

### Business electives

Three courses (nine credit hours) may be taken from the list of approved business electives. Currently, this list includes courses from all the majors offered at the College of Business, except FIN-designated courses. Other courses not listed here may be taken if approved by an advisor.

#### List of approved business electives for FIN program

Course no.	Course title	Credits	Prerequisite(s)
ACCT 342	Auditing	3-0-3	FIN 240 & ACCT 240
ENTP 252	Entrepreneurship and Enterprise	3-0-3	MGT 220
ENTP 253	Creativity and Innovation	3-0-3	MGT 220
ENTP 350	Entrepreneurship	3-0-3	MGT 220
ENTP 353	Launching Entrepreneurial Ventures	3-0-3	ENTP 252
ENTP 454	Family-Owned Business	3-0-3	ENTP 253
ENTP 490	Special Topics in ENTP	3-0-3	Dept. approval
HRM 360	Management of Human Resources	3-0-3	MGT 220
HRM 361	Recruitment, Placement and Staffing	3-0-3	MGT 220
HRM 362	Employment Training and Development	3-0-3	MGT 220
HRM 461	Compensation and Benefits Management	3-0-3	MGT 220
HRM 462	Supervision and Leadership	3-0-3	MGT 220
HRM 463	International HRM	3-0-3	HRM 360
HRM 464	Strategic HRM	3-0-3	HRM 360
HRM 490	Special Topics in HRM	3-0-3	Dept. approval
MGT 221	Organization Design and Change	3-0-3	MGT 220
MGT 224	Intercultural Communications	3-0-3	MGT 220
MGT 324	Negotiations	3-0-3	MGT 220
MGT 327	Teams and Inter-group Communications	3-0-3	MGT 220
MGT 421	International Business	3-0-3	MGT 220 & MKT 210 & FIN 240
MGT 423	Managerial Communications	3-0-3	MGT 220
MGT 426	Business Law	3-0-3	MGT 325
MKT 313	Marketing Research Methods	3-0-3	MKT 210 & GENG 161
MKT 314	Consumer Behavior	3-0-3	MKT 210
MKT 315	International Marketing	3-0-3	MKT 210
MKT 410	Integrated Marketing Communications	3-0-3	MKT 210
MKT 411	Services Marketing	3-0-3	MKT 210
MKT 412	Sales Force Management	3-0-3	MKT 210
MKT 413	Retailing and Channel Management	3-0-3	MKT 210
MKT 414	eCommerce	3-0-3	OPIM 230
MKT 415	New Product Management	3-0-3	MKT 210
MKT 417	Marketing Strategy	3-0-3	MKT 210
MKT 490	Special Topics in MKT	3-0-3	Dept. approval
OPIM 331	Management of Service Operations	3-0-3	OPIM 230
OPIM 332	Supply Chain Management	3-0-3	OPIM 230
OPIM 333	Physical Distribution	3-0-3	OPIM 230
OPIM 334	Information Resource Management	3-0-3	OPIM 230
OPIM 335	Database Systems	2-2-3	Junior standing
OPIM 339	Systems Analysis and Design	2-2-3	OPIM 338
OPIM 424	Business Application Development	2-2-3	Junior standing
OPIM 426	Web Based Systems	2-2-3	OPIM 338
OPIM 432	Project Management	3-0-3	Senior standing
OPIM 433	Forecasting Techniques	3-0-3	MATH 160 & OPIM 230
OPIM 434	Data Mining and Business Intelligence	3-0-3	OPIM 338
OPIM 435	Statistical Quality Control	3-0-3	OPIM 230
OPIM 490	Special Topics in OPIM	3-0-3	Dept. approval

### Finance: Study plan

Freshman Year – Semester 1				LEC	LAB	CR	Freshman Year – Semester 2				LEC	LAB	CR
IMT XXX	Digital Skills: Information and Computer Literacy	2	2	3	ACCT 140	Financial Accounting	2	2	3				
GMTH 141B	Pre-Calculus	3	0	3	MATH 160	Mathematics for Management – Applied Calculus (GMTH 141B)	2	2	3				
SLR XXX	Scientific Literacy Requirement	-	-	3	GSTA 140	Elementary Statistics	2	2	3				
GENG 161	Project Based Language Learning & Critical Thinking	2	1	2	GENG xxx	English Language	2	1	2				
GISL 171	Social and Moral Values in Islam	2	0	2	GISL xxx	Islamic Thought and Ethics Requirement II	2	0	2				
GARB xxx	Arabic Language	3	0	3	PEW xxx	Physical and Environmental Wellbeing Requirement	2	0	2				
<b>TOTAL</b>				<b>16</b>	<b>TOTAL</b>				<b>15</b>				
Sophomore Year – Semester 3				LEC	LAB	CR	Sophomore Year – Semester 4				LEC	LAB	CR
ACCT 240	Managerial Accounting (ACCT 140)	3	0	3	MKT 210	Principles of Marketing	3	0	3				
ECON 270	Microeconomics	3	0	3	ECON 271	Macroeconomics (ECON270)	3	0	3				
OPIM 230	Decision Sciences (GMTH141B, GSTA 140)	2	2	3	GISL xxx	Islamic Thought and Ethics Requirement III	2	0	2				
MGT 220	Principles of Management and Entrepreneurship	3	0	3	MGT 223	Business Communication (GENG 161)	3	0	3				
CLR XXX	Cultural Literacy Requirement	3	0	3	FIN 240	Finance (ACCT 140)	3	0	3				
FL XXX	Foreign Languages I	2	0	2	STAT241	Applied Statistical Methods for Business (GSTA140)	2	2	3				
<b>TOTAL</b>				<b>17</b>	<b>TOTAL</b>				<b>17</b>				
Junior Year – Semester 5				LEC	LAB	CR	Junior Year – Semester 6				LEC	LAB	CR
MGT 325	Business Legal Environment	3	0	3	MGT 326	Organizational Behavior (Senior)	3	0	3				
OPIM 330	Operations Management (Junior)	3	0	3	FIN 343	Principles of Investment (FIN 240)	3	0	3				
FIN 340	Corporate Finance (FIN 240)	3	0	3	FIN XXX	Finance Elective I (FIN 240)	3	0	3				
GAR XXX	Global Awareness Requirement	3	0	3	GSEM 200	Interdisciplinary Seminar and Research (GENG161, GSTA140)	2	2	3				
BUS XXX	Business Elective I	3	0	3	BUS XXX	Business Elective II	3	0	3				
FL XXX	Foreign Languages II	2	0	2	CE XXX	Civic Engagement	2	0	2				
<b>TOTAL</b>				<b>17</b>	<b>TOTAL</b>				<b>17</b>				
Summer Session											LEC	LAB	CR
FIN 480	Supervised Internship in FIN										0	0	3
<b>TOTAL</b>													<b>3</b>
Senior Year – Semester 7				LEC	LAB	CR	Senior Year – Semester 8				LEC	LAB	CR
MGT 427	Strategic Management (Senior)	3	0	3	MGT 428	Business Social Responsibility (Senior)	3	0	3				
FIN 446	Financial Policy (FIN 340, FIN 343, OPIM 230)	3	0	3	FIN XXX	Finance Elective III (FIN 240)	3	0	3				
FIN XXX	Finance Elective II (FIN 240)	3	0	3	BUS XXX	Business Elective III	3	0	3				
OPIM 432	Project Management (Senior)	3	0	3	MGT490	Research Project (Senior)	3	0	3				
FE XXX	Free Elective I	3	0	3	FE XXX	Free Elective II	3	0	3				
<b>TOTAL</b>				<b>15</b>	<b>TOTAL</b>				<b>15</b>				

Total credit hours required for Finance Program: 132

## Summary of courses

Course no.	Course title	Credits	Prerequisite(s)
ACCT 140	Financial Accounting	2-2-3	None
ACCT 240	Managerial Accounting	3-0-3	ACCT 140
ACCT 342	Auditing	3-0-3	ACCT 140 & FIN 240
ECON 270	Microeconomics	3-0-3	None
ECON 271	Macroeconomics	3-0-3	ECON 270
ENTP 252	Entrepreneurship and Enterprise	3-0-3	MGT 220
ENTP 253	Creativity and Innovation	3-0-3	MGT 220
ENTP 350	Entrepreneurship	3-0-3	MGT 220
ENTP 353	Launching Entrepreneurial Ventures	3-0-3	ENTP 252
ENTP 454	Family Owned Business	3-0-3	ENTP 253
ENTP 480	Supervised Internship in Entrepreneurship	0-0-3	Dept. approval
ENTP 490	Special Topics in ENTP	3-0-3	Dept. approval
FIN 240	Finance	3-0-3	ACCT 140
FIN 340	Corporate Finance	3-0-3	FIN 240
FIN 341	Financial Statement Analysis	3-0-3	ACCT 240 & FIN 240
FIN 343	Principles of Investment	3-0-3	FIN 240
FIN 344	International Finance	3-0-3	FIN 240 & ECON 271
FIN 440	Management of Financial Institutions	3-0-3	FIN 240
FIN 441	Real Estate Finance	3-0-3	FIN 240
FIN 442	Venture Capital	3-0-3	FIN 240
FIN 443	Investment Banking	3-0-3	FIN 240
FIN 444	Risk Management	3-0-3	FIN 343
FIN 446	Financial Policy	3-0-3	FIN 340 & FIN 343 & OPIM 230
FIN 480	Supervised Internship in Finance	0-0-3	Dept. approval
FIN 490	Special Topics in Finance	3-0-3	Dept. approval
HRM 360	Management of Human Resources	3-0-3	MGT 220
HRM 361	Recruitment, Placement and Staffing	3-0-3	MGT 220
HRM 362	Employee Training and Development	3-0-3	MGT 220
HRM 461	Compensation and Benefits Management	3-0-3	MGT 220
HRM 462	Leadership and Power	3-0-3	MGT 220
HRM 463	International Human Recourse Management	3-0-3	HRM 360
HRM 464	Strategic Human Recourse Management	3-0-3	HRM 360
HRM 480	Supervised Internship in Human Recourse Management	0-0-3	Dept. approval
HRM 490	Special Topics in Human Recourse Management	3-0-3	Dept. approval
MATH 160	Mathematics for Management – Applied Calculus	2-2-3	GMTH 141B
MGT 220	Principles of Management	3-0-3	None
MGT 221	Organization Design and Change	3-0-3	MGT 220
MGT 223	Business Communication	3-0-3	GENG 161
MGT 224	Intercultural Communications	3-0-3	MGT 220
MGT 324	Negotiations	3-0-3	MGT 220
MGT 325	Business Legal Environment	3-0-3	None
MGT 326	Organizational Behavior	3-0-3	MGT 220
MGT 327	Teams and Inter-group Communications	3-0-3	MGT 220
MGT 421	International Business	3-0-3	FIN 240 & MGT 220 & MKT 210
MGT 423	Managerial Communications	3-0-3	MGT 220
MGT 426	Business Law	3-0-3	MGT 325
MGT 427	Strategic Management	3-0-3	Senior standing
MGT 428	Ethical and Social Responsibility	3-0-3	Senior standing

## Summary of courses (continued)

Course no.	Course title	Credits	Prerequisite(s)
MGT 490	Dissertation, Research Project	3-0-3	Senior standing & Dept. approval
MKT 210	Principle of Marketing	3-0-3	None
MKT 313	Marketing Research Methods	3-0-3	GENG 161 & MKT 210
MKT 314	Consumer Behavior	3-0-3	MKT 210
MKT 315	International Marketing	3-0-3	MKT 210
MKT 410	Integrated Marketing Communications	3-0-3	MKT 210
MKT 411	Services Marketing	3-0-3	MKT 210
MKT 412	Sales Force Management	3-0-3	MKT 210
MKT 413	Retailing and Channel Management	3-0-3	MKT 210
MKT 414	eCommerce	3-0-3	OPIM 230
MKT 415	New Product Management	3-0-3	MKT 210
MKT 417	Marketing Strategy	3-0-3	MKT 210
MKT 480	Supervised Internship in Marketing	0-0-3	Dept. approval
MKT 490	Special Topics in Marketing	3-0-3	Dept. approval
SCM 230	Decision Sciences	2-2-3	GMTH 141B & GSTA 140
SCM 330	Operations Management	3-0-3	Junior standing
SCM 331	Management of Service Operations	3-0-3	OPIM 230
SCM 332	Supply Chain Management	3-0-3	OPIM 230
SCM 333	Physical Distribution	3-0-3	OPIM 230
SCM 334	Information Resource Management	3-0-3	OPIM 230
SCM 335	Database Systems	2-2-3	Junior standing
SCM 338	Enterprise IT Systems	3-0-3	Junior standing
SCM 339	Systems Analysis and Design	2-2-3	OPIM 338
SCM 424	Business Application Development	2-2-3	Junior standing
SCM 426	Web Based Systems	2-2-3	OPIM 338
SCM 432	Project Management	3-0-3	Senior standing
SCM 433	Forecasting Techniques	3-0-3	MATH 160 & OPIM 230
SCM 434	Data Mining and Business Intelligence	3-0-3	OPIM 338
SCM 435	Statistical Quality Control	3-0-3	OPIM 230
SCM 480	Supervised Internship in Operations and Information Management	0-0-3	Dept. approval
SCM 490	Special Topics in Operations and Information Management	3-0-3	Dept. approval

## Course description for Finance

**ACCT 140: Financial Accounting (2-2-3)****Prerequisite(s): None**

This course is an introduction to financial accounting. Financial accounting is the process by which an organization reports financial information to interested parties. This information includes details about the organization's assets, its debts and its financial performance. The information is used for decision-making purposes by managers, stock investors, bankers, labour unions and suppliers. In this class, students will learn to prepare, analyze and use financial-accounting information based on US GAAP and IFRS standards.

**ACCT 240: Managerial Accounting (3-0-3)****Prerequisite(s): ACCT 140**

This course stresses the use of information in making business decisions. Main topics include general price-level-adjusted financial statements, analysis of financial statements, accounting for stock-and-bond issues, cost accounting systems, cost-volume-profit analysis, cost-revenue analysis, efficiency analysis, product pricing, investment decisions and capacity utilization.

**ACCT 342: Auditing (3-0-3)****Prerequisite(s): FIN 240 & ACCT 240**

This course is an introduction to the auditing profession. Its primary emphasis is the auditor's decision-making process and the auditor's professional ethics and responsibility. Concepts, objectives, standards and procedures used to audit the financial statements and operations of a business organization are featured in the class. Students will be given opportunities to determine the nature and amount of evidence an auditor should accumulate, the objectives to be achieved in a given audit area, the circumstances of engagement and the decisions to be made related to evidence collection and evaluation. Topics include: financial-statement auditing, legal liability, computerized auditing, statistical sampling and risk assessment.

**ECON 270: Microeconomics (3-0-3)**

Prerequisite(s): None

The course is a contemporary introduction to economic thought and tools used in economic analysis as they apply to business decision making. Topics include demand and consumer behavior, the theory of the firm's production cost and output decisions, and general equilibrium analysis. The impact of regulation and resource allocation under different economic regimes is covered.

**ECON 271: Macroeconomics (3-0-3)**

Prerequisite(s): ECON 270

The course introduces the general principles of economics including major theories of business cycles and economic growth, measurement of national income, the role and structure of the banking system, fiscal and monetary stabilization techniques, the implications and limitations of economic growth, and international economic relations. Other topics include the concepts of inflation, unemployment and depression.

**FIN 240: Finance (3-0-3)**

Prerequisite(s): ACCT 140

This course is an introduction to corporate finance and the role of the manager in maximizing shareholder wealth. It provides a conceptual framework of a firm's investment and financing decisions. Students are exposed to basic tools and concepts of the time-value of money, risk, rates of return, capital budgeting and valuation.

**FIN 340: Corporate Finance (3-0-3)**

Prerequisite(s): FIN 240

This course highlights the manager's role in creating value by managing the firm's assets in the long-term and in the short-term. Main topics include project and firm valuation, project analysis, value-added strategies and measures, business and financial risks, working-capital management, capital structure theory and dividends policy.

**FIN 341: Financial Statement Analysis (3-0-3)**

Prerequisite(s): FIN 240 &amp; ACCT 240

This course analyzes how firms communicate through financial statements. Students will use financial statement analysis as an integral part of the strategic analysis of firms, while learning how accounting regulations and managerial discretion influence presented financial statements. Course modules include strategic analysis, risk and profitability analysis using ratios and accounting analysis and prospective analysis. At the end of the course, students will be able to interpret and analyze financial statements, analyze cash flows, make judgments about earnings quality, uncover hidden assets and liabilities, and use financial statement analysis prospectively to forecast and value firms using cash-flow-based and accounting-based valuation methods.

**FIN 343 Principles of Investment: (3-0-3)**

Prerequisite(s): FIN 240

This is a course in the analysis of financial investments within the framework of modern portfolio theory (MPT). A wide range of investment securities are described and the student is introduced to the scope and characteristics of financial markets and institutions. Equilibrium pricing theories including the capital-asset pricing model and the arbitrage pricing model are developed. The course also provides an introduction to futures and options contracts and their role in mitigating investment risk.

**FIN 344: International Finance (3-0-3)**

Prerequisite(s): FIN 240 &amp; ECON 271

This course discusses the interaction among capital flow, interest rates, inflation, monetary and fiscal policies, cross-border trading and economic growth. The potential impact that these components may have on local, regional and global markets will be discussed. Main topics include the foreign exchange market, international equity and bond markets, hedging foreign-exchange risk, currency and financial crises, the valuation of risk loss, risky international assets, international capital budgeting, corporate governance and raising capital in an international setting.

**FIN 440: Management of Financial Institutions (3-0-3)**

Prerequisite(s): FIN 240

This course discusses the management and role of financial institutions in the economy. Considerable emphasis will be placed on the management of assets and liabilities of banks, investment dealers and fund managers. The management of such institutions consists of: asset and liability management, liquidity management, capital adequacy policies, credit evaluation and lending policies, and product development and pricing. The course also discusses the performance of a financial institution and the factors affecting their performance such as competition, regulation and economy of scale must.

**FIN 441: Real Estate Finance (3-0-3)**

Prerequisite(s): FIN 240

This is a course in the valuation and financial structuring of real estate. It discusses the major factors affecting the real estate market, including general tax, depreciation policies, macroeconomic cyclical movements and demographic changes. The roles of principle lending institutions, mortgage banks and investment banks in real estate lending, syndications and partnerships will be presented. The course also surveys real-estate-related securities and their markets.

**FIN 442: Venture Capital (3-0-3)**

Prerequisite(s): FIN 240

The course highlights four major aspects of venture capital: valuation, deal structuring, governance and harvesting. Topics include industry history and performance metrics, partnership structure and fund economics, the investment stage, evaluating entrepreneurial character, business models and executive summaries, due diligence, term sheet structure and negotiation, managing investment portfolios and harvesting investments. Business cases will be used to enhance students' learning.

**FIN 443: Investment Banking (3-0-3)**

Prerequisite(s): FIN 240

Investment banks are important financial intermediaries that link investors and entrepreneurs. This course will introduce students to the concepts and scope of investment banking. Main topics include financial innovation, financial engineering, the mechanism of primary and secondary trading securities, fund management, mergers and acquisitions, and the regulatory framework interfacing investment banking.

**FIN 444: Risk Management (3-0-3)**

Prerequisite(s): FIN 343

This course deals with identifying, measuring and managing financial risks. Main topics include credit risk, interest rate risk, liquidity risk, operational risk, model risk and market risk. Several hedging techniques will be discussed including hedging with futures, options and swaps. Other topics include value at risk and Basel accords.

**FIN 446: Financial Policy (3-0-3)**

Prerequisite(s): FIN 340, FIN 343 &amp; OPIM 230

This course examines practical problems in all areas of finance. The course emphasizes the application of financial theories and analytical techniques to solve business problems in both domestic and international settings. Topics covered in the course include financial analysis and planning; working-capital management; capital budgeting and cash flow analysis; lease financing; long-term financing and capital structure decisions; corporate restructuring, mergers and acquisitions, investment analysis, international finance. The course will be centered around business case analysis.

**FIN 480: Supervised Internship in Finance (0-0-3)**

Prerequisite(s): Dept. approval

Eight weeks of practical training in a selected business organization. The Department of Finance approves the training program and monitors the student's progress during their internship period. Under the supervision of a finance faculty member or a faculty member in a related discipline, the student writes a report about her internship experience.

**FIN 490: Special Topics in Finance (3-0-3)**

Prerequisite(s): Dept. approval

The course covers topics of interest in finance.

**ENTP 252: Entrepreneurship and Enterprise (3-0-3)**

Prerequisite(s): MGT 220

ENTP 252 helps students examine the complexities of entrepreneurial success. Topics highlighted in the class include: deciding on an approach, scrutinizing and monitoring opportunities, networking informally, locating/organizing external resources, managing risk, designing and developing marketing plans, increasing sales, securing investors, managing debt and enterprise capital, using vertical and horizontal integration techniques, developing a leadership team and an innovative culture, monitoring technology cycles and structuring/managing change, and ethics and exit strategies.

**ENTP 253: Creativity and Innovation (3-0-3)**

Prerequisite(s): MGT 220

ENTP 253 examines the role of innovation and creativity in business. Particular focus will be placed on the management of the innovation process. The course will review several theoretical and applied models of creativity and innovation as they relate to individuals, groups and organizations. Students will explore their own personal level of creativity, the management practices that enhance or suppress creativity, the relationship between creativity and innovation, and the process of innovation in a business setting.

**ENTP 350: Entrepreneurship (3-0-3)**

Prerequisite(s): MGT 220

This course offers students the opportunity to learn from case studies why and how some businesses are successful while others fail. Lectures will focus on specific entrepreneurs, their businesses, characteristics, environment and strategies for success. The course will cover the full range of relevant issues from the conception and start-up phase, to financial issues, valuation techniques and exit strategies. Special issues such as ethical considerations, not-for-profit sector entrepreneurship and turnaround management will also be addressed.

**ENTP 353: Launching Entrepreneurial Ventures (3-0-3)**

Prerequisite(s): ENTP 252

This course analyzes in detail the significant steps and essential procedures adopted by successful entrepreneurs when launching their own businesses. It discusses organizational setups, governance and the legal nature of business, consultative and counselling bodies, business and product legal obligations, intellectual property rights protection, sources of credit, establishing credit, seeking investors and business-enterprise capital, writing and circulating the Venture Profile, making and protecting financial forecasts, revenue flows and expense grouping, cost and price estimates, pro-forma financial statements, negotiating contracts, permits and systems of assessment and exit strategies.

**ENTP 454: Family-owned Business (3-0-3)**

Prerequisite(s): ENTP 253

This course explores the issues found in family owned and managed companies and develops the student's skills and understanding of these organizations to address the challenges family companies and families in business face. Topics include: how family business-ownership systems evolve; managing business, family and shareholder relationships, including family conflict; dealing with nepotism and encouraging professionalism in the family business; encouraging change in the family business system; women's issues in the family business; developing family members as family business managers and/or shareholders; managing succession and continuity; designing effective family business boards and family governance; and practices of successful family companies and business families. Students will be given opportunities in class to examine the unique challenges of owning/operating a family business in Saudi Arabia.

**ENTP 490: Special Topics in Entrepreneurship (3-0-3)**

Prerequisite(s): Dept. approval

ENTP 490 covers topics of interest in the field of entrepreneurship.

**HRM 360: Management of Human Resources (3-0-3)**

Prerequisite(s): MGT 220

This course introduces students to human resource management, as practiced by human resource specialists in business organizations. Specific topics include employment law; external and economic influences, recruitment, selection, training and career development, promotion, performance appraisal, ethics, business-strategy integration, international human resource management, work and life programs, and compensation and benefits.



**HRM 361: Recruitment, Placement and Staffing (3-0-3)****Prerequisite(s):** MGT 220

In-depth study of the personnel staffing function. Includes an analysis of objectives, techniques and procedures for forecasting manpower needs, recruiting candidates and selecting employees.

**HRM 362: Employee training and Development (3-0-3)****Prerequisite(s):** MGT 220

An examination of employee training and human resource development in various organizations. Topics include the development, administration and evaluation of training programs; employee development; career development; and organizational change. Issues in employee development (including assessment of employee competencies, opportunities for learning and growth, and the role of managers in employee development) are explored.

**HRM 461: Compensation and Benefits Management (3-0-3)****Prerequisite(s):** MGT 220

An exploration of alternative compensation philosophies. Topics include strategies of employee compensation, incentives to productivity, employee motivation and performance appraisal. Strategies such as incentive cash and/or stock compensation programs, employee ownership and non-monetary rewards are discussed and evaluated in varying situations. Discussion also covers techniques for identifying and classifying critical job components and observable standards and measures, setting compensation for job performance and developing an executive compensation program. The interrelationship between compensation, motivation, performance appraisal and performance within the organization is examined.

**HRM 462: Leadership and Power (3-0-3)****Prerequisite(s):** MGT 220

This course examines the process of leadership and the use of power as essential ingredients for making a difference in business, government and not-for-profit settings. One objective of this course is to improve inspirational skills to persuade people to focus their efforts toward achieving a shared purpose or goal. A second objective of this course is to understand power and identify strategies and tactics of influence. The third objective is to improve the ability to 'manage' the dilemmas of leadership and power to promote productive actions.

**HRM 463: International Human Resource Management (3-0-3)****Prerequisite(s):** HRM 360

This course provides an introduction to the critical issues facing organizations in simultaneously managing their human resources at home and abroad. It focuses on the connection between corporate strategies and the effective management of human resources which, at times, may require differing policies across countries. The course is based on the notion that competitive firms and economies require appropriate structures, policies and strategies for managing their employees at every level of the enterprise. This is particularly true of multinational enterprises (MNEs) and transnational corporations (TCs) intricately involved in a global environment.

**HRM 464: Strategic Human Resource Management (3-0-3)****Prerequisite(s):** HRM 360

This course introduces the technical and legal aspects of human resource management (HRM) from a strategic business perspective. The course examines how to manage human resources effectively in the dynamic legal, social and economic environment currently constraining organizations. Among the topics included are: formulation and implementation of human resource strategy, job analysis, methods of recruitment and selection, techniques for training and development, performance appraisal, compensation and benefits, and the evaluation of the effectiveness of HRM systems. Emphasis is placed on integrating human resource management with the overall business strategy.

**HRM 490: Special Topics in Human Resource Management (3-0-3)****Prerequisite(s):** Dept. approval

This course covers topics of interest in the field of human resource management.

**MATH 160: Mathematics for Management: Applied Calculus (2-2-3)****Prerequisite(s):** GMTH 141B

Introduction to differential and integral calculus, with an emphasis on business applications. Students will learn how to use mathematics and mathematical software to model business-related concepts and processes.

**MGT 220: Principles of Management (3-0-3)****Prerequisite(s):** None

The basic principles and practices of management in all kinds of enterprises. Such functions as planning, organizing, directing and controlling are given particular attention. The problems of developing countries (including Saudi Arabia) are given emphasis.

**MGT 221: Organization Design and Change (3-0-3)****Prerequisite(s):** MGT 220

This is an advanced course in managing people and organizations for high performance. The course is divided into two main topics – organizational design and change management. Specific topics include open systems organizational analysis, technology, the effects of national culture on organizational forms, problem diagnosis, change implementation, the resistance to change, the role of change agents, implementing mergers and acquisitions, changing the ethical climate and managing organizational culture.

**MGT 223: Business Communication (3-0-3)****Prerequisite(s):** GENG 161

Communication affects every aspect of business operations and human resource interaction and management. The most successful businesses are those able to communicate effectively. Managerial communication is designed to facilitate understanding of the basic concepts and vocabulary, theories, empirical knowledge and processes relevant to the study of communication in business and organizational contexts. An equally important function of this course is to foster students' insight into their own communication behavior and to develop their repertoire of behavioral choices so that they are able to apply course-related concepts to their own experience in professional relationships. This course will look at a range of successful practices and guidelines that have been derived from both research and experience, give the students the opportunity to practice their skills and provide them with feedback to help strengthen communication skills as future managers.

**MGT 224: Intercultural Communication (3-0-3)****Prerequisite(s):** MGT 220

As the marketplace becomes more 'global,' smart managers will be the ones who understand the role of culture in getting work done. Culture challenges us by assaulting some of our most basic assumptions about working, that is to say, how we communicate with each other to complete work successfully. This course explores the rules that govern communication in other cultures. It explains how people in different cultures give feedback, plan and make decisions.

**MGT 324: Negotiations (3-0-3)****Prerequisite(s):** MGT 220

Negotiation is the art and science of securing agreements between two or more parties who are interdependent and who are seeking to maximise their outcomes. The purpose of this course is to understand the theory and processes of negotiation in a variety of settings. Objectives include evaluating notions of when to negotiate and what assumptions, beliefs, values and habits influence negotiation behavior; understanding the central concepts in negotiation; developing confidence in negotiating; and providing experience in negotiating. The course is experiential. A great deal of emphasis will be placed on simulations, role plays and cases.

**MGT 325: Business Legal Environment (3-0-3)****Prerequisite(s):** None

The course will examine the basic legal concepts and laws of Saudi Arabia covering business transactions with special emphasis on the legal proceedings of actual cases. The nature of the external legal system and how it relates to Saudi Arabia will be studied.

**MGT 326: Organizational Behavior (3-0-3)****Prerequisite(s):** MGT 220

This course will examine and develop the interpersonal and social skills needed to effectively direct the activities of others to attain organizational goals. The first step to obtaining these skills is to understand the complexities of human behavior. In this course students will study human behavior in an organizational context with emphasis on: individual characteristics, motivation, learning, communication, leadership, decision making and group dynamics. Upon completion of this course, students will be able to: 1) understand the factors that influence behavior in organizations; 2) apply behavioral theory to organizational settings; 3) diagnose human resource issues in organizations through the process of observation, interpretation and analysis of contributing factors; and 4) communicate theoretically sound, yet practical, recommendations in a persuasive and timely manner.

**MGT 327: Teams and Inter-group Communications (3-0-3)****Prerequisite(s):** MGT 220

This course focuses on understanding the interplay of group, inter-group and organizational factors on the performance of multifunctional teams in organizations. The course integrates theory and research on multifunctional teams with the skills necessary for effectively managing them. Topics covered include managing decision making and conflict in multifunctional teams, managing the team's boundary and inter-group relations, organizational designs that support working cross-functionality, and measuring and rewarding team performance. Cases are used to illustrate the problems of working cross-functionality. Individuals are given feedback on their team skills.

**MGT 421: International Business (3-0-3)****Prerequisite(s):** MGT 220 & MKT 210 & FIN 240

This course analyses problems encountered in the management of multinational corporations, it also examines business opportunities in the international forum, and influences of the foreign environment on the firms' strategy, structure and management style.

**MGT 423: Managerial Communications (3-0-3)****Prerequisite(s):** MGT 220

MGT 423 will examine the role of managerial communication in organizations. Emphasis will be on analysis and on communication options, strategies, skills and formats, including written, oral, interpersonal and group communication. Course objectives include: 1) to recognize the centrality of audience in effective communication, with attention to organizational, cultural and ethical expectations; 2) to identify internal and external barriers to communication effectiveness; 3) to communicate more effectively and efficiently in written and oral business communication formats; 4) to communicate more effectively in group situations; and 5) to increase awareness of communication's role in management and in the functioning of organizations.

**MGT 426: Business Law (3-0-3)****Prerequisite(s):** MGT 325

This course examines legal rights, solutions and contracts. Students will get a thorough knowledge of the law of torts and contracts and will learn business law through related textbook readings and research on the internet. This course highlights the association of business law to an individual's personal and professional life. How laws affect the individual in an ethical society are featured. The course will focus on the major laws governing securities, entities, antitrust, bankruptcy and environmental issues. Special emphasis will be given to the legal liability of the professional and how business cases are handled in Saudi law.

**MGT 427: Strategic Management (3-0-3)****Prerequisite(s):** Senior standing

This course examines how firms build and sustain superior competitive positions and profitability. Successful strategy design and implementation require a holistic understanding of the firm's external environment and its internal resources and capabilities, as well as an integrative view that spans functional areas such as operations, marketing and finance. Strategic analysis draws on a number of academic disciplines, including economics, psychology, sociology and political science. The primary objectives of this course are to improve a student's ability to: 1) evaluate the opportunities and threats in a firm's external environment, and the strengths and weaknesses of its internal resources and capabilities; 2) assess the dynamics of competition and anticipate threats to the long-term sustainability of strategies for achieving superior performance; and 3) develop appropriate and superior strategies for particular firms within the domain of business-unit strategy, corporate strategy, global strategy and non-market strategy.

**MGT 428: Ethical and Social Responsibility (3-0-3)****Prerequisite(s): Senior standing**

This course examines the ethical foundations of economic activity, the general relationship between the business and society, and the role of ethical judgment in business decisions. Topics include: the application of ordinary principles of morality in the business context; the rights and responsibilities that go with various roles in business relationships; ethical judgment and cultural diversity; managing the ethical environment in a company; and individual responsibility in cooperative enterprises. Although the emphasis is on the practical problems of the relations between business and society, students are expected to demonstrate understanding of the theoretical foundations of their reasoning about these problems. Analytical skills are stressed.

**MGT 490: Dissertation/Research Project (3-0-3)****Prerequisite(s): Senior standing & Dept. approval**

The project is to be undertaken by every student in the final semester. This will be research based and an instructor/professor will supervise the project/student. The aim of the project will be for the student to carry out genuine research and produce a project in the relevant field. The student will capitalise on the knowledge gained from her experience and education in 7 semesters. Students will choose the research title and get it approved by the Department Chair.

**MKT 210: Principles of Marketing (3-0-3)****Prerequisite(s): None**

The course provides a broad conceptual introduction to the study of marketing issues in contemporary organizations. Theoretical and quantitative tools pertinent to the identification, understanding and resolution of specific marketing issues will be addressed within a decision-making framework that puts the marketing function at the center of an organization's strategic direction. Course objectives include: defining the strategic role of marketing as well as its functional concerns; developing basic marketing decision-making and analytical skills in applied organizational settings; and providing a forum for open debate and critical examination of peers' insights and analyzes. By the end of the semester, each student will be able to coherently discuss generic issues of marketing strategy and devise a well-backed marketing plan.

**MKT 313: Marketing Research Methods (3-0-3)****Prerequisite(s): MKT 210 & GENG 161**

This course will deal with the application of scientific techniques when collecting, translating and analyzing data used to inform marketing decisions. Specifically, this course will outline the role and influence of marketing research in business. The nature of marketing research, procedure, design and budgeting will be examined. Quantitative and qualitative applications will be used to analyze and explain data. Research results will be used to guide managerial planning and decision-making.

**MKT 314: Consumer Behavior (3-0-3)****Prerequisite(s): MKT 210**

To be successful in a market, a business must recognize and be able to foresee the consumers' behavior in various circumstances. This course will give students an understanding of how to analyze the actions and the decision-making processes of individuals and organizations when determining, assessing, obtaining, consuming and disposing of products and services. Students will explore basic concepts from the fields of marketing, psychology and sociology to understand how consumer behavior impacts managerial decision making. How the marketer relates to different problems is emphasized in the course.

**MKT 315: International Marketing (3-0-3)****Prerequisite(s): MKT 210**

The objective of this course is to provide an understanding of how the global environment including the global economy, cultural forces, and the political and regulatory climate affects the application of marketing principles and business practice on a global basis and the competencies necessary to be a successful global manager. The course explores how managers analyze global opportunities/buyer behavior, competitors and marketing research. The course describes global marketing strategies, foreign-market entry options and the global implications of managing the marketing mix.

**MKT 410: Integrated Marketing Communications (3-0-3)****Prerequisite(s): MKT 210**

Integrated Market Communications (IMC) provides the student with the tools, language and skills necessary for the strategic management of communications within integrated contexts. IMC is a response to the communication challenges facing today's organizations. This course will help students become effective decision makers in companies centrally concerned with consumer/customer communication. Using the resources presented in class, students will be expected to make their own IMC strategies.

**MKT 411: Services Marketing (3-0-3)****Prerequisite(s): MKT 210**

This course examines the similarities and differences between service marketing and product marketing. Special attention will be given to the planning and integration required among several traditional marketing functions (i.e. marketing, operations, human resources and finance). The course builds upon key frameworks and theories in market management and adapts them to the service sector. Important themes such as the service encounter, service failure and recovery, service scope, customer service issues, core and supplementary service elements, service quality and customer satisfaction, customer relations, and yield management as a pricing tool are presented.

**MKT 412: Sales Force Management (3-0-3)****Prerequisite(s): MKT 210**

MKT 412 discusses the strategic and tactical aspects of sales force management. It is appropriate for students who are interested in careers in sales management, or for those who will work in companies whose revenues and profits depend upon a productive sales force.

**MKT 413: Retailing and Channel Management (3-0-3)****Prerequisite(s): MKT 210**

This course emphasizes the practical applications of retailing policies, methods and procedures for both small and large operations. Course projects are designed to help the students relate current retail strategies to the basic concepts of retailing management. The course also involves a study of the elements and management of marketing channels, focusing on how institutions can effectively and efficiently transmit value from points of conception, extractions and/or production to points of value consumption.

**MKT 414: eCommerce (3-0-3)****Prerequisite(s): OPIM 230**

Fundamentally, the internet has changed the nature of commerce. Today's managers need to understand the key issues, technologies, pitfalls and rewards of doing business online. In this course, students will get a chance to examine this new marketplace in a variety of industrial and business contexts including business-to-business, business-to-consumer, and consumer-to-consumer. In addition, they will learn how to use web-application development tools by building simple business applications.

**MKT 415: New Product Management (3-0-3)****Prerequisite(s): MKT 210**

The development of new products is crucial to the growth and ultimate survival of a corporate institution. This course covers effective techniques of managing the process of new product development. Students will be given the opportunity to examine the managerial processes used when developing a new product. Such processes are evident from conception to product launch. Topics covered include: new product success, the new product process, new product ideas, project selection, portfolio management, customer input, the market launch plan and the product strategy for a business.

**MKT 417: Marketing Strategy (3-0-3)****Prerequisite(s): MKT 210**

This course will help students examine the entire marketing mix that can be integrated into a comprehensive marketing strategy. Students will analyze goods and services, the market, channel issues, the effects of consumer behavior, marketing policies, pricing and terms of trade, and brand name policies. Additionally, other external factors which affect the marketing process such as government legislation, administrative regulations and international influences in a world economy will be highlighted. Students will also learn how to identify, evaluate and develop marketing strategies; evaluate a firm's opportunities; anticipate competitive dynamics and determine the sustainability of competitive advantages.

**MKT 490: Special Topics in Marketing (3-0-3)****Prerequisite(s): Dept. approval**

This course covers topics of interest in the field of marketing.

**SCM 230: Decision Sciences (2-2-3)****Prerequisite(s): GSTA 140 & GMTH 141B**

This course will demonstrate how quantitative modelling and data analysis techniques are used in managerial decision making. Topics explored include: decision analysis, econometrics, probability analysis, simulation and optimization. Case studies will be presented to show how Saudi managers use decision science to support fundamental business functions such as marketing, finance, operations management and functionality. Students will also be exposed to a variety of software designed to support the decision-making process.

**SCM 330: Operations Management (3-0-3)****Prerequisite(s): Junior standing**

This course focuses on the understanding and analysis of processes for production and delivery of goods and services. It covers management of supply chains, inventories and capacities, waiting lines, quality control, and projects involving new product development. The concepts, models and tools covered can be applied in a wide range of manufacturing and service companies- from retailers to restaurants, hospitals to factories, and consulting companies to government agencies. The course emphasizes systems thinking and practical applications of statistical process control and material management. Several real cases are used to mesh theory with practice in an attempt to illustrate the critical importance of aligning operations with other core business functions such as finance and marketing.

**SCM 331: Management of Service Operations (3-0-3)****Prerequisite(s): OPIM 230**

The service sector is a major segment of most industrial economies. This course explores the role of operations in service organizations, and introduces the principle issues, activities, management skills, conflicts, communication issues and problems faced by service operation managers. Students will gain an understanding of the techniques and tools that can be used to achieve and maintain excellence in a service organization. Examples will be drawn from a variety of industries such as health care, financial services, transportation, restaurants, hotels, and information-based services. Where appropriate, the unique nature of the Saudi context will be explored.

**SCM 332: Supply Chain Management (3-0-3)****Prerequisite(s): OPIM 230**

This course introduces students to the strategic role of the supply chain and its impact on a company's overall performance. Students will be exposed to the methods, models and tools used to plan and manage the flow of materials, services and information across organizational boundaries. Topics such as effective supply-chain strategies, drivers for success and the impact of technology and globalization will be discussed.

**SCM 333: Physical Distribution (3-0-3)****Prerequisite(s): OPIM 230**

This course will provide students with an in-depth knowledge of the complex relationship between physical distribution and logistical functionality when attempting to enhance supply-chain operations. Importance will be placed on the following four key elements of physical distribution: 1) facility location (warehousing); 2) distribution marketing practices; 3) materials management (inventory control and management); and 4) transportation. The selection of marketing techniques, freight-routing plans and transportation methods that influence physical distribution practices in and between organizations will be analyzed. The Saudi context of logistics will be a major focus in the course.

**SCM 334: Information Resource Management (3-0-3)** Prerequisite(s): OPIM 230

This course is designed to allow students to explore information resource issues from a managerial as well as corporate perspective. Students will learn how to make sound business decisions and solve organizational problems using appropriate information resources. Topics covered may include: aligning business strategy with IT resources, IT implementation issues, IT maintenance, and monitoring and project management.

**SCM 335: Database Systems (2-2-3)** Prerequisite(s): Junior standing

This course is a practical introduction to the key principles and activities associated with the design, implementation, administration and use of business databases. Students will acquire the analytical and technical skills needed to effectively use a data base management system (DBMS) for information storage and retrieval. Issues related to security, control and performance will be discussed. The strategic role of business databases, particularly in the context of the internet and the World Wide Web, will also be examined.

**SCM 338: Enterprise IT Systems (3-0-3)** Prerequisite(s): Junior standing

This course will introduce students to the architecture, design, utilization and administration of enterprise information systems. The students will become familiar with Enterprise Resource Planning (ERP) packages, Customer Relationship Management (CRM) and database management systems. Students will work on projects where they will analyze practical IT problems within a variety of business contexts.

**SCM 339: Systems Analysis and Design (2-2-3)** Prerequisite(s): OPIM 338

This course will provide students with a basic understanding of how to develop and design computer-based information systems. The different approaches to system development will be introduced, together with the tools and skills used in the various phases of a project. Topics covered will include applications in architecture and modelling, fact-finding techniques for requirements discovery, logical design specification processes, data and object-oriented modelling and analysis, design specification techniques, input and output design and prototyping, database design, user interface design, testing strategies, user-oriented design and software maintenance. Students will work in teams to analyze, design and build a small information system.

**SCM 424: Business Application Development (2-2-3)** Prerequisite(s): Junior standing

This course is specifically designed for students with business, arts or soft-science backgrounds who are interested in acquiring the skills needed for end-user development of computer applications. Students will be introduced to the basics of computer programming and object-oriented software development. The skills learned will enable students to use advanced features of packaged software such as spreadsheets and database management systems or to create web-based or stand-alone applications.

**SCM 426: Web-based Systems (2-2-3)** Prerequisite(s): OPIM 338

This is a hands-on course where students will design and develop business applications that use the World Wide Web. Students will gain additional practice in using the skills and knowledge learned in previous courses. Additionally, they will learn how to effectively use more advanced methods and strategies. Other related topics, such as current issues, innovative applications and emerging technologies, may also be discussed.

**SCM 432: Project Management (3-0-3)** Prerequisite(s): Senior standing

This course will introduce the learner to the essentials of project management. Emphasis will be placed on understanding and analyzing the interdependencies among the core processes for initiating, planning, executing, controlling and terminating projects. The course will explore contemporary approaches to the conceptualization, scoping, planning, management and assessment of business projects. Specific topics covered will include: project selection and scope definition, work breakdown structures and statements of work, and project scheduling.

**SCM 433: Forecasting Techniques (3-0-3)** Prerequisite(s): MATH 160 & OPIM 230

The primary objective of this course will be to present several basic statistical techniques that can be used when preparing individual forecasts and long-range planning. Computers will be used to apply and interpret forecasting information.

**SCM 434: Data Mining and Business Intelligence (3-0-3)** Prerequisite(s): OPIM 338

This course will introduce students to the use of large data sets to aid in business decision-making. Students will learn how to identify, collect, organize and analyze data captured from various sources such as the internet, electronic banking, point-of-sale devices, bar-code readers and intelligent machines. Data-mining techniques drawn from statistics, computer science and artificial intelligence will be presented. Students will gain hands-on experience in the use of modern software tools. Examples will be drawn from several areas including applications in marketing, risk management and fraud detection.

**SCM 435: Statistical Quality Control (3-0-3)** Prerequisite(s): OPIM 230

This course will introduce students to topics related to quality improvement. Fundamental methods and tools for examining, improving and sustaining product and service quality will be covered. Probabilistic and statistical methods will be used when studying the variability related to production, product quality, service and service quality. The following topics will be included in the class: analysis of product-design tolerances, six sigma techniques, statistical analysis of process capability, statistical methods for process improvement using control charts, quality improvement and acceptance sampling. Case studies highlighting the Saudi context will be used throughout the course.

**SCM 490: Special Topics in OPIM (3-0-3)** Prerequisite(s): Dept. approval

This course will cover topics of interest in the field of operations and information management.

Finance

Advising flowchart

