



## COLLEGE OF BUSINESS (CoB)



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## College of Business Vision

We aspire to become a leader in business education and research in the Kingdom of Saudi Arabia and the MENA region.

## College of Business Mission

Our mission is to develop business leaders through quality teaching, research excellence, and fostering partnerships with local and international communities.

In this context, quality education means:

1. providing students with the necessary knowledge and skills to succeed in a highly competitive global marketplace.
2. pushing the frontiers of business knowledge, creating new opportunities, and promoting economic growth and business sustainability.
3. educating the next generation of business leaders and pioneers that dream big, take risk, and shape the future of the ever-changing business landscape.
4. connecting with the Kingdom's ongoing economic changes and promoting entrepreneurship and innovation.

## College of Business Values

- **Quality:** Our commitment to excellence reflects our passion for high quality and going beyond expectations.
- **Integrity:** We value personal integrity, holding ourselves to high ethical and professional standards, transparency, and taking responsibility for our actions.
- **Diversity:** We take pride in our College culture that promotes inclusiveness and prepares young men and women alike regardless of their background and economic status to be the next generation of business and community leaders.
- **Collegiality:** We are committed to a collegial system in which proposed policies and changes are institutionalized, principle-based, and consistent with our vision and strategic objectives.
- **Engagement:** Building strong relationships with our alumni, business and professional communities, and other stakeholders.

## About the CoB

The College of Business at Alfaisal University is a young and fast-growing institution. It started in the fall of 2008 with 24 freshman male and female students, and with its first cohort of male and female MBA students in the fall of 2010. It offers a vibrant undergraduate business administration degree that is grounded in liberal arts with six majors (Accounting, Entrepreneurship and Family Business, Finance, Human Resources Management, Marketing, and Operations and Project Management). The college also offers an MBA program that emphasizes digital management and is directed toward middle managers. It has six tracks: MBA- General, MBA-Accounting/Taxation, MBA-Finance, MBA-Healthcare Management, MBA-Human Capital Management, and MBA-Digital Marketing. The College, as part of its commitment to serving the community, also offers an active Executive Education program. The College's pioneering curriculum and its diverse faculty are attracting the best and the brightest students in the Kingdom of Saudi Arabia. Students learn from distinguished scholars and practitioners who have excellent academic credentials.

Students, at the College of Business, learn the skills necessary to confront and manage the challenges of modern businesses. They are well trained to recognize change and growth and equipped with the right skills to deal with them. In-class lectures and case analysis, executive lectures involving well-accomplished executives and government officials, and internship experiences with diverse businesses

give students the edge needed to help companies compete in today's global marketplace. It graduates leaders with exceptional abilities to manage and sustain growth in public and private organizations through critical thinking, analytical decision-making, information technology, and collaborative execution. Through such a well-rounded education, Alfaisal business students become not only leaders of profitable family enterprises and public corporations but, also, capable societal leaders contributing to the growth and development of the Kingdom of Saudi Arabia and the region. They are well suited for the operationalization of the Saudi 2030 Vision.

## **College of Business Approach**

The College achieve its ideals by

- maintaining a small class size in order to maximize student participation inside the classroom and faculty/student interaction.
- using problem-based pedagogy including case studies and experiential learning activities.
- curriculum grounded in liberal arts education that promotes independence and critical thinking.
- helping students to develop quantitative, technological, and leadership competencies.
- Encouraging student participation in learning outside the classroom through Business Club activities, internships, research projects, field trips, and so on.
- working closely with the local business community to ensure the relevance of student learning opportunities.
- conducting high-quality research with applicability to the Kingdom of Saudi Arabia and the global business community.
- engaging in selective consulting projects to increase faculty and student exposure to significant business and development issues inside the Kingdom of Saudi Arabia.
- connecting students to the business and public communities through an active Executive Lecture Series and at least a four-months internship program.

## **National and International Recognition**

The College of Business (CoB) programs are approved and recognized by the Ministry of Education in Saudi Arabia. Alfaisal University opened its doors for instructions in 2008. Despite its young age, Alfaisal University (AU) is recognized as one of the best universities in the Kingdom of Saudi Arabia (KSA). Many of our students, including graduates of the CoB, are regularly accepted in top international universities around the world and many are currently pursuing their graduate degrees.

The CoB is an active member of the Association to Advance Collegiate Schools of Business (AACSB) and, recently, fulfilled the AACSB eligibility requirements for working toward AACSB full accreditation within the next few years. Only 6% of business schools worldwide hold AACSB accreditation. The College of Business was featured in Newsweek as one of the ten Leading Business Schools in 2017; please see the link <http://www.newsweek.com/insights/leading-business-schools-2017/alfaisal-university>.





## College of Business Degree Programs

The CoB offers two dynamic programs: an MBA Program with six tracks, and a bachelor's degree in business administration (BBA) with six majors and 7 minors. Details of the undergraduate business administration programs are given below. Details about the MBA program are available on Alfaisal University's [Graduate catalogue](#).

### The Bachelor of Business Administration (BBA) program

**Vice Dean of Undergraduate Programs and Internship:** Dr. Hayat Khan, Ph.D., College of Business.

#### BBA vision and mission

**BBA Vision:** We aim to be the first choice for students who strive to be business leaders.

**BBA Mission:** The mission of the Bachelor of Business Administration is to develop the intellectual, professional and personal competencies of the students through principled business education and commitment to excellence.

The BBA program mission is translated to the following goals:

- Providing a student-centered environment that is committed to the CoB core values of quality, integrity, diversity, collegiality, and engagement.
- Offering modern curriculum and using innovative methods to enhance the student learning experience.
- Engaging students in extracurricular activities blended with work experience in local and international markets.

- Attracting well-qualified and research-oriented faculty from diverse backgrounds.
- Support learning activities that focus on applying business theory to real practices.

The BBA program offers the following six majors and seven minors. Students may also opt for a double major instead of adding a minor:

- **BBA with major in Accounting**
- **BBA with major Entrepreneurship and Family Business**
- **BBA with major in Finance**
- **BBA with major in Human Resources Management**
- **BBA with major in Marketing**
- **BBA with major in Operations and Project Management**
- **Minor in Accounting**
- **Minor in Business Analytics**
- **Minor Entrepreneurship and Family Business**
- **Minor in Finance**
- **Minor in Human Resources Management**
- **Minor in Marketing**
- **Minor Operations and Project Management**

## BBA Degree Requirements (130 credit hours)

To obtain a Bachelor of Business Administration degree in one major, the student must complete a total of **130 credit hours** that are distributed as follows:

- A. General Education Requirement (GER):** Courses adding to 44 credit hours; some of these are mandated by the Ministry of Education, which are mostly completed in the first two years of the program. These courses provide students with a good foundation in humanities, and in social and natural sciences.
- B. Business Common Core (BCC):** Courses adding to 44 credit hours. These courses provide students with a strong foundation in quantitative and qualitative decision methods and information technology along with a broad core of business education. These courses are mostly completed before the end of the third year.
- C. Major Core Courses (MCC):** These consist of 36 credit hours including 12 for internship completed in the final semester in the corresponding major.
- D. Business Electives Courses (BEC):** consisting of 6 credit hours and completed within the third and fourth year. The College of Business regularly introduces new courses as Business electives to keep up with the market needs which are later converted to a common core course if the skill is broadly needed by the market.

The table below provides details of the courses covered under each requirement.

### **A. General Education Requirement Courses (GER) (44 hours)**

Course Code	Course-Title	Credits	Pre-requisite Course Code
<b>1. <u>Ministry of Education Required courses (14 hours)</u></b>			
ARB 101	Arabic Language I	2	--
ARB 112	Arabic Language II	2	ARB 101
ISL 101	Islamic Studies I	2	--
ISL 112	Islamic Studies II	2	ISL 101



<b>ENG 101</b>	Freshman English I	3	--
<b>ENG 112</b>	Freshman English I	3	ENG 101

**2. The Mathematics and Computing courses (12 credits)**

<b>MAT 100</b>	Pre – Calculus	3	--
<b>MAT 111</b>	Business Calculus	3	MAT 100
<b>OPM 211</b>	Business Statistics	3	OPM 101, MAT 111
<b>OPM 101</b>	Introduction to Computing	3	--

**3. The Natural Sciences courses (6 credits) selected from:**

<b>BIO 103</b>	Introduction to Biology	3	--
<b>CHM 107</b>	Chemistry in the Living Environment	3	--
<b>PHU 101</b>	Astronomy	3	--
<b>PHU 102</b>	Science of Energy and Environment	3	--

**4. The Social Sciences courses (6 credits) selected from:**

<b>ANT 101</b>	Introduction to Sociocultural Anthropology	3	--
<b>ANT 102</b>	Entrepreneurial Multiculturalism	3	-
<b>ANT 105</b>	Introduction to Globalization Studies	3	--
<b>HIS 101</b>	Islamic Civilization and Medieval Europe	3	--
<b>PSY 101</b>	Introduction to Psychology	3	--
<b>SOC 101</b>	Introduction to Sociology	3	--

**5. The General Electives Courses (6 credits) selected from the social and/or natural science courses. These can be from any of the following courses:**

- Any courses offered by the CoSGS but not taken as part of the GER (as listed above).
- Any non-business courses offered at the AU.
- Non-business courses offered by other accepted educational institutions (pre-approvals by the CoB and SA are required).

**B. Business Common Core Courses (BCC) (44 hours)**

All CoB students must complete the following courses. These are mostly completed before the end of junior year.

<b><u>B. Business Core Courses (44 hours) excluding the internship which is part of the major core courses.</u></b>			
<b>Course Code</b>	<b>Course-Title</b>	<b>Credits</b>	<b>Prerequisite Course Code</b>
COB 100	Student Orientation and Academic Success	1	
ECO 101	Microeconomics	3	
ECO 102	Macroeconomics	3	ECO 101
ACC 201	Introduction to Financial Accounting	3	OPM 101 OR MAT 100
ACC 202	Introduction to Management Accounting	3	ACC 201, ENG 112.
FIN 201	Principles of Finance	3	OPM 101, ECO 102, MAT 111
MGT 201	Business Communications	3	ECO 102, ENG 112
MGT 210	Business Ethics	3	ISL 112, ENG 101
MGT 230	Organizational Behaviour	3	MGT 210, MAT 111, ENG 112.

MKT 201	Principles of Marketing	3	OPM 101, MAT 111, ECO 102
OPM 230	Management Information Systems	3	OPM 101, MAT 111
MGT 301	Business Law	3	MGT 201, MGT 210, MGT 230
OPM 330	Quantitative Methods for Business	3	OPM 211
BAN 310	Business Analytics and Data Visualization	3	OPM 211, OPM 230
MGT 300	Executive Lecture	1	ACC 202, MGT 301
MGT 490	Strategic Management (capstone)	3	(ACC 302 OR FIN 350 OR MGT 350 OR MKT 330 OR OPM 380)

COB 100 Student Orientation and Academic Success is a formal one-credit hour course on student orientation and academic success. This course introduces students in the College of Business (COB) to their rights and responsibilities as a student at the COB and develops their skills to foster academic success and enhance their learning experience. It gives the students a chance to get a thorough understanding of academic policies and procedures applicable to the COB Students, including policies and procedures related to attendance vs participation, academic misconduct, academic probations, outside studies programs and credit transfers, grade appeals, GPA calculations, repeating courses, make-up exams, sick-leave, student advising, etc. The course familiarizes students with their study plans, including adding a minor or a double major and related requirements; equipping them with the skills required to access and utilize the rich library resources; introducing them to the set of extracurricular activities available at Alfaisal, and enhancing their time management and study skills.

### **C. Major Core Courses (MCC): 24 credit hours and 12 credit hours of Internship**

Students are required to complete 24 credit hours, plus a 12 credit hours internship (coop) relevant to their majors. Students may also add a minor or a double major provided they meet the minimum requirement to add a double major or a minor. These details and requirements are listed below.

#### **The Internship**

The [Internship Program](#) is designed to provide the College of Business students with a practical, on-the-job experience, which makes a valuable contribution to their academic and career development. The internship program is mandatory for all undergraduate students. The duration of the internship program is at least four (4) months and students can earn twelve (12) credits towards their final degree requirements. The Internship is normally conducted in the final semester unless approved otherwise by the Undergraduate Business Office. Students **are not allowed** to enroll in any other course within the duration of the coop.

Students will gain practical skills and experience to reinforce and expand what they learned in the classroom and increase their employability skills in an ever-competitive job market. Due to the growing reputation of Alfaisal University, several organizations approach the College of Business to send its students to participate in their internship programs. The College of Business has worked with over 100 national and international organizations to host the internships; many of these organizations end up hiring the CoB student interns.

**Please go to the major core courses (MCC) for each department below for more details.**

### **D. Business Electives Courses (BEC):**

These are 2 courses selected from the set of courses listed below.

## Business Electives Courses (BEC)-6 Credit hours

Course Code	Course-Title	Credits	Prerequisite Course Code
<b>All CoB students must complete 6 credits selected from the list of courses below or any of the other majors' core courses:</b>			
<b>Multiple</b>	Any CoB course which is not on the student's study plan		
<b>ACC 495</b>	Accounting Theory & Contemporary Issues in Accounting	3	ACC 302
<b>BAN 350</b>	Predictive Analytics & Data Mining	3	OPM 211, OPM 230
<b>BAN 370</b>	Business Big data Intelligence	3	BAN 310
<b>BAN 380</b>	People Analytics and Strategy	3	MGT 230
<b>BAN 410</b>	Applied Business Analytics Project	3	BAN 310
<b>ECO 310</b>	International Economics	3	FIN 201
<b>ECO 320</b>	Islamic Economic and Finance	3	FIN 201
<b>FIN 330</b>	Financial Planning	3	FIN 201
<b>FIN 340</b>	Contemporary Financial Issues	3	FIN 201
<b>FIN 377</b>	Fixed Income Securities	3	FIN 201
<b>FIN 380</b>	Corporate Governance	3	FIN 201, MGT 210, ACC 202
<b>FIN 450</b>	Financial Trading Strategies	3	FIN 201
<b>MGT 374</b>	Real Estate	3	FIN 201
<b>MGT 420</b>	Human Performance Improvement	3	MGT 230
<b>OPM 315</b>	E-Commerce	3	FIN 201, OPM 230

## **General Notes about College of Business Degree Requirements**

- A minimum of 130 credit hours is required to graduate with one major.
- **Course Load Per Semester:** The Ministry of Education requires students to enrol in at least 12 credit hours to be considered full-time students. It also states that the normal load for the full-time student is 15-16 credit hours per semester. However, a student with a very good cumulative GPA can be allowed to enrol **in 18 credit hours per semester, which is the maximum allowed.** Furthermore, a student is not allowed to enrol in a course in another university if the course is offered at Alfaisal University in the same semester. Also, if a student has a grade of "F" in a course he/she cannot complete this course in another university, then transfer the grade to AU.
- Students can repeat a maximum of four courses within the duration of his/her BBA degree at AU.
- All students must consult their respective advisor/s throughout their full study cycle with due approvals at specific milestones.
- The CoB strictly applies the policies listed under the "[Student Affairs Deanship Policies and Procedures](#)." Please make sure to orient yourself with policies applicable to you.
- Similarly, students and faculty are required to implement the CoB "[Teaching Guidelines](#)".
- All courses are 3 credits unless stated otherwise.
- All students must follow their study plans. Any deviation from the study plan must be discussed and approved by the student's Academic Supervisor to avoid delay in graduation.
- **Students must complete all BCC and MCC courses in the CoB.** Exceptions can be made by a petition that needs to be approved by the Dean.
- The teaching schedule for the Freshman year of CoB students is presented in Figure 2 below. Students must enroll in these courses as they are pre-requisites for many business courses required in the second year and thereafter. Not doing so may result in delaying the graduation of the student beyond the end of the fourth year of study.

Figure 1: Timeline for completing the BBA degree

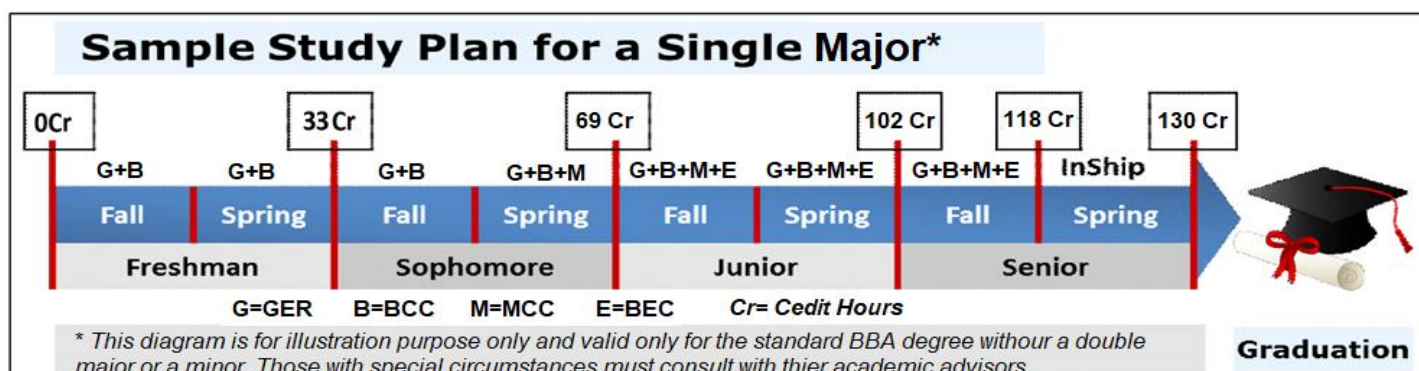


Figure 2: Schedule of courses for the freshman year

First Semester			CHs	Type	Second Semester			CHs	Type
ARB 101	Arabic Language I		2	GER	ARB 112	Arabic Language II		2	GER
ISL 101	Islamic Studies I		2	GER	ISL 112	Islamic Studies II		2	GER
ENG 101	Freshman English I		3	GER	ENG 112	Freshman English II		3	GER
MAT 100	Pre-Calculus		3	GER	MAT 11	Business Calculus		3	GER
OPM 101	Introduction to Computing		3	Core	ACC 201	Introduction to Financial Accounting		3	Core
ECO 101	Microeconomics		3	Core	ECO 102	Macroeconomics		3	Core
COB 100	Student Orientation and Academic Success		1	Core					
			17 Credits					16 Credits	

## E. Adding a Double Major

The College of Business very good performing students are rewarded by given the opportunity of adding a minor or a second major. A student can add a second major to his/her main degree subject to the following conditions/requirements:

- Students can add a double major only after successfully completing a minimum of 60 credit hours. Hence, the double major can be added if qualified) at the end of the 4<sup>th</sup>. semester.
- The student's cumulative GPA must be 3.3 or above at the time of adding the double major. Such students must maintain a cumulative GPA of 3.3 or above until graduation. Those who fail to maintain the minimum required cumulative GPA will receive a minor in place of the additional major instead of a double major.
- Students can add only one double major (or a minor but not both).
- Students are free to choose any major/minor offered by the CoB (not any other AU college) as a double major or a minor, irrespective of their current major.
- A double-major student is required to complete a minimum of 154 credit hours comprising of the following.
  - a minimum of 130 Cr in the standard (first major) degree, plus;
  - additional 24 Cr comprising of the 8 Major Common Courses (MCCs) of the second major.
- No double Counting.** Courses common between the two majors will be counted only once. Such students will be required to complete replacement courses for the courses common between the two majors as approved by the COB.

7. A double-major student is required to do an internship in only one major. **The Internship must be in the primary major selected by the student, which is the major a student started with.**

## **F. Adding a Minor**

Instead of adding a second major, students also have the opportunity of adding a minor subject to the following conditions/requirements.

1. Students can add a minor only after successfully completing a minimum of 60 credit hours.
2. The student's cumulative GPA must be 3.0 or above at the time of adding the minor. Such students must maintain a minimum cumulative GPA of 3.0 until graduation to receive a minor; otherwise the minor will be cancelled.
3. A student can add only one minor. Double major students are not allowed to add a minor.
4. A minor comprises of five additional courses, equivalent to 15 credit hours. The minimum requirement for BBA with a minor is therefore 145 credit hours comprising of the following
  - i. a minimum of 130 Cr in the standard degree, plus
  - ii. additional 15 Cr comprising of five additional courses listed under each minor offered by the College of Business below.
  - iii. **No double counting:** Courses common between the major and the minor will be counted only once. Such students will be required to complete replacement courses for the courses common between the major and the minor as approved by the COB.

The college currently offers minors in 7 areas (accounting, business analytics, entrepreneurship and family business, finance, human resource management, marketing, and operations and project management). Please refer to the list of courses offered under each minor below.

## **G. Changing Major or Minor**

A student can start his/her academic study (in the first semester) with or without declaring a major. Within the first three semesters, a student can change major/s as the curriculum (courses) are the same for all majors. However, by the end of the third semester (before the start of the fourth semester) each student must select a major (department). Once the major is selected a student **can change the major a maximum of two times: the first at the end of the fourth semester, and the second at the end of the fifth semester**. Thereafter a student may be allowed to change a major, but that may delay his/her graduation due to the possible deviation from the study plan of the selected major.

In case of a double major or minor, a student can change it but must be aware of the impact on the completion of the degree. A later change may result in delaying the graduation by one or more semester/s.

Change of a major or minor is allowed only after the completion of a semester and at least a week before the beginning of the succeeding semester. In all cases changing the major or minor requires the approval of the first (current) major academic advisor, the Undergraduate Business Program Vice Dean, and the Dean of CoB.

## **H. Advising and the Assignment of an Academic Advisor (Supervisor)**

Each student must have a supervisor at all times. Students in the first four semesters (Freshman and Sophomore years) are advised by the Vice Dean for Undergraduate Business Programs and Internships and his/her assistants (students' counselors). However, thereafter (within the junior and senior years) each student must be assigned to a faculty member in his/her department. The student stays with this academic advisor until graduation (including the supervision of the Internship). An academic advisor can be changed only based on justifiable reasons. In this case, the student must petition such a change,

and it must be approved by the Vice Dean of the Undergraduate Business Programs and Internship and the Dean.



## College of Business Academic Departments

### DEPARTMENT OF ACCOUNTING



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The Department Offers:

- Bachelor of Business Administration (BBA)-Major in Accounting
- Minor in Accounting

**Web address:** <http://cob.alfaisal.edu/programs/accounting>

### General Department Information

Accounting is one of the most rewarding careers in business and the one that offers the most opportunities with the lowest risk. The American Institute of Certified Public Accountants (AICPA) describes accounting as “The One Degree with 360 Degrees of Possibilities.” Your accounting degree prepares you to become a successful certified public accountant (CPA), chief financial officer (CFO), or chief executive officer (CEO). It is also a great major to choose if you are preparing to work in a family business.

It is interesting to note that more senior business leaders come from accounting backgrounds than any other business function. Why? There are four main reasons that make accountants indispensable in the



business world. First, accountants are known for their trustworthiness and high degrees of integrity. Second, accountants have the financial acumen necessary to diagnose the financial health of their companies and determine activities that maximize the outcome of their decisions. This is why they are known in the business circle as business doctors. Third, the path from the CFO (the top accounting job) to the CEO position is increasingly seen as a natural transition. In recent years, the CFO position has become a training ground and steppingstone for the top job. Finally, they know companies' financial drivers; they know what creates values and what does not.

## Major Core Courses (36 credit hours)

Accounting major must complete all the courses below. For double major, see general notes above.

### Major Core Courses (36 credit hours)

Course Code	Course-Title	Credits	Prerequisite Course Code
ACC 301	Intermediate Financial Accounting I	3	ACC 201
ACC 302	Intermediate Financial Accounting II	3	ACC 301
ACC 320	Cost Accounting	3	ACC 202
ACC 330	Zakat and Income Taxes	3	ACC 202
ACC 390 <sup>a</sup>	Financial Statement Analysis and Valuation	3	FIN 201, ACC 301
ACC 410	Advanced Financial Accounting	3	ACC 302
ACC 420	Auditing and Assurance Services	3	ACC 302, OPM 230
ACC 425 <sup>b</sup>	Special Topics in Taxation	3	ACC 330
ACC 498 <sup>c</sup>	COOP Training Internship	12	MGT 490

Notes: Students on old study plans (a) will need to complete OPM 340 as a common core course instead of ACC 390, (b) may choose to complete a Business elective (ACC 390 and ACC 425 may also be chosen as Business electives), (c) will need to complete ACC 499, which is 9 credit hours).

### Minor in Accounting.

Students from other majors can add a minor in accounting and must complete the following courses:

Four Fixed Courses	ONE course from the following list
ACC 301 Intermediate Financial Accounting I*	FIN 380; MGT 373; MGT 383; Any other 3rd/4th year ACC coded course which is not part of the student's primary major; or any other course approved by the department chair.
ACC 302 Intermediate Financial Accounting II	
ACC 390 Financial Statement Analysis & Valuation*	
ACC 425 Special Topics in Taxation	

\*Students majoring in Finance must complete ACC 320 and ACC 420 as ACC 301/ACC 390 are required courses in the finance major.

## Accounting Courses Description

### ACC 201 Introduction to Financial Accounting (3 credits) (BCC)

The course introduces students to the accounting equation, accounting cycle and preparation of financial statements, the framework within which financial statements are prepared, Generally Accepted Accounting Principles (GAAP), and users of such financial statements. As well, the course will cover inventory and accounts receivables. Prerequisite: ECO 101, MAT 100, and ENG 101.

### ACC 202 Introduction to Management Accounting (3 credits) (BCC)

The course introduces students to the role of accounting information in business and investment decisions. It covers Job Order Costing, Process Costing, and Activity Based Costing methods used in manufacturing and service operations. The course explores the cost volume profit relationship, cost classifications:

variable and fixed costs, standard costing, and budgeting; it also introduces the Balanced Scorecard as a performance measure. Prerequisite: ACC 201 and OPM 230.

### **ACC 301 Intermediate Financial Accounting I. (3 credits) (MCC)**

The course provides students with depth knowledge and applied skills about the fundamentals of financial reporting, financial statements and their components, revenue recognition, cash control, recognition and measurement of accounts receivable, accounting for perpetual and periodic inventory systems, inventory costing methods, long-term asset recognition and measurement and their depreciation/amortization. Prerequisite: ACC 201.

### **ACC 302 Intermediate Financial Accounting II (3 credits) (MCC)**

This is the second half of intermediate accounting. It focuses on the liability and equity side of the balance sheet. The topics covered include liabilities, contingencies, stockholders' equity, and earnings per share: both basic and dilutive EPS (dilutive securities), complex financial instruments, income taxes, pensions, post-retirement benefits, leases, accounting changes and error correction, and statement of cash flows. Prerequisite: ACC 301.

### **ACC 320 Cost Accounting (3 credits) (MCC)**

The course provides students with a practical set of tools related to the use of accounting information in making business and investment decisions. It focuses on master budgets, inventory costing and capacity analysis, pricing decisions and cost management, cost allocation and customer profitability, spoilage & scrap, balanced scorecard, inventory management, and capital budgeting and cost analysis. Prerequisite: ACC 202.

### **ACC 330 Zakat and Income Taxes (3 credits) (MCC)**

The course provides students with knowledge, skills, and theory of Zakat and Income Taxes. It introduces students to rules and regulations governing Zakat and Income Taxes in Saudi Arabia. Students learn the incomes that are subjected to Zakat and Income Taxes. As well, students learn how to determine taxable and Zakatable income and what income components should be included in both income taxes and zakat. Prerequisite: ACC 202.

### **ACC 390 Financial Statement Analysis and Valuation (3 credits) (MCC)**

Valuation and performance are an important part of investment decisions which heavily relies on the information in financial statements. This course will familiarize students with the framework of analysis and valuation using financial statements and focus on how to extract information from financial statements and use that data for valuation. Prerequisite: FIN 201, ACC 301.

### **ACC 410 Advanced Financial Accounting (3 credits) (MCC)**

The course involves a detailed examination of equity investments, mergers, acquisitions, and consolidation of financial statements as well as intercompany transactions of depreciable and non-depreciable assets, intercompany bondholding, and other consolidation reporting issues, foreign currency transactions, and translation and consolidation of the financial statements of foreign operations. Prerequisite: ACC 302.

### **ACC 420 Auditing and Assurance Services (3 credits) (MCC)**

Students learn how to assess the effectiveness of a company's accounting, internal control system, and risk management. It covers theory, concepts, professional and legal standards and procedures underlying audits of financial statements as well as techniques for gathering, summarizing, analyzing, and interpreting information reported in financial statements and procedures used in verifying this information. Prerequisite: ACC 302, OPM 230

**ACC 425 Special Topics in Taxation (3 credits) (MCC)**

This course will cover special topics in taxation which are relevant to the decent and expected developments in Saudi Arabia. The course will cover tax policy, system design, and technical issues involved in taxation which are not covered in the regular curriculum. One issue of immediate importance in the context of Saudi Arabia, for example, is indirect taxation. The course will therefore start with a particular emphasis on value-added and goods and services tax regimes. It will include local and cross-border taxation regimes, including the construction of the tax base, tax rates, and the operation of VAT/GST regimes. The course will also look at customs duties and other indirect taxes. The list of these topics will be changed and updated based on developments in the Kingdom's policies and needs. Prerequisite: ACC 330.

**ACC 495 Accounting Theory and contemporary Issues (3 credits) (BEC)**

This course introduces students to the general nature of accounting theory and its function in relation to problems confronting the accounting profession. Accounting practices including accounting rules, principles and processes are examined within the context of contemporary theoretical perspectives and socio-political behaviors of market participants. Prerequisite: ACC 302.

**ACC 498 COOP Training Internship (12 credits) (MCC)**

This course requires students to complete a four month placement as an internee in various local and international organizations across various sectors and industries in KSA. This is an important part of the BBA degree requirements which bridges the gap between theory and practice. Students will get a chance to get hands-on experience in a variety of areas related to Accounting including the application of the principles of financial and management accounting in decision making; diagnosing the financial health of companies and identifying drivers of performance; and be involved in the auditing process and know its impractical importance and implications. Prerequisites: MGT 490

Study Plan (Major in Accounting)					
Fall (Year 1)			Spring (Year 1)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
ARB 101	Arabic Language I (2 Cr)		ARB 112	Arabic Language II (2 Cr)	ARB 101
ISL 101	Islamic Studies I (2 Cr)		ISL 112	Islamic Studies II (2 Cr)	ISL 101
ENG 101	Freshman English I		ENG 112	Freshman English II	ENG 101
MAT 100	Pre-Calculus		MAT 111	Business Calculus	MAT 100
OPM 101	Introduction to Computing		ACC 201	Intro. to Financial Accounting	OPM 101 OR MAT 100
ECO 101	Microeconomics		ECO 102	Macroeconomics	ECO 101
COB 100	Student Orientation and Academic Success				
Total Cr	17		Total Cr	16	
Fall (Year 2)			Spring (Year 2)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
OPM 211	Business Statistics	OPM 101, MAT 111	MKT 201	Principles of Marketing	OPM 101, MAT 111, ECO 102
MGT 201	Business Communications	ENG 112, ECO 102	OPM 230	Management Information Systems	OPM 101, MAT 111
MGT 210	Business Ethics	ISL 112, ENG 101	MGT 230	Organization Behavior	ENG 112, MGT 210, MAT 111
FIN 201	Principles of Finance	OPM 101, MAT 111, ECO 102	ACC 301	Intermediate Financial Accounting I	ACC 201
ACC 202	Intro. to Management Accounting	ACC 201, ENG 112	OPM 330	Quantitative Methods for Business	OPM 211
	Natural Science-I			Social Science-I	
Total Cr	18		Total Cr	18	
Fall (Year 3)			Spring (Year 3)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 301	Business Law	MGT 201, MGT 210, MGT 230	BAN 310	Business Analytics & Visualization	OPM 211, OPM 230
ACC 302	Intermediate Financial Accounting II	ACC 301	ACC 390	Fin, Statmt Analysis & Valuation	FIN 201, ACC 301
ACC 330	Zakat and Income Taxes	ACC 202	ACC 420	Auditing and Assurance Services	ACC 302, OPM 230
ACC 320	Cost Accounting	ACC 202	ACC 425	Special Topics in Taxation	ACC 330
	Business Elective-I			Social Science-II	
	Natural Science-II				
Total Cr	18		Total Cr	15	
			*it used to be OPM 460. Also fine if a student completed OPM 460		
Fall (Year 4)			Spring (Year 4)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 490	Strategic Management	MGT 230 OR ACC 302	ACC 498 <sup>†</sup>	COOP Training Internship (12 Cr)	MGT 490
ACC 410	Advanced Financial Accounting	ACC 302			
	Business Elective-II				
	General Elective-I				
	General Elective-II				
MGT 300	Executive Lectures	ACC 202, ENG 112			
Total Cr	16		Total Cr	12	
GER	General Education Requirements		MCC	Major Core Courses	
BCC	Business Common Core Courses		BEC	Business Elective Courses	
Notes:					
Students on old study plans					
(a) are not required to complete COB 100		(b) need to complete OPM 340 instead of ACC 390,			
(c) may choose a third business elective instead of ACC 425, and		(d) complete ACC 499 which is 9 credit hours			

## Minor in Accounting.

Students from other majors can add a minor in accounting and must complete the following courses

Four Fixed Courses	ONE course from the following list
ACC 301 Intermediate Financial Accounting I*	FIN 380; MGT 373; MGT 383; Any other 3rd/4rth year ACC coded course which is not part of the student's primary major; or any other course approved by the department chair.
ACC 302 Intermediate Financial Accounting II	
ACC 390 Financial Statement Analysis & Valuation*	
ACC 425 Special Topics in Taxation	

\*Students majoring in Finance must complete ACC 320 and ACC 420 as ACC 301/ACC 390 are required courses in the finance major.

## DEPARTMENT OF FINANCE



### Chair

**Dr. Ahmed Sair Alanazi, Ph.D.**

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The Department Offers:

- Bachelor of Business Administration (BBA)- Major in Finance
- Minor in Finance

Web address: <http://cob.alfaisal.edu/programs/finance>

## General Department Information

The Kingdom of Saudi Arabia has developed many ambitious plans toward achieving its 2030 Vision. Saudi Arabia is transforming the whole nation's economy from oil-dependent economy into a more diversified economy. In line with this, the College of Business offers a major in Finance, which aims to provide students with a theoretical and practical understanding of finance. In finance, students will have the opportunity to explore major finance dimensions of corporate finance, investment, and banking management. The future is bright for finance graduates in Saudi Arabia.

## Major Core Courses (36 credit hours)

Finance major students must complete all the courses below.

### Major Core Courses (36 credit hours)

Course Code	Course-Title	Credits	Prerequisite Course Code
ACC 301 <sup>a</sup>	Intermediate Financial Accounting I	3	ACC 201
FIN 320	Corporate Finance	3	FIN 201
FIN 350	Financial Markets & Institutions	3	FIN 201
FIN 310	Financial Modelling	3	FIN 201
FIN 410	Investments	3	ACC 301 OR FIN 350 OR FIN 320
ACC 390 <sup>b</sup>	Financial Statement Analysis and Valuation	3	FIN 201, ACC 301
FIN 420	International Finance	3	FIN 320.
FIN 467	Banking Management	3	FIN 350
FIN 498 <sup>c</sup>	COOP Training Internship	12	MGT 490

Notes: Students on old study plans (a) will need to complete OPM 340 as a common core course instead of ACC 301, (b) may choose to complete a Business elective (ACC 301 and ACC 390 may also be chosen as Business electives), (c) will need to complete FIN 499, which is 9 credit hours).

### Minor in Finance.

Students from other majors can add a minor in Finance and must complete the following courses

Four Fixed Courses	ONE course from the following list
FIN 310 Financial Modeling	ACC 301; ACC 415; ECO 320; Any other 3rd/4th year FIN coded course which is not part of the
FIN 320 Corporate Finance	

FIN 350 Financial Markets and Institutions	student's primary major; or any other course approved by the department chair.
FIN 410 Investments	

## Finance Courses Description

### **FIN 201 Principles of Finance (3 credits) (BCC)**

This is a core second-year course for all students in the College of Business. The course introduces students to the role of financial markets. Basic principles of ratio analysis, the time value of money, valuing fundamentals for financial assets such as bonds and shares will be explained. Prerequisites: OPM 101, MAT 111, ECO 102, and ENG 112.

### **FIN 310 Financial Modelling (3 credits) (MCC)**

This is a third-year core unit for Finance major students. This course uses spreadsheets for financial analysis, risk analysis, valuations, investment management, credit analysis, scenario analysis, budgeting, sales forecast, financial projections, and project evaluation. The use of Excel as a tool for modeling, basic skills in recording, writing, and using Macros in Excel is also covered. Prerequisite: FIN 201.

### **FIN 320 Corporate Finance (3 credits) (MCC)**

Corporate finance involves the financial management and value of business entities. In this course, the students investigate how managers make investment, financing, and dividend decisions. Investment decisions are based on discounted cash flow techniques and their extensions. Prerequisite: FIN 201.

### **FIN 330 Financial Planning (3 credits) (BEC)**

This course is about making sure that values line up with how people spend and save. This course presents the basic theory and structure of individual financial planning and will analyze managing assets, credit, insurance needs, and investments, focusing on investments in stocks, bonds mutual funds, ETFs, and real estate. The course will also focus on insurance needs analyzing income and tax issues as they relate to investments. It will cover the development of lifelong financial, retirement, and estate planning. Students are required to develop an automated financial plan in MS Excel. Prerequisite: FIN 201.

### **FIN 340 Contemporary Financial Issues (3 credits) (BEC)**

This course examines current financial issues that are shaping the global financial environment. This course discusses and debates the relevance of traditional financial models in contemporary financial events. The unit further includes the analysis of business cycles from a finance perspective. Prerequisite: FIN 201.

### **FIN 350 Financial Markets and Institutions (3 credits) (MCC)**

The course explores the structure and activities of various financial institutions in the global financial system. The course examines the growing importance of Central Banking actions and policies on achieving macroeconomic objectives. The changing regulatory environment facing commercial banks since the global financial crisis of 2008 as well as the Saudi Mortgage Law are also covered in detail. Prerequisite: FIN 201.

### **FIN 380 Corporate Governance: (3 credits) (BEC)**

This course examines the relationships between corporate managers, the boards of directors, and investors. The course reviews the responsibilities of the board, including financial statement approval, CEO performance assessment, executive compensation, and succession planning. With global brands at risk and



mistakes instantly transmitted via the internet and social media, the reputational stakes are very high. Prerequisites: FIN 201, ACC 202, and MGT 210.

### **FIN 377 Fixed Income Securities (3 credits) (BEC)**

This is a basic course in the analysis of fixed income securities. The course focuses on the modern valuation techniques for a variety of fixed income securities based on an observed term structure of interest rates. Recognized topics include bond pricing, the Treasury Market, bond portfolio and risk management based on duration and convexity, yield-curve trading strategies, term structure estimation, and credit risk modelling. Prerequisite: FIN 201.

### **FIN410 Investments (3 credits) (MCC)**

This is a final year support class for students majoring in Finance. The course examines the theory and practice of portfolio management and security analysis through the implementation of advanced regression and Excel tools for empirical research and quantitative problem-solving. Students are required to develop an automated trading model in MS Excel. Pre-réquisits: ACC 301, OR FIN 350, OR FIN 320.

### **FIN 420 International Finance (3 credits) (MCC)**

This course examines international financial markets, and the opportunities they present for achieving risk management and asset allocation objectives. The principal focus will be on assets traded in liquid markets: currencies, equities, bonds, swaps, and other derivatives. Analytical tools for risk and return measurement, portfolio management, and hedging will be examined. Prerequisite: FIN 320.

### **FIN 450 Financial Trading Strategies (3 credits) (BEC)**

This course aims to introduce students to the global markets including international stock markets and indices, commodities, and currencies in the spot market. Students will learn the difference between fundamental and technical analysis and be able to make trading decisions. Moreover, the course provides the students with basic chart reading and analysis. Prerequisite: FIN 201.

### **FIN 467 Banking Management (3 credits) (MCC)**

The course aims to introduce students to the banks and their services. Topics cover issues such as organization and structure of banks; financial statements of a bank; measuring and evaluation of bank performance; asset and liability management, hedging against interest rate risk, duration gap. Basel Agreement on International Capital Standards and regulations and reform will be introduced. Prerequisite: FIN 320.

### **FIN 498 COOP Training Internship (12 credits) (MCC)**

This course requires students to complete a four month placement as an internee in various local and international organizations across various sectors and industries in KSA. This is an important part of the BBA degree requirements which bridges the gap between theory and practice. Students have the opportunity to get hands-on experience in a variety of areas related to mutual funds, alternative investment, asset allocations, portfolio management, risk management, corporate banking, Investing banking, venture capital, financial statement analysis and corporate valuation among many other finance applications. Prerequisites: MGT 490

### **ECO 101 Microeconomics (3 credits) (BCC)**

This course introduces students to the key principles of microeconomics and its application to decisions made by households and firms. Uses the forces of supply and demand, the course studies the interaction

between individuals, business firms, and government. It analyses the impact of perfect and imperfect competition on the welfare of key players in society.

### **ECO 102 Macroeconomics (3 credits) (BCC)**

This course introduces students to macroeconomics concepts and tools of analysis used to understand how an economy as a whole function. It discusses the determinants of standard macroeconomic concepts including inflation, unemployment, and economic growth; money supply and interest rates; and evaluates the impact of fiscal and monetary policies on the economy. The course also analyses the impact of KSA's current policies on the key indicators of the Saudi economy. Prerequisite: ECO101.

### **ECO 310 International Economics (BEC)**

This course will introduce both the micro-economic and macroeconomic issues relevant to the economic relations among countries. The first half of the course explores the theoretical microeconomic foundations of international trade covering the why, what, and how of trade versus protectionism. The second half of the course deals with issues in international finance and macroeconomics and covers such issues as currencies and exchange rate (fixed vs. flexible) policies, balance of payments. Prerequisite: FIN 201.

### **ECO 320 Islamic Economics & Finance (3 credits) (BEC)**

This course is designed to introduce foundations and instruments of Islamic economics and finance within two parts. In the first part, the course will define Islamic economics and review its fundamental economic principles and discuss the historical development of Islamic economic thought. In the second part, the course will provide a relationship between Islamic economics and finance by covering the foundations of Islamic finance and its historical development. Prerequisite: FIN 201.

Study Plan (Major in Finance)					
Fall (Year 1)			Spring (Year 1)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
ARB 101	Arabic Language I (2 Cr)		ARB 112	Arabic Language II (2 Cr)	ARB 101
ISL 101	Islamic Studies I (2 Cr)		ISL 112	Islamic Studies II (2 Cr)	ISL 101
ENG 101	Freshman English 1		ENG 112	Freshman English II	ENG 101
MAT 100	Pre-Calculus		MAT 111	Business Calculus	MAT 100
OPM 101	Introduction to Computing		ACC 201	Intro. to Financial Accounting	OPM 101 OR MAT 100
ECO 101	Microeconomics		ECO 102	Macroeconomics	ECO 101
COB 100*	Student Orientation and Academic Success				
<b>Total Cr</b>		<b>17</b>	<b>Total Cr</b>		<b>16</b>
Fall (Year 2)			Spring (Year 2)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
OPM 211	Business Statistics	OPM 101, MAT 111	MKT 201	Principles of Marketing	OPM 101, MAT 111, ECO 102
MGT 201	Business Communications	ENG 112, ECO 102	OPM 230	Management Information Systems	OPM 101, MAT 111
MGT 210	Business Ethics	ISL 112, ENG 101	MGT 230	Organization Behavior	ENG 112, MGT 210, MAT 111
FIN 201	Principles of Finance	OPM 101, MAT 111, ECO 102	FIN 320	Corporate Finance	FIN 201
ACC 202	Intro. to Management Accounting	ACC 201, ENG 112	OPM 330	Quantitative Methods for Business	OPM 211
	Natural Science-I			Social Science-I	
<b>Total Cr</b>		<b>18</b>	<b>Total Cr</b>		<b>18</b>
Fall (Year 3)			Spring (Year 3)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 301	Business Law	MGT 201, MGT 210, MGT 230	BAN 310	Business Analytics & Visualization	OPM 211, OPM 230
ACC 301	Intermediate Financial Accounting	ACC 201	FIN 310	Financial Modeling	FIN 201
FIN 350	Financial Markets & Institutions	FIN 201	ACC 390	Fin. Statmt Analysis & Valuation	FIN 201, ACC 301
FIN 410	Investments	ACC 301 OF FIN 310 OR FIN 350 OR FIN 350	FIN 420	International Finance	FIN 320
	Business Elective-I			Social Science-II	
	Natural Science-II				
<b>Total Cr</b>		<b>18</b>	<b>Total Cr</b>		<b>15</b>
			*It used to be OPM 460. Also fine if a student completed OPM 460		
Fall (Year 4)			Spring (Year 4)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 490	Strategic Management	MGT 230, FIN 350	FIN 498*	COOP Training Internship (12 Cr)	MGT 490
FIN 467	Banking Management*	FIN 350			
	Business Elective-II				
	General Elective-I				
	General Elective-II				
MGT 300	Executive Lectures	ACC 202, ENG 112			
<b>Total Cr</b>		<b>16</b>	<b>Total Cr</b>		<b>12</b>
*Some students might have completed FIN 308 which is fine as well					
GER	General Education Requirements		MCC	Major Core Courses	
BCC	Business Common Core Courses		BEC	Business Elective Courses	
<b>Notes:</b>					
Students on old study plans					
(a) are not required to complete COB 100		(b) need to complete OPM 340 instead of ACC 301,			
(c) may choose a third business elective instead of ACC 390, and		(d) complete FIN 499 which is 9 credit hours			

## Minor in Finance.

Students from other majors can add a minor in finance and must complete the following courses

Four Fixed Courses	ONE course from the following list
FIN 310 Financial Modeling	ACC 301; ACC 415; ECO 320; Any other 3rd/4th year FIN coded course which is not part of the student's primary major; or any other course approved by the department chair.
FIN 320 Corporate Finance	
FIN 350 Financial Markets and Institutions	
FIN 410 Investments	

## DEPARTMENT OF MANAGEMENT



**Chair**

**Dr. Nourah Abdulaziz Alfayez, Ph.D.**

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The Department Offers:

- Bachelor of Business Administration (BBA)-Major in Human Resources Management
- Bachelor of Business Administration (BBA)- Major in Entrepreneurship and Family Business
- Minor in Human Resources Management
- Minor in Entrepreneurship and Family Business

**Web address:** <https://cob.alfaisal.edu/en/hr>

### General Department Information

The Management Department offers general management courses that enable students to develop the skills and competencies needed to succeed in different organizational roles when working in virtually any industry. These Management courses are intended to expand leadership potential as we adopt a synthesizing approach in effective communication, leadership, managing change, organizational behavior, and strategic management.

Aiming for student professional and personal growth, management faculty are committed to producing an educational experience that focuses on student success by providing excellent pedagogy and opportunities for practical learning. The department offers two rich academic majors: Human Resources Management and Entrepreneurship and Family Business.

### Major in Human Resource Management

The major in Human Resource Management develops students who understand human behavior in organizations and how employees represent an asset that must be leveraged to generate organizational value.

With strong social awareness, students in this major learn how to handle various human resources management functions to implement organizational strategies with a critical understanding of professional practices in human resource management that are recognized internationally.

With theoretical foundation and hands-on practical experience, students learn the functional aspects of human resource management such as HR planning, compensation, recruitment, training and development, career planning, and performance management while emphasizing the integration of Human Resource management and organizational strategic planning process.

Our study plan covers topics that ensure the development of leadership skills to implement organizational effectiveness and manage organizational change.

Throughout their study, our students will have the opportunity to engage with HR professionals through departmental events and external networking opportunities.

## Major Core Courses (36 credit hours)

Human Resources Management major must complete all the courses below.

### Major Core Courses (36 credit hours)

Course Code	Course-Title	Credits	Prerequisite Course Code
MGT 350	Human Resources Management	3	MGT 210
MGT 360 <sup>a</sup>	Employee Learning & Development	3	MGT 230
MGT 370	HR Planning, Recruitment & Selection	3	MGT 230
MGT 373	Negotiations	3	MGT 230
MGT 383	Organizational Leadership	3	MGT 230
MGT 390 <sup>b</sup>	Total Reward Management	3	MGT 230
MGT 393	Managing Organizational Change	3	MGT 230
MGT 443	Comparative Management	3	MGT 230
HRM 498 <sup>c</sup>	COOP Training Internship	12	MGT 490

Notes: Students on old study plans (a) will need to complete OPM 340 as a common core course instead of MGT 360, (b) may choose to complete a Business elective (MGT 360 and MGT 390 may also be chosen as Business electives), (c) will need to complete HRM 499, which is 9 credit hours).

## Major in Entrepreneurship and Family Business.

We designed the major in Entrepreneurship and Family Business according to world-class standards to develop the skills, knowledge, and confidence to prepare our students for a career as autonomous entrepreneurs, family-business owners, or innovators in new ventures.

The focus on entrepreneurship and family business studies provides the opportunity to develop entrepreneurial talents while providing a solid intellectual foundation to confront the challenges facing a business owner. The study plan includes courses from different business areas such as management, finance, legal expertise, innovation, and human resources management to help students to prepare for a leadership role in a family business or as an entrepreneur.

Courses in the major have an experiential learning perspective; by using case studies and experiential activities, students will have the opportunity to develop their business acumen under the guidance of their instructors.

Entrepreneurship and Family Business major must complete all the courses below.

### Major Core Courses (36 credit hours)

Course Code	Course-Title	Credits	Prerequisite Course Code
MGT 350	Human Resources Management	3	MGT 210
MGT 373	Negotiations	3	MGT 230
MGT 375	Introduction to Entrepreneurship	3	FIN 201, MGT 230
MGT 376	Entrepreneurial Finance	3	FIN 201, MKT 201
MGT 393	Managing Organizational Change	3	MGT 230
MGT 395	Design Thinking	3	MGT 230, MKT 201
MGT 401	Family Business Management	3	MGT 230
OPM 450	Management of Innovation	3	OPM 330
MGT 499	COOP Training Internship	12	MGT 490

Notes: This is a new major and the option is not available on old study plans.

## Minor in Human Resources Management

Students from other majors can add a minor in HRM and must complete the following courses

Four Fixed Courses	ONE course from the following list
MGT 350 Human Resources Management	Any other 3rd/4th year MGT coded course which is not part of the student's primary major; or any other course approved by the department chair.
MGT 370 HR Planning, Recruitment and Selection	
MGT 373 Negotiations*	
MGT 383 Organizational Leadership	

\* Students majoring in EFB (Entrepreneurship and Family Business) must complete a replacement course for MGT 373 as recommended by the department chair.

## Minor in Entrepreneurship and Family Business

Students from other majors can add a minor in EFB and must complete the following courses

Four Fixed Courses	ONE course from the following list
MGT 375 Introduction to Entrepreneurship	Any other 3rd/4th year course in the EFB major or any MGT-coded course offered by the College of Business; or any other course approved by the department chair.
MGT 373 Negotiation*	
MGT 393 Managing Organizational Change	
MGT 401 Family Business Management	

\* Students majoring in HRM must complete a replacement course for MGT 373 as recommended by the department chair.

## Management Courses description

### MGT 201 Business Communication (BCC)

This course introduces basic communication theory and its application to business functions. It covers a wide range of business communication concepts including business correspondence, presentations, report writing, messaging and emails, providing and receiving feedback, international business etiquette, effective use of the English language, and communicating across languages and cultures. Prerequisites: ECO 102 and ENG 112.

### MGT 210 Business Ethics (3 credits) (BCC)

This course introduces students to ethical concepts and imparts the necessary analytical skills needed to solve moral dilemmas in business. It provides an assessment of the local and global trends within the area of corporate social responsibility, and an introduction to the moral principles guiding business practice. Prerequisites: ISL112, and ENG 1101.

### MGT 230 Organizational Behavior (3 credits) (BCC)

This course provides a comprehensive overview of the applied behavioral sciences to the study of people at work in organizations. It covers the fundamentals of individual and group behavior and topics such as motivation, power and politics, and conflict and negotiations. It will also provide students with some experiential opportunities to develop leadership skills. Prerequisites: MGT 210, MAT 111, and ENG 112.

### MGT 300 Executive Lecture (1 credits) (BCC)



This course focuses on the discussion of contemporary business and management issues by local and international leading executives from a wide range of organizations and industries. These seminars are intended to bridge the gap between the practical world of business and leadership and business education. All lectures are free and open to the public. Prerequisite: ACC 202.

### **MGT 301 Business Law (3 credits) (BCC)**

This course focuses on the essential international principles of business law including contracts, negotiable instruments, banking law, insurance, agency and powers of attorney, forms of business organization, employment, criminal law and torts, intellectual property, and tax. These concepts will be introduced in assigned readings and in brief lectures by the instructor, and then explored by students in general discussion and other formats. Prerequisites: MGT 201, MGT 210, and MGT 230.

### **MGT 350 Human Resources Management 3 Credits) (MCC in HRM and EFB)**

This course overviews the functions carried out by the Human Resource Management (HRM) departments and specialists. It addresses a wide range of topics such as personnel planning, recruitment and selection, performance assessment, training and development, and ethics in HRM. Prerequisite: MGT 210.

### **MGT 360 Employee learning and development (3 credits) (MCC in HRM)**

This course aims at helping students understand the various steps needed to develop training and development programs. It demonstrates the importance of training in advancing organizational learning and overall motivation. Topics covered include needs analysis, learning theories, training design, methods, and delivery, transfer of learning, and training evaluation, costs, and benefits. Prerequisite: MGT 230.

### **MGT 370 Human Resource Planning, Recruitment and Selection (3 credits) (MCC in HRM)**

This course presents the key organizational and managerial practices involved in Human Resource (HR) planning, recruitment, and selection. Topics covered include HR strategy, labor demand and supply, job analysis, methods and processes of recruitment, valid and reliable selection methods, and processes. Prerequisite: MGT 230.

### **MGT 373 Negotiation (3 credits) (MCC in HRM and EFB)**

This course introduces the students, using role-playing simulations, to a wide range of negotiation concepts such as conflict management as a first party and as a third party, mediation, investigation, arbitration, and dispute resolution. Prerequisite: MGT 230.

### **MGT 374 Real Estate (3 credits) (BEC)**

The course will provide an introduction to real estate with a broad overview of real property concepts and characteristics, legal considerations, influences on real estate values, types of value, economic principles, market area analysis, investment and financing issues, brokerage, development, and management. Prerequisite: FIN201.

### **MGT 375 Introduction to Entrepreneurship (3 credits) (MCC in EFB)**

This course provides deeper insights into entrepreneurship and establishes entrepreneurial links with innovation. It maps out the practical steps of forming a brand-new company and addresses the strategic

considerations for creating companies. The students will be exposed to various themes including entrepreneurial perspectives, launching entrepreneurial ventures, and formulation of the entrepreneurial plan. Prerequisite: FIN 201.

### **MGT 376 Entrepreneurial Finance (3 credits) (MCC in EFB)**

This course is intended to empower students to be successful in developing and financing the ideas they bring to the market. The overriding orientation is to apply theory and methods of finance and economics to incubating and growing new ventures. The course focuses on value creation as the objective for all entrepreneurial strategic and financial decisions. Prerequisite: FIN 201m MKT 201.

### **MGT 380 Employee Relations & Engagement (3 credits) (BEC)**

This course introduces students to the various issues involved in the creation of productive and meaningful employee-employer relationships. It covers a wide range of concepts including employee relationship principles and models, local and regional labor law, employee engagement and participation, conflict management, grievance handling, and disciplinary procedures. Prerequisite: MGT 230.

### **MGT 383 Organizational Leadership (3 credits) (MCC in HRM)**

This course serves as an introduction to leadership theory and practice. It examines different approaches toward leadership: traits, skills, behavioral and situational. It also analyzes different types of leadership, such as transformational leadership, adaptive leadership, servant leadership and authentic leadership. This course helps students to develop their leadership skills. Prerequisite: MGT 230.

### **MGT 390 Total Reward Management (3 credits) (MCC in HRM)**

This course in the HRM portfolio explores the principles and practices of compensation and benefits in organizations from the holistic and comprehensive view of total reward management. Topics may include total reward strategy, job evaluation, reward systems, pay, and grade structures, benefits management, reward system auditing. Prerequisite: MGT 230.

### **MGT 393 Managing Organizational Change (3 credits) (MCC in HRM and EFB)**

This course introduces the students to the challenges of managing change inside the organization. It helps them establish an in-depth understanding of how to manage organizational change as a systematic approach and equips them with tools for implementing strategic change across the organization. Students will also learn about challenges and opportunities associated with change. Prerequisite: MGT 230.

### **MGT 395 Design Thinking (3 credits) (MCC in EFB)**

This course presents an introduction to the design thinking approach and mindset using highly interactive exercises that give the participants an understanding of techniques and methods of design thinking and awaken their innovative and problem-solving abilities. Design thinking is an iterative approach to solving problems. Through this course, students will be introduced to design management, strategic design, product/service design, and experience design.

**MGT 420 Human Performance Improvement (3 credits) (BEC)**

This is a senior course that focuses on managing people's performance in the workplace, contributing to organizational performance, and the essential skills that HRM practitioners and line managers need for internal consulting to design, facilitate, implement and evaluate performance interventions at a group (e.g. departmental) and organizational level. Prerequisite: MGT 350.

**MGT 440 Comparative HRM (3 credits) (BEC)**

This course explores the cultural relevance of HRM. The implementation of HRM theories across cultures is explored in-depth, along with various relevant topics including people management across cultures, cultural diversity, and other selected International HRM topics. Prerequisites: MGT 360 and MGT 390.

**MGT 443 Comparative Management (3 credits) (MCC in HRM)**

This course provides a comprehensive foundation for understanding, interacting, and successfully managing today's multinational and multicultural organizations. It covers a wide range of issues ranging from assessing the international environment, exploring various cultures and communication methods, international negotiations and decision making to the creation of a global management team and international strategy formulation and execution. Prerequisites: MGT 230.

**MGT 490 Strategic Management (3 credits) (BCC)**

This course is a capstone that integrates the functional areas of marketing, accounting, finance, management, and operations into developing business strategies. It addresses a wide range of concepts such as internal and external factor analysis, business and corporate planning, strategic implementation, control, and evaluation. Prerequisites: MGT 230 and OPM 340.

**MGT 499/HRM 498 COOP Training Internship (12 credits) (MCC in HRM and EFB)**

This course requires students to complete a four months placement as an internee in various local and international organizations across various sectors and industries in KSA. This is an important part of the BBA degree requirements which bridges the gap between theory and practice. Students will get a chance to get hands-on experience in a variety of areas related to Human Resource Management including workforce planning, recruiting, training and development, compensation, and performance management as well as leadership development in the various local and international organizations across the various sectors and industries in KSA. Prerequisites: MGT 480 and MGT 490.

Study Plan (Major in Human Resource Management)					
Fall (Year 1)			Spring (Year 1)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
ARB 101	Arabic Language I (2 Cr)		ARB 112	Arabic Language II (2 Cr)	ARB 101
ISL 101	Islamic Studies I (2 Cr)		ISL 112	Islamic Studies II (2 Cr)	ISL 101
ENG 101	Freshman English 1		ENG 112	Freshman English II	ENG 101
MAT 100	Pre-Calculus		MAT 111	Business Calculus	MAT 100
OPM 101	Introduction to Computing		ACC 201	Intro. to Financial Accounting	OPM 101 OR MAT 100
ECO 101	Microeconomics		ECO 102	Macroeconomics	ECO 101
COB 100	Student Orientation and Academic Success				
Total Cr	17		Total Cr	16	
Fall (Year 2)			Spring (Year 2)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
OPM 211	Business Statistics	OPM 101, MAT 111	MKT 201	Principles of Marketing	OPM 101, MAT 111, ECO 102
MGT 201	Business Communications	ENG 112, ECO 102	OPM 230	Management Information Systems	OPM 101, MAT 111
MGT 210	Business Ethics	ISL 112, ENG 101	MGT 230	Organization Behavior	ENG 112, MGT 210, MAT 111
FIN 201	Principles of Finance	OPM 101, MAT 111, ECO 102	MGT 350	Human Resource Management	MGT 210
ACC 202	Intro. to Management Accounting	ACC 201, ENG 112	OPM 330	Quantitative Methods for Business	OPM 211
	Natural Science-I			Social Science-I	
Total Cr	18		Total Cr	18	
Fall (Year 3)			Spring (Year 3)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 301	Business Law	MGT 201, MGT 210, MGT 230	BAN 310	Business Analytics & Visualization	OPM 211, OPM 230
MGT 360	Employee Learning and Development	MGT 230	MGT 370	HR Planning, Recruitment & Selection	MGT 230
MGT 373	Negotiations	MGT 230	MGT 390	Total Reward Management	MGT 230
MGT 383	Organizational Leadership	MGT 230	MGT 393	Managing Organizational Change	MGT 230
	Business Elective-I			Social Science-II	
	Natural Science-II				
Total Cr	18		Total Cr	15	
			*It used to be OPM 460. Also fine if a student completed OPM 460		
Fall (Year 4)			Spring (Year 4)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 490	Strategic Management	MGT 230, MGT 350	HRM 498	COOP Training Internship (12 Cr)	MGT 490
MGT 443	Comparative Management	MGT 230			
	Business Elective-II				
	General Elective-I				
	General Elective-II				
MGT 300	Executive Lectures	ACC 202, ENG 112			
Total Cr	16		Total Cr	12	
GER	General Education Requirements		MCC	Major Core Courses	
BCC	Business Common Core Courses		BEC	Business Elective Courses	
Notes:					
Students on old study plans					
(a) are not required to complete COB 100		(b) need to complete OPM 340 instead of MGT 360,			
(c) may choose a third business elective instead of MGT 390, and		(d) complete HRM 499 which is 9 credit hours			

## Minor in Human Resources Management

Students from other majors can add a minor in HRM and must complete the following courses

Four Fixed Courses	ONE course from the following list
MGT 350 Human Resources Management	Any other 3rd/4th year MGT coded course which is not part of the student's primary major; or any other course approved by the department chair.
MGT 370 HR Planning, Recruitment and Selection	
MGT 373 Negotiations*	
MGT 383 Organizational Leadership	

\* Students majoring in EFB (Entrepreneurship and Family Business) must complete a replacement course for MGT 373 as recommended by the department chair.

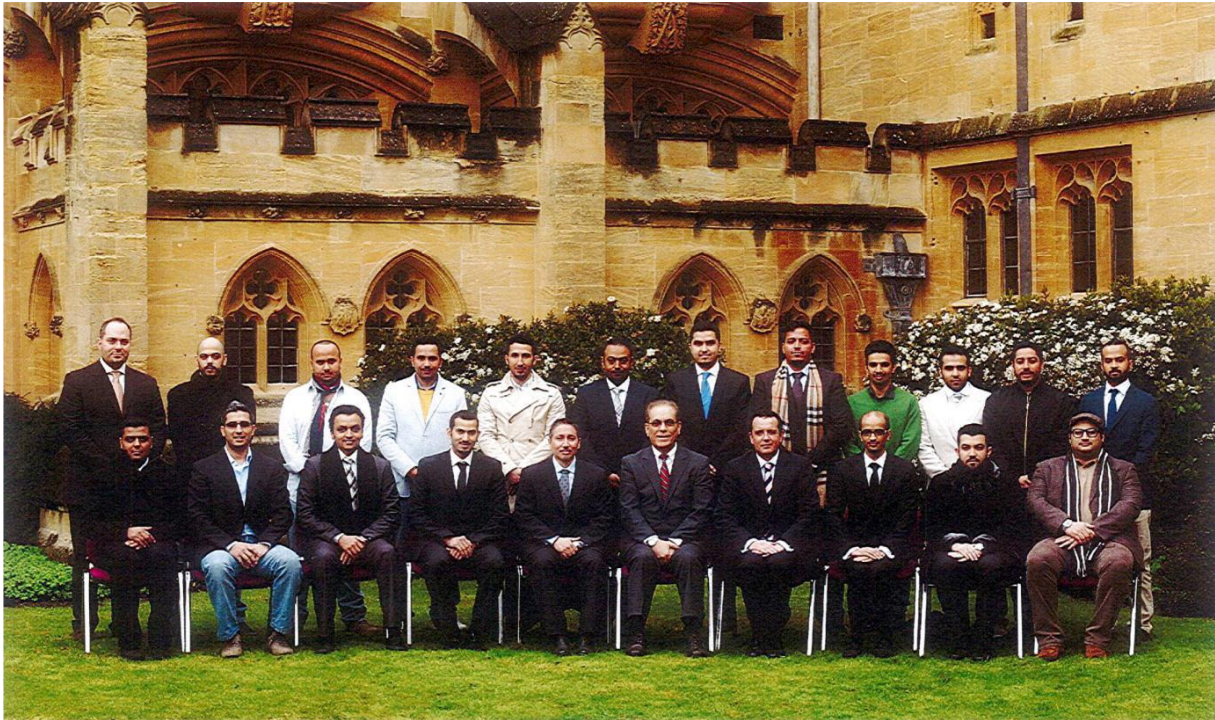
Study Plan (Major in Entrepreneurship and Family Business)					
Fall (Year 1)			Spring (Year 1)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
ARB 101	Arabic Language I (2 Cr)		ARB 112	Arabic Language II (2 Cr)	ARB 101
ISL 101	Islamic Studies I (2 Cr)		ISL 112	Islamic Studies II (2 Cr)	ISL 101
ENG 101	Freshman English I		ENG 112	Freshman English II	ENG 101
MAT 100	Pre-Calculus		MAT 111	Business Calculus	MAT 100
OPM 101	Introduction to Computing		ACC 201	Intro. to Financial Accounting	OPM 101 OR MAT 100
ECO 101	Microeconomics		ECO 102	Macroeconomics	ECO 101
COB 100	Student Orientation and Academic Success				
<b>Total Cr</b>	<b>17</b>		<b>Total Cr</b>	<b>16</b>	
Fall (Year 2)			Spring (Year 2)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
OPM 211	Business Statistics	OPM 101, MAT 111	MKT 201	Principles of Marketing	OPM 101, MAT 111, ECO 102
MGT 201	Business Communications	ENG 112, ECO 102	OPM 230	Management Information Systems	OPM 101, MAT 111
MGT 210	Business Ethics	ISL 112, ENG 101	MGT 230	Organization Behavior	ENG 112, MGT 210, MAT 111
FIN 201	Principles of Finance	OPM 101, MAT 111, ECO 102	MGT 350	Human Resource Management	MGT 210
ACC 202	Intro. to Management Accounting	ACC 201, ENG 112	OPM 330	Quantitative Methods for Business	OPM 211
	Natural Science-I			Social Science-I	
<b>Total Cr</b>	<b>18</b>		<b>Total Cr</b>	<b>18</b>	
Fall (Year 3)			Spring (Year 3)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 301	Business Law	MGT 201, MGT 210, MGT 230	BAN 310	Business Analytics & Visualization	OPM 211, OPM 230
MGT 373	Negotiations	MGT 230	MGT 393	Managing Organizational Change	MGT 230
MGT 375	Introduction to Entrepreneurship	FIN 201, MGT 230	MGT 395	Design Thinking	MGT 230, MKT 201
MGT 376	Entrepreneurial Finance	FIN 201, MKT 201	MGT 401	Family Business Management	MGT 230
	Business Elective-I			Social Science-II	
	Natural Science-II				
<b>Total Cr</b>	<b>18</b>		<b>Total Cr</b>	<b>15</b>	
			*It used to be OPM 460. Also fine if a student completed OPM 460		
Fall (Year 4)			Spring (Year 4)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 490	Strategic Management	MGT 230, MGT 380	MGT 498	COOP Training Internship (12 Cr)	MGT 490
OPM 450	Management of Innovation	OPM 330			
	Business Elective-II				
	General Elective-I				
	General Elective-II				
MGT 300	Executive Lectures	ACC 202, ENG 112			
<b>Total Cr</b>	<b>16</b>		<b>Total Cr</b>	<b>12</b>	
GER	General Education Requirements		MCC	Major Core Courses	
BCC	Business Common Core Courses		BEC	Business Elective Courses	

## Minor in Entrepreneurship and Family Business

Students from other majors can add a minor in EFB and must complete the following courses

Four Fixed Courses	ONE course from the following list
MGT 375 Introduction to Entrepreneurship	Any other 3rd/4th year course in the EFB major or any MGT-coded course offered by the College of Business; or any other course approved by the department chair.
MGT 373 Negotiation*	
MGT 393 Managing Organizational Change	
MGT 401 Family Business Management	

\* Students majoring in HRM must complete a replacement course for MGT 373 as recommended by the department chair.



## DEPARTMENT OF MARKETING



**Chair**

**Dr. Welf Weiger, Ph.D.**

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**E:** [wweiger@alfaisal.edu](mailto:wweiger@alfaisal.edu)

The Department Offers:

- Bachelor of Business Administration (BBA)- Major in Marketing
- Minor in Marketing

**Web address:** <http://cob.alfaisal.edu/programs/marketing>

### General Department Information

The marketing major provides students with an analytical and comprehensive understanding of marketing. Students will be able to generate, analyze, interpret, and present marketing information that firms, and other organizations need to satisfy and keep customers through the development of innovative products and services, which build brand equity and provide an excellent return on investment. Graduating students will be able to use a wide range of practical and up-to-date marketing tools and techniques. They will be able to utilize information, and knowledge to support innovation in a wide range of organizations including business, non-profit organizations, and government entities.

### Major Core Courses (36 credit hours)

Marketing major must complete all the courses below. For double major, see general notes above.



## Major Core Courses (36 credit hours)

Course Code	Course-Title	Credits	Prerequisite Course Code
<b>MKT 301</b>	E-Marketing	3	MKT 201
<b>MKT 310</b>	Consumer Behaviour	3	MKT 201
<b>MKT 315</b>	Services marketing	3	MKT 201
<b>MKT 320<sup>a</sup></b>	International Marketing	3	MKT 201
<b>MKT 330</b>	Marketing Research	3	MKT 201, OPM 211
<b>MKT 401<sup>b</sup></b>	Brand Strategy	3	MKT 201
<b>MKT 410</b>	Integrated Marketing Communications	3	MKT 310, OPM 230
<b>MKT 420</b>	Marketing Strategy	3	MKT 330
<b>MKT 498<sup>c</sup></b>	COOP Training Internship	12	MGT 490

Notes: Students on old study plans (a) will need to complete OPM 340 as a common core course instead of MKT 320, (b) may choose to complete a Business elective (MKT 320 and MKT 401 may also be chosen as Business electives), (c) will need to complete MKT 499, which is 9 credit hours).

## Minor in Marketing

Students from other majors can add a minor in Marketing and must complete the following courses

Four Fixed Courses		ONE course from the following list
MKT 310	Consumer Behaviour	OPM 360; OPM 450; Any other 3rd/4rth year MKT coded course which is not part of the student's primary major; or any other course approved by the department chair.
MKT 315	Services Marketing	
MKT 330	Marketing Research	
MKT 420	Marketing Strategy	

## Marketing Courses Description

### MKT 201 Principles of Marketing (3 credits) (BCC)

This course presents a broad overview of the main marketing concepts and activities while also providing in-depth knowledge of key marketing issues such as segmentation, targeting, positioning, marketing environment, marketing information system, branding, customer relationship management, and the elements of the marketing mix. Case studies, client presentations will be used. Prerequisites: OPM 101, ECO 102, MAT 111, and ENG 112.

### MKT 301 E-Marketing (3 credits) (MCC)

The E-marketing course provides a framework for understanding how the Internet and related technologies affect marketing. The course covers basic aspects of the technological part of Internet marketing (e.g. Internet development and applications). But the main focus will be on the business part. More specifically, the courses address marketing mix over the Internet, online consumer behavior, online market research, mobile marketing, E-CRM, Legal/ethical issues, and social media revolution. Prerequisite: MKT 201.

### MKT 310 Consumer Behavior (3 credits) (MCC)

It covers major influences on the buying process, including affect, cognition, situational and cultural factors. Specific topics include attitudes, learning, intentions, product knowledge, involvement, attention, comprehension, social class, consumer decision-making, and behavioral change strategies among others.

Key consumer behavior concepts and processes are emphasized using case studies, client presentations, and projects. Prerequisite: MKT 201.

### **MKT 315 Services Marketing (3 credits) (MCC)**

It is designed to help students understand the unique characteristics of services and the marketing decisions related to them. The main objective of this course is to provide an in-depth understanding of marketing services with cases featuring a wide array of industries and organizations. Students will also be introduced to a customer service-oriented mindset. A range of assessment tools is used to facilitate learning in this course. Prerequisites: MKT 201

### **MKT 320 International Marketing (3 credits) (MCC)**

The course provides a comprehensive understanding of the issues and challenges inherent in the formulation and implementation of international marketing strategies. Key emphasis is placed on environmental forces affecting international marketing decisions, the selection of international target markets and the design of international marketing plans. Prerequisite: MKT 201.

### **MKT 330 Marketing Research (3 credits) (MCC)**

The course covers current techniques and tools necessary for conducting marketing research. Exposition of these techniques will be offered along two dimensions: theoretical and practical. Marketing research emphasize topics such as problem definition, research design, secondary and primary data, questionnaire design, sampling, and measurement. Prerequisite: MKT 201 and OPM 211.

### **MKT 401 Brand Strategy (3 credits) (MCC)**

This course provides a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management—the design and implementation of marketing programs and activities to build, measure, and manage brand equity. One of the book’s important goals is to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies. The course incorporates current thinking and developments on these topics from both academics and industry participants and combines a comprehensive theoretical foundation with enough practical insights to assist managers in their day-to-day and long-term brand decisions. Finally, illustrative examples and case studies of brands marketed all over the world will be discussed. Prerequisite: MKT 201,

### **MKT 410 Integrated Marketing Communications (3 credits) (MCC)**

The course presents a comprehensive approach to creating and implementing advertising and sales promotions activities. Issues related to event sponsorships, direct marketing, public relations, and business/store image will also be covered. Relevant social, cultural, and ethical issues are emphasized. A range of assessment tools is used to facilitate learning. Prerequisite: MKT 310, OPM 230.

### **MKT 420 Marketing Strategy (3 credits) (MCC)**

The course covers the design and implementation of marketing strategies through linking marketing concepts and theories to real-life cases. It aims at understanding the entire marketing mix in light of the strategy of the firm. The main emphasis is placed on problem and opportunity recognition, decision making, segmentation, targeting, positioning, branding, competitive dynamics, and administering marketing programs. Prerequisite: MKT 330.

### **MKT 498 COOP Training Internship**

This course requires students to complete a four month placement as an internee in various local and international organizations across various sectors and industries in KSA. This is an important part of the

BBA degree requirements which bridges the gap between theory and practice. Students will get a chance to get hands-on experience in a variety of areas related to Marketing including generating, analyzing, interpreting, and presenting marketing information using marketing research and innovative marketing tools related to consumer behavior, e-marketing, services marketing integrated marketing communications and marketing strategies. Prerequisites: MGT 490

Study Plan (Major in Marketing)					
Fall (Year 1)			Spring (Year 1)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
ARB 101	Arabic Language I (2 Cr)		ARB 112	Arabic Language II (2 Cr)	ARB 101
ISL 101	Islamic Studies I (2 Cr)		ISL 112	Islamic Studies II (2 Cr)	ISL 101
ENG 101	Freshman English 1		ENG 112	Freshman English II	ENG 101
MAT 100	Pre-Calculus		MAT 111	Business Calculus	MAT 100
OPM 101	Introduction to Computing		ACC 201	Intro. to Financial Accounting	OPM 101 OR MAT 100
ECO 101	Microeconomics		ECO 102	Macroeconomics	ECO 101
COB 100	Student Orientation and Academic Success				
<b>Total Cr</b>	<b>17</b>		<b>Total Cr</b>	<b>16</b>	
Fall (Year 2)			Spring (Year 2)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
OPM 211	Business Statistics	OPM 101, MAT 111	FIN 201	Principles of Finance	OPM 101, MAT 111, ECO 102
MGT 201	Business Communications	ENG 112, ECO 102	OPM 230	Management Information Systems	OPM 101, MAT 111
MGT 210	Business Ethics	ISL 112, ENG 101	MGT 230	Organization Behavior	ENG 112, MGT 210, MAT 111
MKT 201	Principles of Marketing	OPM 101, MAT 111, ECO 102	MKT 301	E-Marketing	MKT 201
ACC 202	Intro. to Management Accounting	ACC 201, ENG 112	OPM 330	Quantitative Methods for Business	OPM 211
	Natural Science-I			Social Science-I	
<b>Total Cr</b>	<b>18</b>		<b>Total Cr</b>	<b>18</b>	
*Marketing students must take MKT 201 in the third semester,					
Fall (Year 3)			Spring (Year 3)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 301	Business Law	MGT 201, MGT 210, MGT 230	BAN 310	Business Analytics & Visualization	OPM 211, OPM 230
MKT 315	Services Marketing	MKT 201	MKT 330	Marketing Research	MKT 201, OPM 211
MKT 310	Consumer Behaviour	MKT 201	MKT 401	Brand Strategy	MKT 201
MKT 320	International Marketing	MKT 201	MKT 410	Integrated Marketing Communications	MKT 310, OPM 230
	Business Elective-I			Social Science-II	
	Natural Science-II				
<b>Total Cr</b>	<b>18</b>		<b>Total Cr</b>	<b>15</b>	
*It used to be OPM 460. Also fine if a student completed OPM 460					
Fall (Year 4)			Spring (Year 4)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 490	Strategic Management	MGT 230, MKT 330	MKT 498	COOP Training Internship (12 Cr)	MGT 490
MKT 420	Marketing strategy	MKT 330			
	Business Elective-II				
	General Elective-I				
	General Elective-II				
MGT 300	Executive Lectures	ACC 202, ENG 112			
<b>Total Cr</b>	<b>16</b>		<b>Total Cr</b>	<b>12</b>	
GER	General Education Requirements		MCC	Major Core Courses	
BCC	Business Common Core Courses		BEC	Business Elective Courses	
<b>Notes:</b>					
Students on old study plans					
(a) are not required to complete COB 100		(b) need to complete OPM 340 instead of MKT 320,			
(c) may choose a third business elective instead of MKT 401, and		(d) complete MKT 499 which is 9 credit hours			

## Minor in Marketing

Students from other majors can add a minor in Marketing and must complete the following courses

Four Fixed Courses		ONE course from the following list
MKT 310	Consumer Behaviour	OPM 360; OPM 450; Any other 3rd/4rth year MKT coded course which is not part of the student's primary major; or any other course approved by the department chair.
MKT 315	Services Marketing	
MKT 330	Marketing Research	
MKT 420	Marketing Strategy	



## DEPARTMENT OF OPERATIONS & PROJECT MANAGEMENT (OPM)



### Chair

Dr. Mario A. Ferrer, Ph.D.

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### The Department Offers:

- Bachelor of Business Administration (BBA)-Major in Operations and Project Management (OPM)
- Minor in Operations and Project Management (OPM)
- Minor in Business Analytics

Web address <http://cob.alfaisal.edu/programs/OPM>

### General Department Information

With increasingly competitive businesses environments, corporations are relying on operations and project managers to achieve strategic goals through effective management of innovative solutions. To achieve this target, many organizations are adopting a business-based project management approaches and methodologies to manage and deliver these solutions through projects. This triggered a high demand for experienced operations and project managers with knowledge in project management frameworks, lifecycles, processes, tools, and data analytics techniques.

A business degree with operations and project management major will develop the competence of our graduates and equip them with the required business analytics skills to plan, control, execute, and manage all project management attributes for the successful delivery of the scope, in a timely manner and within budget. With such skills, our graduates are qualified to work in virtually all industries both in the public and private sectors.

Recognizing the growing importance of business analytics and the need for these skills, the department faculty developed a minor, designed to introduce students to the fundamental tools of business analytics and visualisation. Business analytics impacts how we gather data, process information and how business decisions are made. This rapid growth of available information is transforming every function of business and turning business analytics into a fundamental skill for decision makers at every level of a firm. Learning the fundamental tools of business analytics (e.g., SPSS, Tableau, Power BI, Power Query) gives students the skills to present data in a clear and understandable way and opens doors to a rewarding career.

## Major Core Courses (36 credit hours)

Operations and Project Management major must complete all the courses below. For double major, see general notes above.

### Major Core Courses (36 credit hours)

Course Code	Course-Title	Credits	Prerequisite Course Code
OPM 310	Introduction to Project Management and Tools	3	OPM 211
OPM 340	Operations Management	3	OPM 330
OPM 360	Principles of Supply Chain Management and Logistics	3	ACC 202, OPM 230
OPM 370	Quality Management	3	OPM 330
OPM 380	Advanced Project Management	3	OPM 310
OPM 450	Management of Innovation	3	OPM 330
OPM 485	Project Risk Management	3	OPM 310
OPM 425 <sup>a</sup>	Special topics in Operations MGT	3	OPM 340
OPM 498 <sup>b</sup>	COOP Training Internship	12	MGT 490

Notes: Students on old study plans (a) may choose to complete a Business elective instead of OPM 425. OPM 425 may also be chosen as Business electives, (b) will need to complete OPM 499, which is 9 credit hours).

## Minor in Operations and Project Management

Students from other majors can add a minor in OPM and must complete the following courses

Four Fixed Courses	ONE course from the following list
OPM 310 Intro. to Project MGT & Tools	Any other 3rd/4th year OPM coded course which is not part of the student's primary major; or any other course approved by the department chair.
OPM 340 Operations Management	
OPM 380 Advanced Project Management	
OPM 485 Project Risk Management	

## Minor in Business Analytics

Students from other majors can add a minor in Business Analytics and must complete the following courses

Four Fixed Courses	ONE course from the following list
BAN 350 Predictive analytics and data mining	BAN 380; OPM 390; MKT 330 or any other 3rd/4th year course approved by the department chair.
BAN 370 Business Big data Intelligence	
BAN 410 Applied Business Analytics Project	
OPM 340 Operations Management	

## **Operations and Project Management Courses Description**

### **BAN 350 Predictive Analytics and Data Mining (3 credits) (BEC)**

Predictive analytics involves the art of data exploration, visualization, and communication as well as the science of analyzing large quantities of data in order to discover meaningful patterns and generate insights to support decision-making. The primary objective of this course is to introduce various techniques available to extract useful information from the large volume of data an organization can use. Through this course, students will become more competent in extracting the business value from the rich data. This course will cover the concepts, principles, methodologies, and emerging trends in data mining and predictive analytics. Prerequisites. OPM 211 & OPM 230.

### **BAN 370 Business Big Data Intelligence (3 credits) (BEC)**

This course uses Microsoft's new Power Tools (Power Pivot, Power Query and Power BI Desktop) to convert real world large data sets into useful information for business decision making. Students will learn how to transform data, load data, and convert the loaded data into useful information for reporting, visualizing, analytics and dashboarding. Prerequisites. BAN 310

### **BAN 380 People Analytics and strategy (3 credits) (BEC)**

This course will provide the students with an understanding of how organizations can leverage data science and analytics to gain competitive advantage and how to use the data to align with a company's mission and goals. Students will learn how organizations derive business value/impact, and return on investment, and the importance of interpreting and communicating the business case. Prerequisites, MGT 230.

### **BAN 410 Applied Business Analytics Project (? Credits)**

The course provides an opportunity for students to develop a project that draws on their skills in the areas of business problem formulation, design, and statistical analysis to support data-driven decision-making processes. The project also serves to further students' skills in terms of developing business insights from quantitative analysis and knowledge of functional areas of business and/or specific industries. Projects will be based on a real business problem faced by organizations in the business community. Prerequisites. BAN 310.

### **OPM 101 Introduction to Computing (3 credits) (GER)**

This course introduces the concepts of computer applications and their roles in managing business operations. It introduces students to the understanding of computer hardware, software, essential computer and Internet-based systems, and the latest MS Office applications. A substantial portion of the course will be dedicated to hands-on and excel based exercises.

### **OPM 211 Business Statistics (3 credits) (GER)**

This introductory course provides the student with an advanced overview of descriptive and inferential statistical methods. This course's topics include descriptive statistics, probability, probability distributions, sampling and sampling distributions, interval estimation, hypothesis testing, simple linear regression and correlation, and multiple regression analysis. In addition to relevant statistical theories, the course focuses on exercises and applications. Prerequisites: OPM 101, MAT 111.

### **OPM 230 Management Information Systems (3 credits) (BCC)**

This course covers the use of ICT in managing activities and how MIS can be best integrated into the day-to-day operations of organizations. It will provide knowledge of primary methodologies and approaches that can be used to deal with business and operational needs in alignment with corporate business objectives. Some key topics covered in this course are the roles of MIS in organizations, management and the networked enterprise, and advanced excel features. Prerequisite: OPM 101, ECO 102.

### **OPM 310 Introduction to Project Management and Tools (3 credits) (MCC)**

The course introduces the concepts and methodology of the project management and their usage by project manager to successfully complete the projects. A key aspect of the course is to manage project stakeholders and environment within the business context with due consideration to balancing the scope, cost, and time and quality constraints. The course explores and applies various tools and techniques such as Microsoft Project 2016 to effectively manage the projects. Prerequisite: OPM 211.

### **OPM 315 E-Commerce (BE) (3 credits) (BEC)**

The course provides an overview of the basic elements of the technology infrastructure used to conduct Electronic Commerce. It examines the processes for business strategies that incorporate various forms of Electronic Commerce including business-to-business, business-to-consumer, and the business processes that support selling/purchasing activities. It reviews the designing and managing of online storefronts, Payment Systems, Security, and Privacy. Prerequisite: FIN 201 and OPM 230.

### **OPM 330 Quantitative Methods for Business (3 credits) (BCC)**

This course covers deterministic models and techniques to optimally solve complex managerial problems. Topics include linear programming, networks, integer programming, decision trees, and sensitivity analysis. It also shows how to practically apply these techniques in different areas of an organization, such as marketing, production scheduling, financial planning, and make-or-buy decision. Prerequisites: OPM 211.

### **OPM 340 Operations Management (3 credits) (MCC)**

The course studies the fundamental process for the production of goods and services in organizations with emphasis on understanding its relationship to other business areas. The course uses quantitative tools in production/operations for effective decision-making. It covers concepts such as operations strategy, process design, forecasting, capacity planning, scheduling, inventory management, and resource management. **Field trips are used to enhance the learning experience.** Prerequisite: OPM 330.

### **OPM 360 Principles of Logistics and Supply Chain Management (3 credits) (MCC)**

This course covers principles of supply chain management and provides techniques used to analyze various aspects of logistics systems. Key concepts such as procurement, sourcing, supply chain management, communication, warehousing, packaging, materials handling, demand management, distribution, and facility location are examined as an integral part of modern business. **Field trips and business simulations are used to enhance the learning experience.** Prerequisite: ACC 202, OPM 230.

### **OPM 370 Quality Management (3 credits) (MCC)**

The course introduces analytical concepts and tools to accomplish business performance excellence. It exposes students to quality knowledge and quality improvement methods. It addresses the key issues of quality standards, principles, and practices. It also covers techniques of total quality including benchmarking, statistical process control, and continuous improvement. Prerequisite: OPM 330.

### **OPM 380 Advanced Project Management (3 credits) (MCC)**

The course builds on OPM310 with a focus on understanding and managing the business changes through the adoption and implementation of effective project management approaches to successfully achieve



targeted business and project objectives. Additional contemporary project management concepts such as project management office and agile project management are taught. The course provides an advanced foundation on studying and maintaining the alignment between business strategic objectives and various operational and project management knowledge areas. Prerequisite: OPM 310.

#### **OPM 425 Special Topics in Operations Management (3 credits) (MCC)**

A survey course of selected topics in operations management in order to supplement available offerings. In this course, important concepts and the state-of-the-art analytical techniques essential for managing the operations of any organization are covered. In particular, topics such as MRP and ERP, scheduling, management of waiting lines, location planning, and analysis. Prerequisite: OPM 340.

#### **OPM 450 Management of Innovation (3 credits) (MCC)**

The course empowers students to deliver breakthrough innovations successfully into the world of business. The students explore techniques that seek major growth through innovations in products, services, and business models and develop the skills and gain the knowledge required to bring these innovations successfully to market. Business cases and projects are used to enhance the learning experience. Prerequisite: OPM 330.

#### **BAN 310 Business Analytics and Visualization (3 credits) (BCC)**

This course aims to help students apply different data analysis software-based tools to improve their results evaluation and decision-making skills. It starts with the conceptualization of empirical research and concludes with a visual display of research findings to target audiences. It provides students with a good conceptual understanding of the research process as well as practical skills in analytics and visualization necessary to model data and predict solutions to business problems. Prerequisites: OPM 230, OPM 211, OPM 330.

#### **OPM 485 Project Risk Management (3 credits) (MCC)**

This course introduces essential analytical techniques to manage business management issues with focus on project risk management. The concepts and the theories of risks management are discussed together with management models and their adoption. The course will present the full life cycle of risk management including risks planning, identification, analysis (qualitative and quantitative), response strategies, monitor and control, and overall risk governance approach. Business cases and tailored exercises are used for hands-on exercises to enhance students' learning and experience. Prerequisite: OPM 310

#### **OPM 498 Operations and Project Management Internship (12 credit hours) (MCC)**

This course requires students to complete a four months placement as an internee in either a private or government organization. This is an important part of the BBA degree requirements which bridges the gap between theory and practice. Students have the opportunity to get hands-on experience in Operations and Project Management related areas, including planning, tracking, reporting, managing projects, and operations; overseeing supply chain management and logistics functions; assessing processes quality and risk. Prerequisites: MGT 490.

Study Plan (Major in Operations and Project Management)					
Fall (Year 1)			Spring (Year 1)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
ARB 101	Arabic Language I (2 Cr)		ARB 112	Arabic Language II (2 Cr)	ARB 101
ISL 101	Islamic Studies I (2 Cr)		ISL 112	Islamic Studies II (2 Cr)	ISL 101
ENG 101	Freshman English 1		ENG 112	Freshman English II	ENG 101
MAT 100	Pre-Calculus		MAT 111	Business Calculus	MAT 100
OPM 101	Introduction to Computing		ACC 201	Intro. to Financial Accounting	OPM 101 OR MAT 100
ECO 101	Microeconomics		ECO 102	Macroeconomics	ECO 101
COB 100	Student Orientation and Academic Success (1Cr)				
<b>Total Cr</b>	<b>17</b>		<b>Total Cr</b>	<b>16</b>	
Fall (Year 2)			Spring (Year 2)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
OPM 211	Business Statistics	OPM 101, MAT 111	MKT 201	Principles of Marketing	OPM 101, MAT 111, ECO 102
MGT 201	Business Communications	ENG 112, ECO 102	OPM 230	Management Information Systems	OPM 101, MAT 111
MGT 210	Business Ethics	ISL 112, ENG 101	MGT 230	Organization Behavior	ENG 112, MGT 210, MAT 111
FIN 201	Principles of Finance	OPM 101, MAT 111, ECO 102	OPM 310	Intro. to Project MGT and Tools	OPM 211
ACC 202	Intro. to Management Accounting	ACC 201, ENG 112	OPM 330	Quantitative Methods for Business	OPM 211
	Natural Science-I			Social Science-I	
<b>Total Cr</b>	<b>18</b>		<b>Total Cr</b>	<b>18</b>	
Fall (Year 3)			Spring (Year 3)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 301	Business Law	MGT 201, MGT 210, MGT 230	BAN 310*	Business Analytics & Visualization	OPM 211, OPM 230
OPM 340	Operations Management	OPM 330	OPM 370	Quality Management	OPM 330
OPM 360	Pr. of Logistics and Supply Chain MGT	ACC 202 OR OPM 230	OPM 425*	Special Topics in Op. MGT	OPM 340
OPM 380	Advanced Project Management	OPM 310	OPM 485**	Project Risk Management	OPM 310
	Business Elective-I			Social Science-II	
	Natural Science-II				
<b>Total Cr</b>	<b>18</b>		<b>Total Cr</b>	<b>15</b>	
			*It used to be OPM 460. Also fine if a student completed OPM 460		
			**It used to be OPM 480. Also fine if a student completed OPM 480		
Fall (Year 4)			Spring (Year 4)		
Course Code	Course Title	Prerequisites	Course Code	Course Title	Prerequisites
MGT 490	Strategic Management	MGT 230, OPM 380	OPM 498	COOP Training Internship (12 Cr)	MGT 490
OPM 450	Management of Innovation	OPM 330			
	Business Elective-II				
	General Elective-I				
	General Elective-II				
MGT 300	Executive Lectures	ACC 202, ENG 112			
<b>Total Cr</b>	<b>16</b>		<b>Total Cr</b>	<b>12</b>	
GER	General Education Requirements		MCC	Major Core Courses	
BCC	Business Common Core Courses		BEC	Business Elective Courses	
<b>Notes:</b>					
Students on old study plans					
(a) are not required to complete COB 100		(b) may choose any other business elective instead of OPM 425, and			
(d) complete OPM 499 which is 9 credit hours					

## Minor in Operations and Project Management

Students from other majors can add a minor in OPM and must complete the following courses

Four Fixed Courses	ONE course from the following list
OPM 310 Intro. to Project MGT & Tools	Any other 3rd/4rth year OPM coded course which is not part of the student's primary major; or any other course approved by the department chair.
OPM 340 Operations Management	
OPM 380 Advanced Project Management	
OPM 485 Project Risk Management	

## Minor in Business Analytics

Students from other majors can add a minor in Business Analytics and must complete the following courses

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