and professional body requirements</b>						
1) QAA, Subject Benchmark Statement (Business and Management, February 2015)						
2) National Academic Reference Standards – NARS set by NAQAAE for the Commercial Sector						

### **13. Entry Requirements**

The course accepts students who passed Egyptian Thanaweya Amma - National High School Certificate (the minimum grade is set and announced by the Supreme Council of Universities at the beginning of the academic year which varies from one year to the other) or any other equivalent high school examination (IGCSE, GCSE, American High School Diploma, Abitur, IB, French BACC, and National High School Certificate from Arab Countries). The Supreme Council of Egyptian Universities (SCU) declares the conditions for enrolling into the different faculties at MSA and other private universities that operate under the regulations of the SCU. The minimum percentage varies from one year to the other and is declared to all applicants during the summer and prior to their admission to the university.

### **14. Educational Aims of the Course and Potential Career Destinations of Graduates [Maximum 150 words]:**

Information Systems are becoming ever more central to the success of businesses across all industries, the ultimate aim of this course is to develop the abilities of the students to employ these systems to manage the complex challenges that might confront a typical business. To achieve this aim, the course provides the students with a coherent body of knowledge in two growth areas namely Management and Information Systems. This solid foundation in these two areas equips students with an MIS degree with the ability to develop the knowledge and the skills that allows them to close the gap of knowledge, skills, culture, and language that exists between functional managers and information systems specialists – such a gap that has rendered both decisions and investments in such systems as failures. As such, the graduate of this course will be in a strong position to lead the successful development and implementation of sophisticated information systems across a wide range of business organizations and across managerial functions and levels.

### **15. Summary of Skills Development for Students within the Course [Maximum 150 words]:**

The course provides students with a solid foundation and understanding of the central role of information systems in shaping the stance of a typical business enterprise. The students will develop a set of skills towards these two subject areas. Regarding the intellectual skills, the students will be able to analyze different business situations, define problems, and find alternative solutions based on proper analysis of both qualitative and quantitative data to make sound managerial recommendations. As for the practical skills, students will gradually develop an appreciation of how information systems become an integral part of a typical business entity whether from an operational or a strategic perspective and so find the most appropriate information systems tool that fits a given business situation. In addition, we strive to develop the students' transferable skills related to numeracy, reasoning, use of technology, and self-expression to prepare them for the job market with high exist velocity.

### **16. The Course provides opportunities for students to achieve the following outcomes:**

Knowledge and understanding of:

1. Management focused topics which covers processes, practices, and methods for the efficient and effective management of a typical organization. It also includes the foundations of people's management, planning related activities, operations management, supply chain management, and corporate social responsibility.
2. Information systems and business intelligence: the development, management, application, and implementation of information systems and their impact on the organization.
3. Organizations of all types, their management, culture, and the changing environment in which they operate and its influence on achieving the goal of sustainability.
4. Key concepts in business law, economics, accounting, finance, marketing, business mathematics, statistics, ethical behaviour and research methodology.
5. The development of strategic priorities to properly manage an organization with speed in an ever-changing environment where technology has transformed the typical business processes of such an organization.
6. The interrelationship and integration between the realms of management and information systems.



### **17. The course provides opportunities for students to develop the following skills:**

#### **Intellectual skills**

1. Analyse different business situations, define problems, find alternative solutions, choose optimal ones, and provide managerial recommendations.
2. Assess collected data, use qualitative and quantitative tools to analyse and evaluate findings, comment on data limitations using the proper research methodology approach for evidence-based decision making.
3. Exploit new innovations and changes in technology towards commercial development, with a deeper integrative understanding of such technology to achieve competitive advantages, and deliver successful outcomes.
4. Use creative, critical, and reflective thinking to address organization opportunities and challenges.

#### **Subject practical skills**

1. Conduct situation analysis in the context of modern business environment and market needs to achieve an exceptional level of customer satisfaction and loyalty.
2. Analyse business requirements and model them into working systems.
3. Apply the appropriate methodologies and tools to utilize information technology, from both operational and strategic perspectives to create business effectiveness and efficiency.
4. Implement evolving IT solutions using good principles of analysis, design, testing, identifying security requirements, implementation, and controlling while ensuring a strategic fit of such solutions to corporate goals and objectives.

#### **Transferable/key skills**

1. Use the acquired personal skills in promoting and enhancing his/her career prospects.
2. Have the ability to be self-starters through the effective use of various information sources and to become reflective learners.
3. Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
4. Work in and contribute to group work.
5. Apply appropriate software packages to address different business situations.
6. Interpret the results of various quantitative techniques and evaluate their implications.

### **18. Teaching, Learning and Assessment Methods related to the course learning outcomes and skills sets**

In identifying the optimal TLA strategy to meet the learning outcomes of the course, a key factor that guided the design of our strategy at the course level is the concept of constructive alignment. Such an alignment ensures that there is congruence, integration, and assimilation between our teaching, learning and the assessment methods.

The course utilizes various teaching methods to meet its intended learning outcomes. Teaching/learning takes different forms such as lectures, tutorials, lab sessions, one to one tutorials (office hours), in-class discussions, guest speakers, field trips, and visits. The course is structured so that the independent learning increases as the student progresses from level one to level four.

The assessment strategy adopted by the course aims to better engage the students and to develop their skills.

During the first years, the assessment will mostly be based on written tests and a number of small pieces of work to test the knowledge related outcomes of the course, and with the advancement in the course, there will be fewer pieces of work but more depth to enhance students' skills.

The assessment tools used range from unseen exams, and problem-solving assignments at levels one and two to more advanced forms as field work, research, projects, substantial essays, and case study analysis in levels three and four. Some of these elements might be formative – assessment for learning, while others are summative in nature – assessment of learning.

### Knowledge

Lectures are used extensively to explain the basic concepts, and key elements pertinent to both the management and information systems disciplines. A key aspect to these lectures is the interactivity with the students and their inclusivity as well. These two aspects are quite essential to achieving the knowledge related outcomes and setting all the students at par especially that they come from different backgrounds with students having more knowledge than their peers. Most of the management related units are taught through the use of lectures and tutorials, the same approach is also applied to the information systems related units with an addition of lab sessions where students are exposed the different tools and software packages that are of relevance to the nature of these units. The assessment approach utilized to meet these learning outcomes will be mostly written tests, a number of small pieces of coursework and mini lab reports where applicable. This will be in addition to the heavy reliance on formative assessment as an important element of providing students with feedback to enhance their learning process.

### Intellectual skills

Higher order thinking skills of analysis and constructivism are encouraged through class discussions and problem-based learning through students' engagement in writing individual and group projects, article reviews, essays and the use of artifacts like mind maps. These approaches to the learning process are supported by appropriate resources including access to renowned management related databases.

Higher-order skills of reasoning and analysis in addition to writing, communication and literacy skills are assessed through essays, article reviews, projects (whether individual or group and a final graduation project. Students' presentations assess their communication skills in particular.

### Subject practical skills

As this set of skills is directly related to the core of the course, the approach taken here is quite subject specific. Most of the units that serve these practical skills are information systems related units. These units are delivered through the use of lectures where students are introduced to the basic concepts and the theoretical foundation for each one and the lab sessions add the practical dimension to these units.

The assessment of these skills is twofold, the conceptual part is assessed through examinations which may incorporate essays, case studies and scenario-based questions, while the practical part of such skills is assessed in using software in undergoing experiential research. Another important element that enriches the students' practical skills is through bridging the gap between theory and practice by inviting guest speakers and directing students' project work towards solving real-life business related problems.

### Transferrable/key skills

Students acquire transferrable skills through guided research work, receiving feedback on coursework and written tests. They enhance their team work through collaborating in group work, while their personal and communication skills are enhanced through class debates and presentations.

Students' transferrable skills are assessed by completion of research work, and through defense presentations.

19. Course Structure: Levels, Units <sup>2</sup> and Credits		Awards and Credits
Level 4	<p><b>Compulsory Units</b></p> <p>ACCT101- Essentials of Accounting I - 3 Credits  ACCT202 - Essentials of Accounting II - 3 Credits  ACCT211 - Cost Accounting I - 3 Credits  BUS102 - Introduction to Business - 3 Credits  CS_100 - Introduction to Information Technology – 4 Credits  ECO101 - Introduction to Macroeconomics - 3 Credits  ECO102 - Introduction to Microeconomics - 3 Credits  ENG_101M - English Language for Academic Purposes - 3 Credits  ENG_102M - English Language for Study Skills - 3 Credits  ENG_201M - English Language for Research Purposes - 3 Credits  FIN201 - Financial Management I - 3 Credits  LAW201 - Introduction to Law - 3 Credits  MGT200 - Introductory Management - 3 Credits  MIS101 - Introduction to Management Information Systems - 4 Credits  MKT_201 - Principles of Marketing - 3 Credits  MTH_112 - Mathematics for Social Sciences I - 3 Credits  MTH_113 - Mathematics for Social Sciences II - 3 Credits  STAT215 - Statistics for Business I – 4 Credits  STAT216 - Statistics for Business II – 3 Credits  SYS_201<sup>2</sup> - Fundamentals of Programming - 3 Credits  SYS221<sup>2</sup> - Introduction to Computer Networks - 3 Credits</p> <p><b>1 Optional Unit</b>  The student must choose one OPTIONAL unit from the following three units (3 Credits):  ACCT203 – Intermediate Accounting I  FIN202 – Financial Management II  MKT_202 - Marketing Analysis and Planning</p>	
Level 5	<p><b>Compulsory Units</b></p> <p>BUS303 – Research Methodology – 3 Credits  BUS304 – Entrepreneurship and Small Business Management – 3 Credits  LAW301 – Commercial Law – 3 Credits  MGT300N – Human Resources Management – 3 Credits  MGT301 – Organizational Behavior – 3 Credits  MGT310 – Quantitative Approach to Management – 3 Credits  MGT320 – Production and Operation Management – 3 Credits  MIS 314 – Database Management Systems – 3 Credits  MIS341<sup>2</sup> – Business System Analysis and Design – 3 Credits  MIS373 – Business Process Modeling– 3 Credits  SYS321<sup>2</sup> Information Systems Security Management – 3 Credits</p> <p><b>1 Optional Unit</b>  The student must choose one OPTIONAL unit from the following three units (3 Credits):  ACCT321 – Auditing I  FIN 303 – Corporate Finance  MIS381 – E-Commerce and E-Marketing</p>	

<sup>1</sup> units running during the first semester

<sup>2</sup>units running during the second semester

**Course Structure: Levels, Units and Credits (Continued)**

Level 6	<p><b>Compulsory units</b>  MGT401N – Strategic Management – 3 Credits  MGT_420 I<sup>1</sup> – Graduation Project I – 3 Credits  MGT_420 II<sup>2</sup> – Graduation Project II – 3 Credits  MGT442<sup>2</sup> – Project Management – 3 Credits  MIS461<sup>1</sup> - Management Decision Support Systems – 3 Credits  MIS475<sup>1</sup> – Advanced Topics in Management Information Systems – 3 Credits  MIS481N<sup>2</sup> – Web Applications – 3 Credits</p> <p><b>2 Optional Units</b>  The student must choose one OPTIONAL unit from the following three units (3 Credits):  ACCT413 – Managerial Accounting  BUS410 – International Business  MKT408 – Service Marketing  Also the student must choose one unit from the following three units (3 Credits):  ACCT422 – Auditing II  FIN406 - International Finance  MGT441 – Supply Chain Management</p> <p><b>Units required for named endorsements</b> (if applicable)  Students must choose one ELECTIVE from the elective list or other unit from other courses in the Faculty of Management Sciences – 3 Credits</p>	BA Honours Degree
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<sup>1</sup>Units running during the first semester

<sup>2</sup>Units running during the second semester

### 12.5.3 Management Information Systems (MIS) Course – Four Years Plan

#	Code	Unit Name	CR	Prerequisites		
1	BUS102	Introduction to Business	3			
2	CS_100	Introduction to Information Technology	4			
3	ECO101	Introduction to Macroeconomics	3			
4	ENG_101M	English Language for Academic Purposes	3	ELAT	ENG 90	
5	MTH_112	Mathematics for Social Sciences I	3			
6	ACCT101	Essentials of Accounting I	3			
7	ECO102	Introduction to Microeconomics	3			
8	ENG_102M	English Language for Study Skills	3	ENG_101M		
9	MIS101	Introduction to Management Information Systems	4	CS_100		
10	MTH_113	Mathematics for Social Sciences II	3	MTH_112		
11	ACCT202	Essentials of Accounting II	3	ACCT 101		
12	ENG_201M	English Language for Research Purposes	3	ENG_102M		
13	MGT200	Introductory Management	3			
14	MKT_201	Principles of Marketing	3	BUS102		
15	FIN201	Financial Management I	3	ACCT101		
16	STAT215	Statistics for Business I	4	MTH_112		
17	ACCT211	Cost Accounting I	3	ACCT101		
18	LAW201	Introduction to Law	3	BUS102		
19	SYS_201	Fundamentals of Programming **	3	MIS101		
20	SYS221	Introduction to Computer Networks **	3	MIS101		
21	STAT216	Statistics for Business II	3	STAT215		
22	OPT100	Management Optional Unit 1 (CHOOSE ONLY ONE)	3			
	ACCT203	Intermediate Accounting I		ACCT202		
	FIN202	Financial Management II		FIN201		
	MKT_202	Marketing Analysis and Planning		MKT_201		
23	FT200	Field Training I <sup>(1)</sup>	0			
24	BUS303	Research Methodology	3	ENG_201M	STAT215	
25	LAW301	Commercial Law	3	LAW201		
26	MGT300N	Human Resources Management	3	MGT200		
27	MGT310	Quantitative Approach To Management	3	MGT200	MTH_113	STAT215
28	MIS314	Database Management Systems **	3	MIS101		
29	SYS321	Information Systems Security Management **	3	SYS_201		
30	BUS304	Entrepreneurship and Small Business Management	3	FIN201		
31	MGT301	Organizational Behavior	3	MGT200	MKT_201	
32	MGT320	Production and Operations Management	3	MGT200		
33	MIS341	Business Systems Analysis and Design *	3	MIS314	SYS_201	
34	MIS373	Business Process Modelling	3	MIS314		
35	OPT200	Management Optional Unit 2 (CHOOSE ONLY ONE)	3			
	ACCT321	Auditing I		ACCT203		
	FIN303	Corporate Finance		ACCT202	FIN202	
	MIS381	E-Commerce and E-Marketing		MIS101	MKT_201	
36	FT300	Field Training II <sup>(2)</sup>	0			

## Management Information Systems (MIS) Course – Four Years Plan (Continued)

#	Code	Unit Name	CR	Prerequisites		
37	MGT_420I	Graduation Project I *	3	Senior standing - 95 credit hours		
				MIS341	MIS373	
38	MIS461	Management Decision Support Systems *	3	MIS341		
39	MIS475	Advanced Topics in Management Information Systems *	3	MIS341		
40	Elective 1	Elective Unit I	3			
41	OPT300	Management Optional Unit 3 (CHOOSE ONLY ONE)	3			
	ACCT413	Managerial Accounting		ACCT211	FIN202	
	BUS410	International Business		MGT200	MKT_201	
	MKT408	Service Marketing		MKT_201		
42	MGT401N	Strategic Management	3	Senior standing - 95 credit hours		
43	MGT442	Project Management **	3	MGT320		
44	MGT_420II	Graduation Project II **	3	MGT_420I		
45	MIS481N	Web Applications **	3	MIS341		
46	OPT400	Management Optional Unit 4 (CHOOSE ONLY ONE)	3			
	ACCT422	Auditing II		ACCT321		
	FIN406	International Finance		FIN303		
	MGT441	Supply Chain Management		MGT310	MKT_201	
		Total	135			

<sup>(1)</sup> Minimum 3 weeks work experience in year 2

<sup>(2)</sup> Minimum 3 weeks work experience in year 3

\* Units Offered in Fall Semester Only

\*\* Units Offered in Spring Semester Only

## 12.6 BA (Hons) Marketing and International Business (MIB) Course

### 12.6.1 Course Coordinator's Welcome

On behalf of our instructors and teaching assistants we would like to welcome you to the Marketing & International Business Course . We trust you will find your course of study enjoyable; and that the knowledge and skills that you will gain at MSA will be both satisfying and rewarding. This course awards the degree of BA (Hons) Marketing & International Business.

The purpose of this handbook is to provide you with essential information that you will need throughout your years of study, starting from the aims of the course to the basic skills that you should acquire as you graduate. So you should read it carefully before declaring your major, which should be done towards the end of your third semester and refer back to it all through your years of study.

Marketing is now an essential area in practically all aspects of life starting from self- marketing to marketing tangible goods, services, persons, ideas, and events. In addition there is an increasing demand now for social marketing and marketing for profit and non-profit making organizations. Finally there are several new areas of marketing that are gaining a foothold in our today's Egypt, as sports marketing, governmental agencies marketing, financial institutions marketing and destination touristic marketing which can result in an increase in a country's income, thus, improving its gross domestic product and unemployment rate positions and help in achieving countries' economic development.

This course prepares you for a career in marketing and international business. So if you are after a challenging job at multinational corporations that offer the best experience, remuneration, and overall benefits; and if you are interested in the exciting and dynamic areas of marketing research, sales, promotion, distribution and pricing ; then this is what our enjoyable course is all about. Moreover, we offer you practical cases about how to deal with marketing problems of companies in the local and international markets and train you on solving them. Furthermore, through the practical skills that you will gain on the course especially in digital marketing, you can pursue your own entrepreneurial venture and start your own business as today's markets are dominated by small businesses that are digital based.

Finally, I would like to assure you that our team of dedicated instructors and teaching assistants will spare no effort in advising and guiding you, so you can make the most out of this course .

*Wishing you the best of luck in your studies*

**Course Coordinator:**

**Dr. Samia El Sheikh**  
[selsheikh@msa.eun.eg](mailto:selsheikh@msa.eun.eg)

## 12.6.2 BA (Hons) Marketing and International Business Course Specification

<b>1. Awarding Institution</b>	<b>2. Teaching Institution</b>	<b>3. Faculty/Department</b>		
University of Bedfordshire	October University for Modern Sciences and Arts (MSA)	Faculty of Management Sciences	Marketing and International Business Course	
<b>4. Final Award</b>	<b>5. Course Title and approved endorsements:</b>	<b>6. Qualification Level as defined by the UK Framework for Higher Education Qualifications (Please refer to D5 Guidance notes)</b>		
BA Honours	Marketing and International Business Course (MIB)	<b>4</b>	<b>5</b>	<b>6</b>
				√
<b>7. Accredited by:</b>	<b>8. UCAS Code:</b>			
Students who successfully complete this course are eligible for two certificates an Egyptian and a British one accredited by: <ul style="list-style-type: none"> <li>1. Supreme Council of Egyptian Universities (SCU)</li> <li>2. National Authority for Quality Assurance and Accreditation of Education (NAQAAE)</li> <li>3. UK Quality Assurance Agency (QAA)</li> </ul>				
<b>9. Maximum/ Minimum Period(s) of Registration</b>				
F/T	√ (Minimum 3.5 years and Maximum 8 years)	P/T	SW	D/L
<b>10. Course Code</b>			<b>11. Last Revision date for Course Specification</b>	
			June 2014	
<b>12. External Reference Points, e.g. subject benchmark statements and professional body requirements</b>				
1) QAA, Subject Benchmark Statement (Business and Management February 2015) 2) National Academic Reference Standards (NARS) set by NAQAAE for commercial sector.				
<b>13. Entry Requirements</b>				
The course accepts students who passed Egyptian Thanaweya Amma - National High School Certificate (the minimum grade is set and announced by the Supreme Council of Universities at the beginning of the academic year which varies from one year to the other) or any other equivalent high school examination (IGCSE, GCSE, American High School Diploma, Abitur, IB, French BACC, and National High School Certificate from Arab Countries). The Supreme Council of Egyptian Universities (SCU) declares the conditions for enrolling into the different faculties at MSA and other private universities that operate under the regulations of the SCU. The minimum percentage varies from one year to the other and is declared to all applicants during the summer and prior to their admission to the university.				



**14. Educational Aims of the Course and Potential Career Destinations of Graduates [Maximum 150 words]:**

The course aims to provide students with a coherent body of knowledge, theories and concepts of marketing and international business within the wider scope of management sciences and then develop their ability to apply and implement this knowledge in order to solve practical business and marketing problems across different types of firms, whether profit, non-profit or public both on the local and international level. Moreover the course's purpose is to prepare the students for employment in a career in different business and marketing areas including marketing research, branding, promotion and advertising agencies, PR, sales and distribution in various types of companies or else pursue their own entrepreneurial ventures. Finally, the course aims to prepare students for life-long learning by stimulating their interests, and by equipping students with transferable skills that would help them to become effective and responsible global citizens.

**15. Summary of Skills Development for Students within the Course [Maximum 150 words]:**

The MIB Course provides a solid understanding of B2C and B2B markets and the marketing process that delivers value to customers and builds a good relationship with them in order to capture value from customer in the form of loyalty, future buying intention, cross buying that would lead to profits and survival through maintaining a sustainable competitive advantage. The course provides students with the ability to analyse internal and external environmental factors and their impact on businesses and the ability to evaluate existing marketing and management strategies, identify problems, find alternative solutions and make managerial recommendations. An MIB graduate would be able to build some practical skills like preparing a marketing or business plan and developing a buyer's profile, a marketing strategic audit, an IMC programme, an advertising campaign, and performing selling and carrying or marketing research, in addition to obligatory field work training in year 2 and 3. The MIB graduate also develops research skills as well as language and numeracy and IT skills that are highly valued by employers.

**16. The Course provides opportunities for students to achieve the following outcomes:**

Knowledge and understanding of:

On completion of this course the successful student will have knowledge and understanding of :

1. The marketing process and the elements of the marketing mix, basics of segmentation, targeting, and positioning and differentiation; and the significant role of marketing research necessary for success in world class business organizations.
2. The complexities of the factors that influence individual and business buyers with emphasis on cross-cultural variations.
3. Various sales, retailing and marketing strategies as product, pricing, distribution, and IMC strategies whether for physical goods or services that would allow a business to build and maintain a sustainable competitive advantage.
4. The significance of internal and external environmental factors that affect a company's marketing mix and other business strategies and decisions with application on public or private sector on local and international markets or for entrepreneurial ventures.
5. The management functions and communication and leadership skills including issues in human resource management, foundations of organizational behaviour, operations management, and strategic management.
6. A variety of subject matter including basic concepts in commercial law, economics, accounting, finance, mathematics, statistics, and information technology that are basics that help the student to well understand and deal with the business world in big multinational corporations or on the entrepreneurial level.

## 17. The Course provides opportunities for students to develop the following skills:

### Intellectual skills

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

1. Analyse different management and business situations, identify problems, find alternative solutions and make managerial recommendations whether on the local or international level.
2. Evaluate and criticize segmentation, targeting, positioning, distribution, promotion, and pricing strategies as well as advertising campaigns for the product or service and conclude by recommendations for improvement.
3. Analyse and assess internal and external environmental factors and their impact on the performance of the Egyptian business and other international businesses functioning in Egypt
4. Using quantitative, mathematical and statistical techniques and logical thinking to assess business and management situations and help in the decision making process.

### Subject practical skills

On completion of the course the successful student will be able to:

1. Apply marketing research steps by first reviewing existing literature to identify a business problem and collect data using appropriate data collection techniques and choose the appropriate statistical techniques to analyse data while utilizing different statistical packages to come up with logical solutions that can be implemented bearing in mind the business resources and competition.
2. Prepare a marketing or business plan on a small or medium sized business bearing in mind ethical issues or prepare retailing strategies.
3. Develop a buyer's profile, a strategic audit, an IMC programme, an advertising campaign, and selling skills and online advertisements.
4. Segment the market for various products or services and detect which segments to target and how to creatively differentiate a product from competing products and how to position it in the minds of customers bearing in mind the significant internal and external environmental factors that can affect the business
5. Prepare a report on how to extend a local business to enter the global market bearing in mind the significant external environmental factors as well as cultural variations that affect a company's marketing mix and other business strategies and decisions to adapt with the differences in culture and in international laws.

### Transferable/key skills

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

1. Use his/her acquired personal skills in promoting and enhancing his/her career prospects
2. Have the ability to be self-starters through the effective use of various information sources and to be able to pursue their own entrepreneurial ventures.
3. Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
4. Work in and contribute to group work.
5. Apply appropriate software packages to address different business situations.
6. Interpret the results of various quantitative techniques and evaluate their implications, and detect false reasoning or logic.

## **18. Teaching, Learning and Assessment Methods related to the Course learning outcomes and skills sets**

Many approaches are adopted in the course to manage the learning process and achieve the course's learning outcomes.

During the first years, the assessment is mostly based on written tests and assignments on problem solving and understanding main concepts and with the advancement in the course, there are fewer pieces of work but more depth to enhance students' advanced skills as critical thinking and evaluation using research work, essay writing and case analysis.

### **Knowledge**

- Lectures are used to explain marketing and business concepts and processes. Since marketing is an interactive discipline that deals with customers, thus lectures have to be interactive in nature. Learning outcomes are also gained by encouraging students to interact in the lectures with peers and with the instructor through in-class activities that ensure student engagement and that help breaking the lecture time increase student participation and concentration and enhance student retention of knowledge.
- Tutorials are beneficial to enhance students' problem solving skills by getting formative feedback from instructors and TA on their assignments and tests and model answers also aid students to self-assess their progress.
- Lab assignments and learning the necessary software packages are necessary to accomplish the project work required in different units.
- Practitioners from the market are invited as guest speakers to enrich the students' learning experience.

Knowledge outcomes are mostly assessed through unseen examinations and summative assignments.

### **Intellectual skills**

Intellectual skills of analysis (critical thinking and evaluation) are encouraged through various assignments, case studies, class discussions, debates and project-based learning through students' engagement in writing individual and group projects, article reviews and essays but mostly from being exposed to problem based learning (PBL).

Formative feedback is provided to the students at each stage of the project to enhance their learning process. These approaches to the learning process are supported by appropriate resources including access to marketing resources such as the Journal of Marketing Research, Journal of Service Marketing, Journal of International Marketing and other online databases.

Higher-order skills of reasoning and synthesis in addition to writing, communication and literacy skills are assessed through a final graduation project where students' synthesis presentations, reasoning and communication skills in particular are assessed.

### **Subject practical skills**

Students' problem solving skills are best enhanced by Problem-based learning (PBL) where students are assigned a case study of a business situation which could be created by the instructor or a real life case study. The students read the case and analyse the situation where sometimes they can directly detect the problem and suggest possible solutions, but in other cases at higher levels the case is complicated and students have to conduct research on previous literature to arrive to the problem definition and thus start solving the problem. Students can work in groups to increase peer learning and then they can engage in class student-led discussions, to be exposed to various possible solutions to the problem some of which can be creative to benefit other students. Moreover PBL is known for improving long-term retention of knowledge. Moreover, practical skills are enhanced by practical field training that is obligatory in year 2 and 3 of the course and through participating in local and international competitions.

Practical and problem-solving skills are assessed through examinations which may incorporate case studies and problem-based questions. Research skills such as skills in using search engines accompanied by quick reading and data collection skills are assessed through undergoing empirical research.

### **Transferrable skills**

Students acquire transferrable skills through guided research work, peer learning, group work and continuous practice on the use of technology.

Students' graduate skills are assessed by completion of graduation project research work, and through viva. They enhance their team work through collaborating in group work while their personal ad communication skills are improved by class debates and presentation of their work.

19. Course Structure: Levels, Units and Credits		Awards and Credits
Level 4	<p><b><u>Compulsory Units</u></b>  Students must take all of the following:  ACCT101 - Essentials of Accounting I – 3 Credits  ACCT202 - Essentials of Accounting II – 3 Credits  ACCT211 - Cost Accounting I – 3 Credits  BUS102 - Introduction to Business – 3 Credits  CS_100 - Introduction to Information Technology – 4 Credits  ECO101 - Introduction to Macroeconomics – 3 Credits  ECO102 - Introduction to Microeconomics – 3 Credits  ENG_101M - English Language for Academic Purposes – 3 Credits  ENG_102M - English Language for Study Skills – 3 Credits  ENG_201M - English Language for Research Purposes – 3 Credits  FIN201 - Financial Management I – 3 Credits  LAW201 - Introduction to Law – 3 Credits  MGT200 - Introductory Management – 3 Credits  MIS101 - Introduction to Management Information Systems – 4 Credits  MKT_201 - Principles of Marketing – 3 Credits  MKT_202 - Marketing Analysis and Planning – 3 Credits  MKT203 - Sales Management – 3 Credits  MTH_112 - Mathematics for Social Sciences I – 3 Credits  MTH_113 - Mathematics for Social Sciences II – 3 Credits  STAT215 - Statistics for Business I – 4 Credits  STAT216 - Statistics for Business II – 3 Credits</p> <p><b><u>1 Optional Unit</u></b>  The student must choose one OPTIONAL Unit from the following three units (3 Credits):  SOC 201–Social Psychology  FIN202 - Financial Management II  PSC200 - Introduction to Political Science</p>	
Level 5	<p><b><u>Compulsory Units</u></b>  Students must take all of the following:  BUS302 – Public Administration – 3 Credits  BUS304 – Entrepreneurship and Small Business Management – 3 Credits  LAW301 – Commercial Law – 3 Credits  MGT300N – Human Resources Management – 3 Credits  MGT310 – Quantitative Approach to Management – 3 Credits  MGT320 – Production and Operation Management – 3 Credits  MIS381 – E-Commerce and E-Marketing – 3 Credits  MKT301N – Marketing Research – 3 Credits  MKT302 – Buyer Behavior – 3 Credits  MKT305N – Integrated Marketing Communication – 3 Credits  MKT306 – Managing Distribution Channels – 3 Credits</p> <p><b><u>1 Optional Unit</u></b>  The student must choose one OPTIONAL Unit from the following three units (3 Credits):  FIN303 – Corporate Finance  MKT307 – Retail Management  MGT301 – Organizational Behavior</p>	

**Course Structure: Levels, Units and Credits (Continued)**

<p>Level  6</p>	<p><b>Compulsory Units</b>                  BUS410 – International Business – 3 Credits                  MGT401N – Strategic Management – 3 Credits                  MKT_401 – Global Marketing – 3 Credits                  MKT402 – Advertising and Media Campaign – 3 Credits                  MKT404N – Strategic Marketing – 3 Credits                  MKT_420 I – Graduation Project I – 3 Credits                  MKT_420 II – Graduation Project II – 3 Credits  <b>2 Optional Units</b>                  The student must choose one OPTIONAL Unit from the following three units (3 Credits):                  FIN406 - International Finance                  MGT441 – Supply Chain Management                  MKT408 – Service Marketing                  Also the student must choose one optional unit from the following three units (3 Credits):                  ACCT413 - Managerial Accounting                  MGT400 – Human Resources Management II                  MKT405 – New Product Development  <b>Units required for named endorsements (if applicable)</b>                  Students must choose one ELECTIVE from the elective list or other unit from other courses in the Faculty of Management Sciences – 3 Credits</p>	<p>BA Honours Degree</p>
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<sup>1</sup> units running during the first semester

<sup>2</sup>units running during the second semester

### 12.6.3 Marketing and International Business (MIB) Course – Four Years Plan

#	Code	Unit Name	CR	Prerequisites		
1	BUS102	Introduction to Business	3			
2	CS_100	Introduction to Information Technology	4			
3	ECO101	Introduction to Macroeconomics	3			
4	ENG_101M	English Language for Academic Purposes	3	ELAT	ENG 90	
5	MTH_112	Mathematics for Social Sciences I	3			
6	ACCT101	Essentials of Accounting I	3			
7	ECO102	Introduction to Microeconomics	3			
8	ENG_102M	English Language for Study Skills	3	ENG_101M		
9	MIS101	Introduction to Management Information Systems	4	CS_100		
10	MTH_113	Mathematics for Social Sciences II	3	MTH_112		
11	ACCT202	Essentials of Accounting II	3	ACCT 101		
12	ENG_201M	English Language for Research Purposes	3	ENG_102M		
13	MGT200	Introductory Management	3			
14	MKT_201	Principles of Marketing	3	BUS102		
15	FIN201	Financial Management I	3	ACCT101		
16	STAT215	Statistics for Business I	4	MTH_112		
17	MKT_202	Marketing Analysis and Planning	3	MKT_201		
18	MKT203	Sales Management	3	MKT_201		
19	LAW201	Introduction to Law	3	BUS102		
20	ACCT211	Cost Accounting I	3	ACCT101		
21	STAT216	Statistics for Business II	3	STAT215		
22	OPT100	Management Optional Unit 1 (CHOOSE ONLY ONE)	3			
	SOC201	Social Psychology		ENG101		
	FIN202	Financial Management II		FIN201		
	PSC200	Introduction to Political Science				
23	FT200	Field Training I <sup>(1)</sup>	0			
24	LAW301	Commercial Law	3	LAW201		
25	MKT302	Buyer Behavior	3	MKT_201		
26	MKT301N	Marketing Research	3	MKT_202		
27	MGT310	Quantitative Approach to Management	3	MGT200	MTH_113	STAT215
28	BUS304	Entrepreneurship and Small Business Management	3	FIN201	MGT200	MKT_201
29	OPT200	Management Optional Unit 2 (CHOOSE ONLY ONE)	3			
	FIN303	Corporate Finance		ACCT202	FIN202	
	MGT301	Organizational Behavior		MGT200		
	MKT307	Retail Management		MKT_201		
30	BUS302	Public Administration	3	LAW201	MGT200	
31	MIS381	E-Commerce and E-Marketing	3	MIS101	MKT_201	
32	MKT306	Managing Distribution Channels	3	MKT_201		
33	MKT305N	Integrated Marketing Communication	3	MKT_202		
34	MGT300N	Human Resources Management	3	MGT200		
35	MGT320	Production and Operations Management	3	MGT200		
36	FT300	Field Training II <sup>(2)</sup>	0			

## Marketing and International Business (MIB) Course – Four Years Plan (Continued)

36	BUS410	International Business	3	MGT200	MKT_201	
37	MKT402	Advertising and Media Campaign	3	MKT305N		
38	MKT_420 I	Graduation Project I	3	Senior standing - 95 credit hours		
				MKT301N	MKT302	
39	Elective 1	Elective Unit I	3			
40	OPT300	Management Optional Unit 3 (CHOOSE ONLY ONE)	3			
	FIN406	International Finance		FIN303		
	MGT441	Supply Chain Management		MGT310	MKT_201	
	MKT408	Service Marketing		MKT_201		
41	MKT_401	Global Marketing	3	MKT_202		
42	MKT404N	Strategic Marketing	3	MKT_202	Senior standing -95 credit hours	
43	MGT401N	Strategic Management	3	Senior standing - 95 credit hours		
44	MKT_420 II	Graduation Project II	3	MKT_420 I		
45	OPT400	Management Optional Unit 4 (CHOOSE ONLY ONE)	3			
	ACCT413	Managerial Accounting		ACCT211	FIN202	
	MGT400	Human Resource Management II		MGT300N		
	MKT405	New Product Development		MKT_201		
		Total	135			

<sup>(1)</sup> Minimum 3 weeks work experience in year 2

<sup>(2)</sup> Minimum 3 weeks work experience in year 3