



**King Saud University**

**College of Business Administration**

**Al Kharj**



### *Dean message*

The vision of the college is to successfully produce young Saudi graduates who are well qualified technically and professionally, through providing specialized educational programs that can keep up with the recent changes in the labor market. The college offers a comprehensive variety of career-oriented courses and programs that not only address the demands of the surrounding business communities but meet students' needs as well.

Our Faculty and staff at CBA are dedicated to students and their academic achievement. Strives for an occupational program.

CBA faculty provide the highest quality of education and skills that will shape students future.

Our goal is to create a learning community in which students at all levels, and their faculty mentors, can engage in the pursuit of knowledge across and between a broad range of disciplines in the Business Activities, i.e Accounting , Finance, Marketing, Management information system.

You will find in CBA in Alkarj a range of departments, covering all needed skills and knowledge.

We offer students a wide variety of courses and programs. We offer faculty an excellent research and teaching environment located strategically in the nation's capital.

I hope that you will find whatever information you may require here – and if not, please don't hesitate to let us know. We warmly welcome your comments and suggestions.

All Comments are welcomed as well.

***Dr. Khaled A Khathlan***

### ***Curriculum Objectives are summed up as follows:-***

1. To specify the main areas of specialization as depicted in the Elite World Business Administration Colleges.
2. To conduct a contrastive study between the best courses and fields of specialization offered at World level and those designed by College of Business Administration, Al Kharj.
3. To define the framework and the areas of specialization relevant to College of Business Administration, Al Kharj - taking into consideration the international academic norms observed by the Association of Advanced Collegiate School of Business (AACSB) along with the requirements of job market in the Kingdom of Saudi Arabia (KSA) and
4. Preparing course descriptions in accordance with the template recommended by the national commission for academic evaluation in the Kingdom of Saudi Arabia

### ***Methodology:-***

In the process of preparation, two factors are adopted:

1. A method of analytical approach - whereby a secondary training is obtained (and reviewed) from reliable and accredited sources (it includes the best in 2008 American Bachelor of Arts curricula published in US News & World Report). Additional information from AACSB has also been utilized.
2. The precious experience of the team members who have had a reliable experience in devising curricula for a number of government run colleges and other private ones is utilized. Their experience goes back to the recent ten years. They worked as members on evaluation and accreditation committees.

### ***Members of the Team:-***

1. **Professor Abdullah Mohamed Al Bekairi,**  
The General Supervisor,

King Saud University,  
Riyadh.

2. **Dr. Khalid Khathlan,**  
Team Leader,  
Dean of Business Administration,  
Al Khraj.
3. **Professor Abdurrahman Al Aali,**  
College of Business Administration  
King Saud University, Riyadh.
4. **Professor Ahmad Ali Suleiman,**  
College of Business Administration,  
King Saud University, Riyadh.

### *Study sample:-*

In order to make the objects of this project come true, a detailed analysis of the top five-universities, curricula is utilized with an emphasis on the colleges of business administration as categorized yearly by the US News & World Report for 2008. In order to widen the data range, other top ten colleges of business administration are consulted. All those colleges are accredited by AACSB. The following table displays the best twenty US curricula in business administration for the year 2008 - as reported in US News and World report.

S. No	University	Public / Private	Ranking
1	University of Pennsylvania (Wharton)	Private	1
2	Massachusetts Institute of Technology (Sloan)	Private	2
3	University of California- Berkeley (Hass) *	Public	3
4	University of Michigan-Ann Arbor *	Public	3
5	New York University ( Stern )	Private	5
6	University of North Carolina-Chapel Hill	Public	5

	(Kenan-Flager ) *		
7	Carnegie Mellon University (PA)	Private	7
8	University of Texas-Austin (McCombs) *	Public	7
9	University of Southern California (Marshall )	Private	9
10	University of Virginia (McIntire) *	Public	9
11	Indiana University-Bloomington (Kelley) *	Public	11
12	Cornell University (New York)	Private	12
13	Emory University (Goizueta) (GA)	Private	12
14	Ohio State University –Columbus (Fisher) *	Public	12
15	University of Illinois-Urbana-Champaign	Public	12
16	University of Wisconsin-Madison *	Public	12
17	Washington University in St. Louis (Olin)	Private	12
18	Pennsylvania State University – University Park (Smeal) *	Public	18
19	University of Minnesota - Twin Cities (Carlson) *	Public	18
20	University of Notre Dame ( IN)	Private	18

### *Majors offered in the International Colleges of Business*

#### *Administration:-*

At the beginning, the AACSB adopted Colleges of Business Administration working in northern American exclusively. Later on, any college in the world became accredited as long as it abided itself with the observed international rules and regulations. This accreditation commission used to be called American Assembly of Collegiate Schools of Business; but later it acquired a new name: The International Association to Advance Collegiate Schools of Business (AACSB). A study conducted on accredited colleges in the United State of America by the AACSB in 2008 has concluded certain results that are displayed in the following table and published in the Bulletin of Knowledge Services - May 2002.

The table also displays the most common areas of specialization at the University level:

<b>No</b>	<b>Major</b>	<b>Percentage</b>
1	Accounting	94.3%
2	Marketing	87.5%
3	Finance	85.9%
4	Management	78.0%
5	Management Information System	67.8%
6	Economics	54.5%
7	International Business	41.7%
8	General Business	39.3%
9	Human Resources Management	33.9%
10	Operation/Production Management	29.0%

The following table displays additional less popular areas of specialization:

<b>No</b>	<b>Major</b>	<b>Notes</b>
1	Risk Management & Insurance	Possible within Finance.
2	Real Estate	Possible within Real Estate.
3	Actuarial Science	Possible within Risk Management and Insurance.
4	Decision Sciences (Quantitative Methods)	Possible within an independent department in College of Business
5	Health/Hospital Management	Not Possible within College of Business Administration.
6	Hospitality Management	Not Possible within College of Business Administration.

## ***Vision***

The King Saud University, College of Business Administration, Al Kharj campus is designed to be a pioneer at the regional level. It aims to produce leaders in business and professional administration affairs.

## ***Mission***

The mission of the college is to prepare and produce distinguished students who would fit the modern professional demands. The preparation process has to be conducted in an advanced technical environment that would induce innovation. A highly professional environment of qualified staff is in place to render best social services ever.

## ***Objectives***

College of Business Administration is looking forward to inculcate professional and administrative qualities in prospective Managers/Administration capable of leading business organizations in both private and public sector. This approach also aims to render an effective contribution to the social and economic development in the Kingdom of Saudi Arabia. This can be made true through distinctive procedures conducted through education, quality administration and the utilization of the modern training and educational equipments.

## ***Areas of Specialization***

College of Business Administration, Al Kharj provides a set of qualification that is highly demand in the job market. The departments are:

- Accounting
- Finance
- Marketing
- Management Information System

The granted degree is named as Bachelor of Science in Business Administration BSBA.

The following majors are

- BSBA - Finance/Corporate Finance
- BSBA - Finance/ Investment
- BSBA - Finance/Insurance
- BSBA - Finance /Real Estate
- BSBA - Accounting
- BSBA – Marketing
- BSBA - Management Information Systems – MIS

## ***Distinguished features of the College Programs***

The following characteristics make the designed programs and courses offered by College of Business Administration, Al Kharj distinguished:

1. English is the medium of instruction.
2. The methods of teaching is the as per the AACSB standard.
3. Requirements of the international academic accreditation set for business administration are met. e.g., curriculum globalization with an insertion of international business administration as a basic requirement for all majors – other areas of specialization involves additional topics of an international dimension.
4. Ethically, the curriculum complies with the international accreditation requirements. Business ethics is included as a basic topic of study required in all majors. Subjects such as children- targeted advertisements are also included.
5. The college curriculum is designed in compliance with the general framework of the top five US Colleges of Business Administration. Percentage of similarity among basic courses to those offered in the USA is 85% - percentages in major courses are jumps in to 95%.
6. A development of early skills in the students' talents that are notable in business administration is considered - examples are:
  - Students in English language course study six courses divided between General English and Special English Courses for Business Administration – a total of 12 credit hours or eighteen contact hours in each semester.

- Mathematics and basic Sciences (22 credit hours): students study two mathematics courses, three courses in Statistics, a course in Science Management, and a course in Physics. All these mandatory courses prepare the students for a better understanding of the advanced courses. These courses are planned to be analytical tools of both logic and quantity – This approach makes admission to the program restricted to high school graduates of scientific background training.
  - Communication and skills of knowledge acquisition and research. Two relevant courses are involved to develop students' aptitude, personality, and higher education acquisition.
  - Utilization of technology: Three courses: Computer Skills (offered in early semesters), "Administration of Information System", and Strategic Administration through computer simulation, are included in the curriculum as basic requirements for all majors. Trainings in computer applications are also involved in both major and basic relevant courses.
7. Present and prospective job market demands are considered – relevant courses for four major market needs are designed e.g., Marketing, Finance, Accounting, Computer Administration System, - with a possibility of an additional core course within the general framework of the curriculum.
  8. A special emphasis is given to questions of finance for they are in a high demand by the finance and business sectors. A plan for the Finance Department has been designed to provide sub-majors such as: Insurance and Real Estate (being newly created in the Kingdom of Saudi Arabia). Student might choose the finance track or a relevant branch such as: Corporate Finance, Finance Investment, Finance/Insurance, and Finance Real Estate.
  9. Students are expected to undertake a graduation project over two sequential courses. The first is named project 1, and the second is named project 2. This approach teaches a student how to plan in advance. It can be conducted through one of the following options: Innovation and Design, Library Research, Field Research, Practical Field Training (for at least one hundred hours in a job environment relevant to the student's major).
  10. In a summer session that precedes a student's prospective graduation date, a student is expected to get involved in a practical training; provided he/she has completed 90 credit hours. Students have to spend 240 continuous work hours in an institute officially recognized by College of Business Administration, Al Kharj. It is a pass/fail course with a corporate evaluation by both the college and the accredited institute.

### ***University Requirements:-***

In order to graduate, students must fulfill a set of requirements defined by the University to serve as backbone of undergraduate study at the college of Business administration at Alkharj. All programs of study should achieve balance between depth of knowledge acquired in an area of specialization and breadth of knowledge acquired through exploration.

<b>Requirements</b>	<b>Credit Hours</b>	<b>Target</b>
University Requirements	12	It aims to provide students with the important concepts of Islamic culture, and the ability to express them clearly in Arabic language.
<b>College Requirements</b>		
English Language & Communication Skills	20	The purpose of college requirements is to promote effective communication by ensuring that every undergraduate can write English clearly and effectively. Because words are the vehicles for thought. This course is designed to provide the students with multi-skills in English Language, using a professional teaching approach.
Basic Science	22	This course is designed to teach students various scientific and mathematical concepts and to help them take a resolution based on science and logic. This approach reflects certain values, beliefs, creativity and cultures in the students' knowledge acquisition.
Principles of Business Administration	48	This is an essential course in business administration irrespective of the specialization. It provides students with knowledge of required concepts, ability in independent thinking and an analysis of business administration.
Major Requirements	24	This course aims to develop student's knowledge through providing them with various major skills. It stands for (15) major credit hours plus (9) elective credit hours opted from major courses.
Summer Training	0	From a practical perspective summer training is affiliated to courses that are previously were studied. This course is offered during the summer season that precedes graduation. Students enrolled in this course

		should be complete 90 credit hour with a minimum of 240 practical hours conducted in an institute accredited by the college. It is a pass/fail course students' evaluation is by the college and the concerned institute/organization.
Elective Courses (Optional)		
Elective Courses (Optional)	6	Being an Elective Course, students are encouraged to choose a course, that suit his/her personal ambitions. Elective Courses can be choosing from any college courses, or some other colleges. Such elective courses can be a core of a sub-specialty provided they are relevant to a unified of knowledge. Pre-requisites of such courses have to be completed. Students enrolled in Accounting have to study three credit hours (from Elective Courses) to be able to enroll in an accounting relevant courses.
Total Credit Hours	132	

### Curriculum Details:-

Requirements	Course Code	Title of the Course	Credit Hours	Total Credit Hours	Cumulative Credit Hours
University Requirements	IC-101	Introduction to Islamic Culture	2	12	12
	IC-102	Islam and Society Building	2		
	IC-103	Economic System of Islam	2		
	IC-104	Fundamentals of Islamic Political System	2		
	Arab-101	Language Skills	2		
	Arab-103	Expository Writing	2		
<b>English Language &amp; Communication Skills</b>					
	ENGT-161	Grammar	2		
	ENGT-	Reading	2		

College Requirements	ENGT-163	Writing	2	20	32	
	ENGT-165	Listening & Conversation	2			
	ENGT-166	Business Reading	2			
	ENGT-167	Business Writing	2			
	MIC-150	Communication Skills	2			
	CI-140	Learning, Thinking & Research Skills	3			
	CT-140	Computer Skills	3			
	<b>Basic Science</b>					
	MATH-142	Mathematics –I	3	22	54	
	Math-143	Mathematics- II	3			
	BUS-111	Business Statistics – I	3			
	BUS-113	Business Statistics – II	3			
	BUS-211	Prediction of Business	3			
	MIS-231	Management Science	3			
PHYS-104	General Physics	4				
<b>Principles of Business Administration</b>						
BUS-201	Introduction to Business	3				
BUS-215	The Legal Environment of Business	3				
BUS-221	Organizational Behavior	3				
BUS-223	Human Recourse Management	3				
BUS-311	Business Ethics	3				
MIS-201	Management Information System	3				
BUS-	Computerized	3				

	490	Strategic Management			
	ACCT-103	Principles of Financial Accounting	3		
	ACCT-104	Principles of Management Accounting	3		
	ECON-101	Principles of Microeconomics	3		
	ECON-102	Principles of Macroeconomics	3		
	MKT-201	Principles of Marketing	3		
	MKT-304	International Business Administration	3		
	AMOR-201	Principles of Corporate Finance	3		
	AMOR-231	Risk Management and Insurance	3		
	BUS-391	Summer Training	0		
	MIS-321	Operation Research			
Core Course		Core Course	24	24	126
Elective Credit Hours		Elective Credit Hours	6	6	132
		<b>Total</b>			<b>132</b>

### *Credit Hours Details*

#### **1<sup>st</sup> Year**

First Semester			Second Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
ENGT-161	Grammar	2	ENGT-165	Listening & Conversation	2
ENGT-162	Reading	2	ENGT-166	Business Reading	2
ENGT-163	Writing	2	ENGT-167	Business Writing	2

MATH-142	Mathematics - I	3	MATH-143	Mathematics-II	3
IC-101	Introduction to Islamic Culture	2	CI-140	Learning, Thinking & Research Skills	3
CT-140	Computer Skills	3	MIC-150	Communication Skills	2
	<b>Total</b>	<b>14</b>		<b>Total</b>	<b>14</b>

#### **2<sup>nd</sup> Year**

Third Semester			Fourth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
BUS-111	Business Statistics -I	3	BUS-113	Business Statistics -II	3
BUS-201	Introduction to Business	3	BUS-215	The Legal Environment of Business	3
ACCT-103	Principles of Financial Accounting	3	BUS-221	Organizational Behavior	3
ECON-101	Principles of Microeconomics	3	ACCT-104	Principles of Management Accounting	3
PHYS-104	General Physics	4	ECON-102	Principles of Macroeconomics	3
IC-102	Islam and Society Building	2	ARAB-101	Language Skills	2
	<b>Total</b>	<b>18</b>		<b>Total</b>	<b>17</b>

#### **3<sup>rd</sup> Year**

Fifth Semester			Sixth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
BUS-211	Prediction of	3	BUS-311	Business Ethics	3

	Business				
BUS-223	Human Recourses Management	3	AMOR-231	Risk Management and Insurance	3
MKT-201	Principles of Marketing	3	MIS-231	Management Science	3
AMOR-201	Principles of Corporate Finance	3	IC-103	Economic System of Islam	2
MIS-201	Management Information System	3		Major Elective Course	3
ARAB-103	Expository Writing	2		Major Elective Course	3
	<b>Total</b>	<b>17</b>		<b>Total</b>	<b>17</b>

496	Research Project-I	1		Open Credit Course	3
BUS-391	Summer Training *	0			
	<b>Total</b>	<b>16</b>		<b>Total</b>	<b>16</b>

\* Students have to take this course after Completion of at least 90 credit hours.

#### 4<sup>th</sup> Year

Seventh Semester			Eighth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
MKT-304	International Business Administration	3	BUS-490	Computerized Strategic Management	3
MIS-321	Operation Research	3		Research Project-II	2
	Major Elective Course	3	IC-104	Fundamentals of Political System	2
	Major Elective Course	3		Major Elective Course	3
	Open Credit Course	3		Major Elective Course	3

## Academic Departments

### *Department of Accounting*

Accounting involves the preparation, analysis and communication of information relevant to decision makers. Such information often focuses on the resources and obligations of organizations and their subunits as well as the effectiveness and efficiency with which they attain objectives.

A student in accounting learns systematic ways for classification, preparing, and analyzing financial statements. Courses are designed to instill in students required accounting skills.

### *Objectives*

#### *Education Relevant:-*

1. Provide students with a strong knowledge base of modern accounting tools that would enable them to secure jobs, to offer accounting consultation, and to pursue a higher education.
2. Prepare students to acquire accounting related skills such as: computer applications in accounting, analytical and deduction capability, analysis of accounting problems and projecting appropriate solutions, a capability to develop and transfer their academic knowledge to practical job applications.
3. Develop students' adaptable capabilities to ever renewable modern accounting policies and practices.
4. Enable students to interact with work potentialities through field training procedures.

#### *Staff-Relevant:-*

1. Provide staff members with a proper environment to beef up both their developmental teaching skills and potentialities. This approach aims to secure a student product that fits the job market requirements.

2. Encourage staff members to participate effectively and to develop Computer Accounting Applications through conducting academic research studies.
3. Invest the research and the expertise of the staff members in the best interest of King Saud University and sequentially help provide solutions to some problems that the society might encounter.
4. Tie staff members to research or consultation projects (as being complementary to their academic load).

### *Curriculum Structure*

No	Courses	Total Credit Hours
1	University Requirements	12
2	College Requirements	90
3	Core Courses	24
4	Elective Credit Hours	6
	Total Credit Hours	132

### *Name of the Courses*

Course Code	Title of the Course	Prerequisites	Credit Hours
<b>College Requirements</b>			
ACCT-103	Principles of Financial Accounting	-	3
ACCT-104	Principles of Management Accounting	ACCT-103	3
<b>Core Course</b>			

ACCT-217	Intermediate Accounting –I		3
ACCT-218	Intermediate Accounting-II	ACCT-217	3
ACCT-232	Cost Accounting		3
ACCT-301	Advanced Accounting	ACCT-218	3
ACCT-332	Zakat & Tax Accounting	ACCT-327	3
ACCT-327	Govt. Accounting for Non-Profitable Firms	ACCT-103	3
ACCT-431	Managerial Accounting	ACCT-232	3
ACCT-457	Auditing		3
ACCT-496	Research Project –I	15 Credit Hours from ACCT Courses	1
ACCT-497	Research Project –II	ACCT-496	2
	<b>Total</b>		<b>27</b>

### *Credit Hours Details*

#### **1<sup>st</sup> Year**

First Semester			Second Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
ENGT-161	Grammar	2	ENGT-165	Listening & Conversation	2
ENGT-162	Reading	2	ENGT-166	Business Readings	2
ENGT-163	Writing	2	ENGT-167	Business Writing	2
MATH-142	Mathematics – I	3	MATH-143	Mathematics-II	3
IC-101	Introduction to Islamic Culture	2	CI-140	Learning, Thinking & Research Skills	3
<b>CT-140</b>	Computer Skills	3	<b>MIC-150</b>	Communication Skills	2
	<b>Total</b>	<b>14</b>		<b>Total</b>	<b>14</b>

#### **2<sup>nd</sup> Year**

Third Semester			Fourth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
BUS-111	Business Statistics -I	3	BUS-113	Business Statistics - II	3
BUS-201	Introduction to Business	3	BUS-215	The Legal Environment of Business	3
ACCT-103	Principles of Financial Accounting	3	BUS-221	Organizational Behavior	3
ECON-101	Principles of Microeconomics	3	ACCT-104	Principles of Management Accounting	3
IC-102	Islam and Society Building	2	ECON-102	Principles of Macroeconomics	3
PHYS-104	General Physics	4	ARAB-101	Language Skills	2
	<b>Total</b>	<b>18</b>		<b>Total</b>	<b>17</b>

#### **3<sup>rd</sup> Year**

Fifth Semester			Sixth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
BUS-211	Prediction of Business	3	BUS-223	Human Recourses Management	3
MKT201	Principles of Marketing	3	ACCT-218	Intermediate Accounting-II	3
ACCT-217	Intermediate Accounting-I	3	ACCT-431	Managerial Accounting	3
ACCT-232	Cost Accounting	3	AMOR-231	Risk Management and Insurance	3
AMOR-201	Principles of Corporate Finance	3	MIS-231	Management Science	3
<b>MIS-231</b>	Management Information System	3	<b>IC-103</b>	Economic System of Islam	2
	<b>Total</b>	<b>18</b>		<b>Total</b>	<b>17</b>

## 4<sup>th</sup> Year

Seventh Semester			Eighth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
BUS-311	Business Ethics	3	BUS-490	Computerized Strategic Management	3
MKT-304	International Business Administration	3	ACCT-327	Govt. Accounting for Non-Profit	3
ACCT-301	Advanced Accounting	3	ACCT-457	Auditing	3
ACCT-332	Zakat & Tax Accounting	3	ACCT-497	Research Project -II	2
MIS-321	Operation Research	3	IC-104	Fundamentals of Islamic Political System	2
ARAB-103	Expository Writing	2		Open Credit Course	3
ACCT-496	Research Project -I	1			
BUS-391	Summer Training *	0			
	<b>Total</b>	<b>18</b>		<b>Total</b>	<b>16</b>

• Students have to take this course after Completion of at least 90 credit hours.

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### Department of Finance

The Finance Department is responsible for maintaining a fiscally sound organization that conforms to legal requirements and to generally accepted financial management principles. Services provided include debt management and capital financing, advisory support, accounting

and financial reporting, procurement of materials and services, treasury services, risk and inventory management, tax and licensing, and acquisition and management of real property.

### Objectives

#### Education Relevant:-

1. Empower students with a solid knowledge-base coupled with modern financial tools and skills to enable them to secure jobs in: Financial Administration, Insurance, and Real Estate Institutes or to pursue a higher education.
2. Students are prepared to acquire the following job related skills: Computer Applications, Deduction and Analysis Skills, Financial and Investment Problem Diagnosis, Planning Strategies and appropriate training in decision making process, transfer of acquired knowledge to practical job situations.
3. Empowering graduates to adapt to both the technicalities and the practice of varied revitalized financial matters.
4. Enhance students' interaction with business through research and field training projects.

#### Staff Relevant:-

1. Provide both environment and other relevant means to enable staff members to develop their teaching potentialities so that qualitative education products that meet the job market competitiveness are ensured.
2. Encourage staff members to participate effectively in the development of Financial Sciences – through widening the scope of research works.
3. Utilize the academic and the scientific expertise of the staff members to secure an ultimate service to the university and to provide solutions

to problems relevant to their majors –which the society might encounter.

- Staff members' contribution to financial projects that can be attained through research projects, and consultations to shore up their academic works.

### Curriculum Structure

No	Courses	Total Credit Hours
1	University Requirements	12
2	College Requirements	90
3	Core Courses	24
4	Elective Credit Hours	6
	<b>Total Credit Hours</b>	<b>132</b>

### Name of the Courses

Course Code	Title of the Course	Prerequisites	Credit Hours
<b>College Requirements</b>			
AMOR-201	Principles of Corporate Finance	ACCT-103	3
AMOR-231	Risk Management and Insurance	AMOR-201	3
<b>Core Course</b>		<b>15</b>	
AMOR-301	Advanced Corporate Finance	AMOR-201	3
AMOR-311	Principles of Investment	AMOR-201	3
AMOR-325	Financial Markets & Institutions	AMOR-201	3
AMOR-321	Principles of Property Investment	AMOR-201	3
AMOR-496	Research Project –I	12 hours from AMOR	1
AMOR-497	Research Project –II	AMOR-496	2
<b>Corporate Finance</b>		<b>9</b>	
AMOR-411	Evaluation of Companies	AMOR-301	3

AMOR-413	Evaluation of Assets	AMOR-411	3
AMOR-415	International Corporate Finance	AMOR-211	3
<b>Investment</b>		<b>3</b>	
AMOR-415	International Corporate Finance	AMOR-211	3
AMOR-421	Advanced Investment Management	AMOR-321	3
AMOR-423	Portfolio Management	AMOR-321	3
<b>Insurance</b>		<b>9</b>	
AMOR-431	Property Insurance & Civil Responsibility	AMOR-231	3
AMOR-433	Life & Health Insurance	AMOR-231	3
AMOR-435	Selective Topics in Insurance	AMOR-431	3
<b>Real Estate</b>		<b>9</b>	
AMOR-411	Evaluation of Companies	AMOR-301	3
AMOR-441	Analyses and Evaluation of Real Estate Investment	AMOR-341	3
AMOR-443	Advanced Analyses and Evaluating of Real Estate Investment	AMOR-441	3
<b>Total Hours</b>			<b>24</b>

### Credit Hours Details

#### 1<sup>st</sup> Year

First Semester			Second Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
ENGT-161	Grammar	2	ENGT-165	Listening & Conversation	2
ENGT-162	Reading	2	ENGT-166	Business Readings	2
ENGT-163	Writing	2	ENGT-167	Business Writing	2
MATH-142	Mathematics – I	3	MATH-143	Mathematics-II	3

IC-101	Introduction to Islamic Culture	2	CI-140	Learning, Thinking & Research Skills	3
CT-140	Computer Skills	3	MIC-150	Communication Skills	2
<b>Total</b>		<b>14</b>	<b>Total</b>		<b>14</b>

## 2<sup>nd</sup> Year

Third Semester			Fourth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
BUS-111	Business Statistics -I	3	BUS-113	Business Statistics - II	3
BUS-201	Introduction to Business	3	BUS-215	The Legal Environment of Business	3
ACCT-103	Principles of Financial Accounting	3	BUS-221	Organizational Behavior	3
ECON-101	Principles of Microeconomics	3	ACCT-104	Principles of Management Accounting	3
IC-102	Islam and Society Building	2	ECON-102	Principles of Macroeconomics	3
PHYS-104	General Physics	4	ARAB-101	Language Skills	2
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>17</b>

## 3<sup>rd</sup> Year

Fifth Semester			Sixth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
BUS-211	Prediction of Business	3	BUS-311	Business Ethics	3
BUS-223	Human Recourses Management	3	AMOR-231	Risk Management and Insurance	3
MKT-201	Principles of Marketing	3	AMOR-301	Advanced Corporate Finance	3
AMOR-201	Principles of Corporate Finance	3	AMOR-311	Principles of Investment	3

MIS-201	Management Information System	3	AMOR-325	Financial Markets & Institutions	3
MIS-231	Management Science	3	IC-103	Economic System of Islam	2
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>17</b>

## 4<sup>th</sup> Year

Seventh Semester			Eighth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
MKT-304	International Business Administration	3	BUS-490	Computerized Strategic Management	3
MIS-321	Operation Research	3	MKT-410	Strategic Marketing	3
AMOR-321	Principles of property investment	3	AMOR	Major Elective Course	3
AMOR	Major Elective Course	3	AMOR	Major Elective Course	3
ARAB-103	Expository Writing	2		Open Credit Course	3
	Open Credit Course	3	IC-104	Fundamentals of Islamic Political System	2
AMOR-469	Research Project –I	1	AMOR-497	Research Projects - II	2
BUS-391	Summer Training *	0			
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>16</b>

\* Students have to take this course after Completion of at least 90 credit hours.

## ***Department of Marketing***

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy both individual and organizational objectives. It includes such major tasks as environmental analysis, market measurement, product development, packaging, and pricing, credit, marketing channel development, physical distribution, advertising, selling and product and customer service.

A student in marketing learns systematic ways for identifying, understanding and satisfying consumer and organizational needs. Courses are designed to instill in students an appreciation for both the total marketing process as well as specialized marketing activities such as purchasing, sales, transportation, warehousing and marketing research.

Students will also focus on how to integrate the marketing process with the objectives of a given organization, the functions of the economy and the constraints of society from national and global perspectives. Students learn to apply conceptual principles and quantitative techniques in their study of consumer and business markets with the goal of becoming informed, skilled and competent market professionals.

### ***Objectives***

#### ***Education Relevant:-***

1. Provide students with a strong knowledge base of modern marketing tools and skills to enable them to secure jobs or to pursue a higher relevant education.
2. Prepare students to acquire the following major-relevant-skills: computer skills in market applications, analytical and deductive skills, an ability to diagnose market problems and advance solutions, decision making ability and devising market strategies, an ability for

innovation and creativity, an ability to transfer acquired knowledge to factual real job situations.

3. Promote students' ability to adapt to technicalities and renewable marketing practices
4. Students' interaction with work institutions through research projects and field training.

#### ***Staff-Related:-***

1. Provide staff members with proper environment and market relevant facilities to help develop their capabilities and teaching skills - including their potentialities to maintain a qualitative standard of graduates who would fit all job market requirements.
2. Encourage staff members, through research and academic studies, to contribute effectively towards the development of marketing process
3. Utilize and invest the staff members' professional, vocational and academic expertise in the best possible service for the development of the university. Staff members are also encouraged to help solve problems that the society might encounter, provided they are directly relevant to their areas of specialty.
4. Connect staff members with business related projects through research projects, consultation works that are considered complementary to their academic load.

### ***Curriculum Structure***

No	Courses	Total Credit Hours
1	University Requirements	12
2	College Requirements	90
3	Core Courses	24
4	Elective Credit Hours	6
	Total Credit Hours	132

*Name of the Courses*

Course Code	Title of the Course	Prerequisites	Credit Hours
<b>College Requirements</b>			
<b>MKT-201</b>	Principles of Marketing	BUS-201	3
<b>Core Courses</b>			
<b>15</b>			
MKT-301	Consumer Behavior	MKT-201	3
MKT-302	Marketing Research	MKT-201	3
MKT-402	Marketing Communication	MKT-201	3
MKT-410	Strategic Marketing	MKT-201	3
MKT-496	Research Project –I	12 hours from MKT	1
MKT-496	Research Project –II	MKT-496	2
<b>Elective Courses</b>			
<b>9</b>			
MKT-303	Selling Skills & Sales Management	MKT-201	3
MKT-351	Global Marketing	MKT-201	3
MKT-403	E- Marketing	MKT-201	3
MKT-404	Distributing Management & Firms Marketing	MKT-201	3
MKT-452	Service Marketing	MKT-201	3
MKT-454	Industrial Marketing	MKT-201	3
MKT-456	Computer Application in Marketing	MKT-201	3
<b>Total Hours</b>			<b>24</b>

*Credit Hours Details*

**1<sup>st</sup> Year**

First Semester			Second Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
ENGT-161	Grammar	2	ENGT-165	Listening & Conversation	2
ENGT-162	Reading	2	ENGT-166	Business Readings	2
ENGT-163	Writing	2	ENGT-167	Business Writing	2
MATH-142	Mathematics - I	3	MATH-143	Mathematics-II	3
IC-101	Introduction to Islamic Culture	2	CI-140	Learning, Thinking & Research Skills	3
CT-140	Computer Skills	3	MIC-150	Communication Skills	2
<b>Total</b>		<b>14</b>	<b>Total</b>		<b>14</b>

**2<sup>nd</sup> Year**

Third Semester			Fourth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
BUS-111	Business Statistics -I	3	BUS-113	Business Statistics -II	3
BUS-201	Introduction to Business	3	BUS-215	The Legal Environment of Business	3
ACCT-103	Principles of Financial Accounting	3	BUS-221	Organizational Behavior	3
ECON-	Principles of	3	ACCT-	Principles of	3

101	Microeconomics		104	Management Accounting	
IC-102	Islam and Society Building	2	ECON-102	Principles of Macroeconomics	3
PHYS-104	General Physics	4	ARAB-101	Language Skills	2
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>17</b>

### 3<sup>rd</sup> Year

Fifth Semester			Sixth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
BUS-211	Prediction of Business	3	BUS-311	Business Ethics	3
BUS-223	Human Recourses Management	3	MKT-301	Consumer Behavior	3
MKT-201	Principles of Marketing	3	MKT-302	Marketing Research	3
AMOR-201	Principles of Corporate Finance	3	MKT	Major Elective Course	2
MIS-201	Management Information System	3	AMOR-231	Risk Management and Insurance	3
MIS-231	Management Science	3	IC-103	Economic system of Islam	3
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>17</b>

### 4<sup>th</sup> Year

Seventh Semester			Eighth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
MKT-304	International Business Administration	3	BUS-490	Computerized Strategic Management	3
MKT-401	Marketing Communication	3	MKT-410	Strategic Marketing	3
MKT	Major Elective Course	3	MKT-497	Research Project -II	2
MIS-321	Operation Research	3	MKT	Major Elective	3

	Open Credit Course	3	IC-104	Fundamentals of Islamic Political System	2
ARAB-103	Expository Writing	2		Open Credit Non-Credit Course	3
MKT-496	Research Project -I	1			
BUS-391	Summer Training *	0			
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>16</b>

\* Students have to take this course after Completion of at least 90 credit hours.

### Department of Management Information System

The Management Information System (MIS) field deals with all the information and problem solving activity of a modern, successful organization. The MIS discipline brings together the various business areas and computer science. This program provides the theory and methodology required to analyze, design, implement and manage an organization's information technology and systems.

#### Objectives

#### Education relevant:

1. Provide students with a strong knowledge base of modern marketing tools and skills to enable them to secure jobs or to pursue a higher relevant education.
2. Prepare students to acquire the following major-relevant-skills: Computer Skills in Market Applications, Analytical and Deductive Skills, an ability to diagnose market problems and advance solutions, decision making ability, and devising market strategies, an ability for innovation and creativity, an ability to transfer acquired knowledge to factual real job situations.
3. Promote students' ability to adapt to technicalities and renewable marketing practices
4. Students' interaction with work institutions through research projects and field training.

### Staff-Related:

1. Provide staff members with proper environment and relevant facilities to help develop their capabilities and teaching skills - including their potentialities to maintain a qualitative standard of graduates who would fit the job market requirements.
2. Encourage staff members, through research and academic studies, to contribute effectively towards the development of marketing process.
3. Utilize and invest the staff members' professional, vocational and academic expertise in the best possible service rendered to KSU. Staff members are also encouraged to help solve problems that the society might encounter provided problems are directly relevant to their areas of specialty.
4. Connect staff members with business related projects through research projects, consultation works that are considered complementary to their academic load.

### Curriculum Structure

No	Courses	Total Credit Hours
1	University Requirements	12
2	College Requirements	90
3	Core Courses	24
4	Elective Credit Hours	6
	<b>Total Credit Hours</b>	<b>132</b>

### Name of the Courses

Course Code	Title of the Course	Prerequisites	Credit Hours
<b>College Requirements</b>			
MIS-201	Management Information System	BUS-201	3
<b>Core Course</b>			
<b>15</b>			

MIS-211	Introduction to Programming	MIS-201	2
MIS-301	Database Management System	MIS-211	3
MIS-421	Computer Networking		3
MIS-496	Research Project –I	12 credit hours from MIC courses	1
MIS-497	Research Project -II	MIS-496	2
<b>Elective Course</b>			
MIS-311	Decision Support & Expert Systems	MIS-211	3
MIS-315	Electronic Trading	MIS-211	3
MIS-431	Information Security	MIS-201	3
MIS-441	Data Mining for Knowledge Management	MIS-301	3
MIS-451	Information Systems Project Management	MIS-201	3
<b>Total</b>			<b>24</b>

### Credit Hours Details

#### 1<sup>st</sup> Year

First Semester			Second Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
ENGT-161	Grammar	2	ENGT-165	Listening & Conversation	2
ENGT-162	Reading	2	ENGT-166	Business Readings	2
ENGT-163	Writing	2	ENGT-167	Business Writing	2
MATH-142	Mathematics - I	3	MATH-143	Mathematics-II	3
IC-101	Introduction to Islamic Culture	2	CI-140	Learning, Thinking &	3

CT-140	Computer Skills	3	MIC-150	Research Skills Communication Skills	2
<b>Total</b>		<b>14</b>	<b>Total</b>		<b>14</b>

## 2<sup>nd</sup> Year

Third Semester			Fourth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
BUS-111	Business Statistics -I	3	BUS-113	Business Statistics - II	3
BUS-201	Introduction to Business	3	BUS-215	The Legal Environment of Business	3
ACCT-103	Principles of Financial Accounting	3	BUS-221	Organizational Behavior	3
ECON-101	Principles of Microeconomics	3	ACCT-104	Principles of Management Accounting	3
IC-102	Islam and Society Building	2	ECON-102	Principles of Macroeconomics	3
PHYS-104	General Physics	4	ARAB-101	Language Skills	2
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>17</b>

## 3<sup>rd</sup> Year

Fifth Semester			Sixth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
BUS-211	Prediction of Business	3	BUS-311	Business Ethics	3
BUS-223	Human Recourses Management	3	AMOR-231	Risk Management and Insurance	3
MKT-201	Principles of Marketing	3	MIS-231	Management Science	3
AMOR-201	Principles of Corporate Finance	3	MIS-313	System Analysis & Design	3

MIS-201	Management Information System	3	MIS-421	Computer Networking	3
MIS-211	Introduction to Programming	3	IC-103	Economic System of Islam	2
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>17</b>

## 4<sup>th</sup> Year

Seventh Semester			Eighth Semester		
Course Code	Title of the Course	Credit Hours	Course Code	Title of the Course	Credit Hours
MKT-304	International Business Administration	3	BUS-490	Computerized Strategic Management	3
MIS-321	Operations Research	3	IC-104	Fundamentals of Islamic Political System	2
MIS-301	Database Management System	3	MIS	Major Elective Course	3
MIS	Elective Major Course	3	MIS-	Major Elective Course	2
	Open Credit Course	3		Open Credit Course	3
ARAB-103	Expository Writing	2	MIS-497	Research Project -II	2
MIS-496	Research Project -I	1			
BUS-391	Summer Training	0			
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>15</b>

- Students have to take this course after Completion of at least 90 credit hours

