



جامعة حائل
University of Ha'il

رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA



جامعة حائل
University of Ha'il



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University of Ha'il



2021

Management
ACADEMIC PROGRAM
GUIDEBOOK



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Introduction

The Bachelor of Science in Management Program officially started in 2014 under the Management and Information Systems department which is the first department established in the College of Business and which had been running since 2002 as part of the Hail Community College (HCC). The HCC merged with the University of Hail in 2005. The development of Management Program started in 2012, and the first batch of students were enrolled in 2014 after which the Program was officially approved.

The development of the human resources has become the cornerstone to bring about the planned economic transformation in the Kingdom of Saudi Arabia. With the expansion of non-oil industrial development, the demand for management professionals is also increasing. Keeping in view the kingdom's present and future demand of industrial development, the program of B.S. in Management has been designed. The purpose of this program is to produce competent management professionals who can meet KSA's human resource development requirements. Through this program effective management skills will be inculcated among undergraduate students to deal with challenges and problems of business and government organizations, which is the urgent need of each organization in the global competitive environment, rapidly changing technology and socio-economic environment.



The program focuses on the principles, concepts, policies, guidelines and procedures needed for measuring and analyzing management information for effective decision-making, and for implementing and controlling plans for effective and efficient performance at the individual, team and overall organizational levels. Through imparting effective management skills based on the six core knowledge areas of management; this program aims to produce management professionals who will bring efficiency and effectiveness.

Program Vision

To become the Leading Management Program in Kingdom of Saudi Arabia in producing reputable management professionals and conducting relevant research in response to community priorities to solve business and social problems.

Program Mission

To produce qualified, competitive, and globally minded graduates who will play leading roles in managing organizations and conduct scientific research responsive to the needs of the surrounding community through utilizing the university's human and technological resources, as well as highest quality standards.



Program Goals

The program goals are to utilize the university's human and technological resources, as well as highest quality standards to:

1. Prepare a professionally qualified graduate competitive in the labor market for managing and leading organizations.
2. Develop scientific research in the field of management according to community development priorities.
3. Actively contribute to the discipline in promoting interaction and collaboration with the community.
4. Build students' capabilities for utilization of human and technical resources to generate sustainable competitive advantages in organizations.



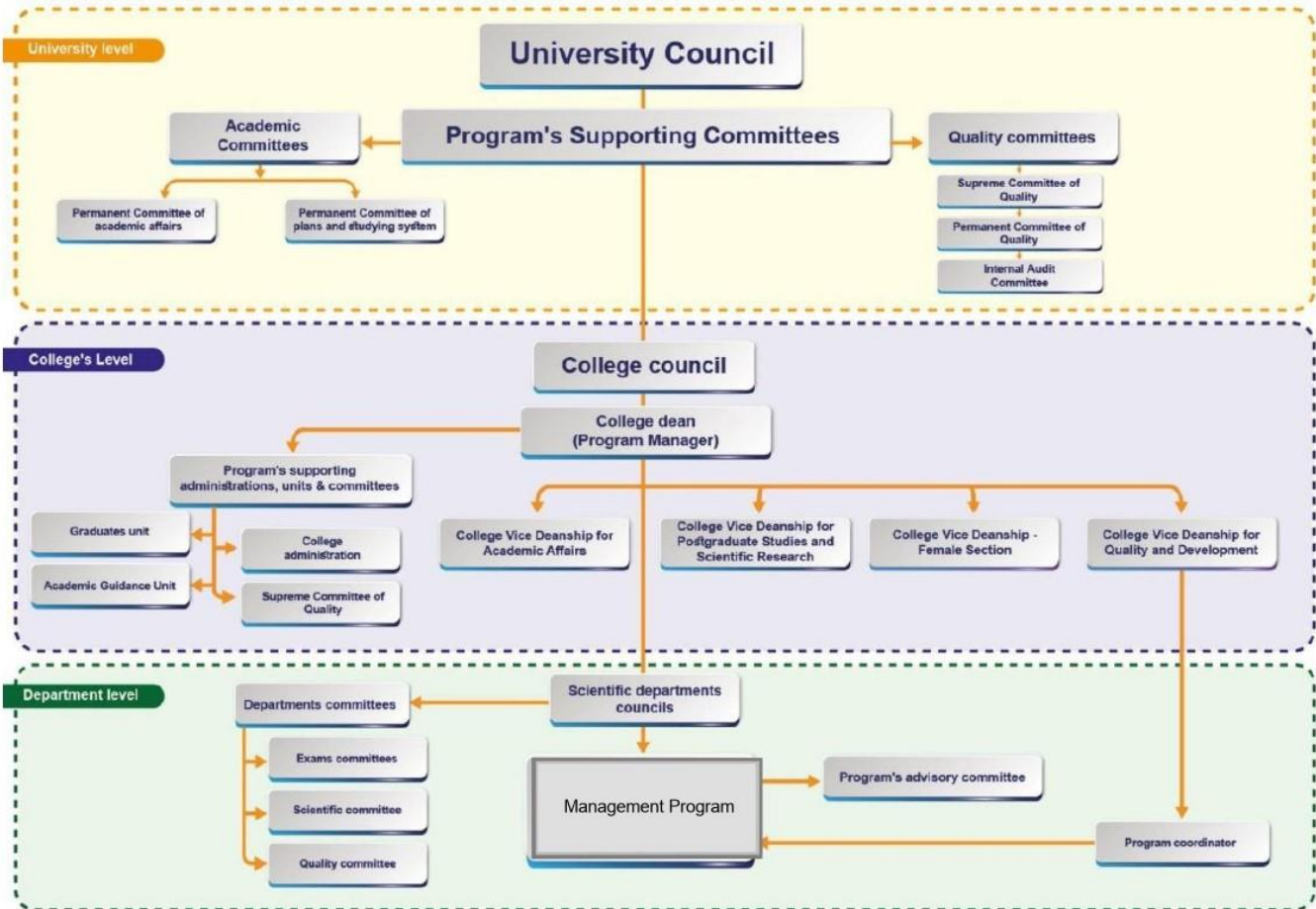
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Organization Chart of Program

Management Program Organisational structure





Admission Requirements

MANAGEMENT PROGRAM

The number of accepted students is determined by the college councils and the deanship of admission and registration. The conditions for accepting students are as follows:

1. An official high school certificate is required from inside or outside the kingdom of Saudi Arabia.
2. The high school certificate is valid for 5 years for acceptance, exceptions in this regard is referred to the university council.
3. Applicants must have a character certificate of good conduct.
4. Applicants must pass all examinations and interviews conducted by the university council.
5. Applicants must be medically fit.
6. If the applicant is working, no objection letter from the employer is required.
7. Applicant must fulfill any other conditions or requirements required by the University Council during the admission process.
8. The competition between applicants depends on high school percentage, interviews and acceptance exam such as (Qudurat and Tahsili).
9. The minimum passing percentage of high school certificate and examinations may vary every year depending on the number of students and the number of available seats in the course. Admission in the college majors depends on preparatory year GPA, applicants' choices, and seats available
10. Acceptance in the Management Program depends on preparatory year GPA, and the availability of seats.



Graduation Requirements

Students in Management program are required to complete 126 semester-credit-hours covering general educational requirements, core requirements and some elective courses.

A student graduates after successfully completing the graduation requirements according to the degree plan, provided his cumulative GPA not less than “PASS”.

Article 28 (Academic Regulation & Implementation Rules, UOH)

GPA (Out of 4.00)	GPA (Out of 5.00)	Grade Code	Grade	Percentage
4.00	5.00	A+	Exceptional	95 – 100
3.75	4.75	A	Excellent	90 – less than 95
3.50	4.50	B+	Superior	85 – less than 90
3.00	4.00	B	Very Good	80 – less than 85
2.50	3.50	C+	Average	75 – less than 80
2.00	3.00	C	Good	70 – less than 75
1.50	2.50	D+	High Pass	65 – less than 70
1.00	2.00	D	Pass	60 – less than 65
0.00	1.00	F	Fail	Less than 60



Academic Reference Standards of Program

Academic standards for Management program

The Bachelor of Science in Management Program, College of Business Administration in the University of Hail (UOH) is committed to excellence in management education and is responsive to accreditation requirements by the NCAAA. The Program intended learning outcomes are set according to the standards and meant to be consistent with the National Qualifications Framework for Higher Education in the Kingdom of Saudi Arabia and under the broad categorization of:

1. Knowledge
2. Skills
3. Values

1. Knowledge

Management program graduates should have a sound knowledge of a broad range of concepts and principles such as:

K1 Explain theories, which describe individual and group behaviors and their relationship with the internal functioning of the organization.

K2 Describe macro and micro-economic concepts, methods of economic analysis, and the legal environment within which local, regional and international business is conducted.



K3 Discuss the fundamentals of marketing and consumer behavior, marketing plans and strategies, customer satisfaction, customer expectations and the importance of a customer orientation and customer service to all organizations.

K4 Describe organizations, their structures, organization management, decision-making within the context of national and international business, as well as economic, legal and political organizations, which form the business environment.

K5 Evaluate concepts and principles of accounting and financial analysis, and characteristics of the Islamic culture and their impact on management processes and organizations.

2. Skills:

Management graduates should be able to demonstrate a range of skills to carry out and evaluate information together with thinking and problem solving techniques specific to management as follows:

S1 Demonstrate the process of creation of value through the integrated production and distribution of goods, services and information.

S2 Utilize core management functions, business strategy, business model development, project management, marketing and human resource management principles to achieve organizational goals.

S3 Discover the dynamics of a global economy, and domestic and global economic environments of organizations.

S4 Apply numeracy and quantitative skills, statistical data analysis, critical thinking and management science by using a range of mathematical techniques and appropriate software to analyze business problems and support decision-making processes throughout an organization.

S5 Use information and communication technologies (ICT) and analytical skills in organizational processes, organizational structure and management roles to solve business problems.

S6 Show effective oral and written communication through business reports; and reflective thinking skills utilizing the communication process and business writing.



3. Values:

Management program graduates should be able to exhibit a set of values in their functioning as managers as follows:

V1 Model business ethics, professional codes of conduct, corporate social responsibility and legal responsibilities in organization and society.

V2 Showcase entrepreneurial, leadership, project management, teamwork and sustainability values.

Matrix between Academic Reference Standard and Graduate Attributes

Academic Reference Standard	Graduate attributes
Understand the management competencies communications, planning and administration, teamwork, strategic actions, multicultural diversity, and self-management.	Ability to communicate proficiently, be assertive, articulate, and be able to negotiate persuasively and lead effectively within teams and work independently.
Proficient in professional knowledge and skills in design thinking and lean start up practices in preparation for their own enterprises	Ability to use effective entrepreneurial and managerial skills for leading 21st century organisations.
Develop decision-making and problem solving skills through the formulation, implementation, and evaluation of alternative solutions to the business and real-world problems and issues in an ethical manner.	Ability to be innovative, creative, ethical and globally minded in applying a range of strategies to solve/find solutions for business and real world problems.



Matrix between PLO's and Graduate Attributes

Graduate Attributes	K1	K2	K3	K4	K5	S1	S2	S3	S4	S5	S6	V1	V2
1. Ability to communicate proficiently, be assertive, articulate, and be able to negotiate persuasively and lead effectively within teams and work independently.	✓			✓			✓				✓		
2. Ability to use effective entrepreneurial and managerial skills for leading 21 st century organisations.	✓			✓			✓					✓	✓
3. Ability to be innovative, creative, ethical and globally minded in applying a range of strategies to solve/find solutions for business and real world problems		✓	✓		✓	✓		✓	✓	✓		✓	✓



Program Intended Learning Outcomes

Program learning Outcomes*

Knowledge and Understanding

- | | |
|-----------|--|
| K1 | Explain theories, which describe individual and group behaviors and their relationship with the internal functioning of the organization. |
| K2 | Describe macro and micro-economic concepts, methods of economic analysis, and the legal environment within which local, regional and international business is conducted. |
| K3 | Discuss the fundamentals of marketing and consumer behavior, marketing plans and strategies, customer satisfaction, customer expectations and the importance of a customer orientation and customer service to all organizations. |
| K4 | Describe organizations, their structures, organization management, decision-making within the context of national and international business, as well as economic, legal and political organizations, which form the business environment. |
| K5 | Evaluate concepts and principles of accounting and financial analysis, and characteristics of the Islamic culture and their impact on management processes and organizations. |

Skills

- | | |
|-----------|---|
| S1 | Demonstrate the process of creation of value through the integrated production and distribution of goods, services and information. |
| S2 | Utilize core management functions, business strategy, business model development, project management, marketing and human resource management principles to achieve organizational goals. |
| S3 | Discover the dynamics of a global economy, and domestic and global economic environments of organizations. |
| S4 | Apply numeracy and quantitative skills, statistical data analysis, critical thinking and management science by using a range of mathematical techniques and appropriate software to analyze business problems and support decision-making processes throughout an organization. |
| S5 | Use information and communication technologies (ICT) and analytical skills in organizational processes, organizational structure and management roles to solve business problems. |
| S6 | Show effective oral and written communication through business reports; and reflective thinking skills utilizing the communication process and business writing, |

Values

- | | |
|-----------|---|
| V1 | Model business ethics, professional codes of conduct, corporate social responsibility and legal responsibilities in organization and society. |
| V2 | Showcase entrepreneurial, leadership, project management, teamwork and sustainability values. |



Study Plan of Management Program (BS in Management)

First Year (Freshman)

Course	Title	LEC	LAB	CR	Pre-Req.	Course	Title	LEC	LAB	CR	Pre-Req.
IC 101	المدخل إلى الثقافة الإسلامية	2	0	2		ECN102	Principles of Macroeconomics	3	0	3	ECN101
ACC101	Principles of Accounting-I	3	0	3		ACC102	Principles of Accounting-II	3	0	3	ACC101
MIS101	Principles of MIS	3	0	3		ENGL 110	Writing Skills	3	0	3	
MGT101	Principles of Management	3	0	3		STA101	Statistical Methods for Management	3	0	3	
MATH131	Finite Mathematics	3	0	3		ARAB 101	المهارات اللغوية	2	0	2	
ECN101	Principles of Microeconomics	3	0	3		MATH134	Applied Calculus	3	0	3	MATH131
		17	0	17				17	0	17	

Second Year (Sophomore)

Course	Title	LEC	LAB	CR	Pre-Req.	Course	Title	LEC	LAB	CR	Pre-Req.
IC 102	الإسلام وبناء المجتمع	2	0	2	IC 101	FIN211	Corporate Finance	3	0	3	FIN101
MKT101	Principles of Marketing	3	0	3		MGT245	Business Analytics and Mgmt. Apps	2	2	3	MGT101 & MIS101
MGT223	Business Communication	3	0	3	ENGL 110	MGT302	International Business	3	0	3	ECN102, MKT101 & FIN101
FIN101	Financial Management	3	0	3	ACC101 & ECN101	MGT312	Organizational Behavior	3	0	3	MGT101
MGT310	Human Resource Mgmt.	3	0	3	MGT101	MGT315	Marketing Management	3	0	3	MGT101 & MKT101
MGT201	Operations Mgmt.	3	0	3	MGT101 & STA101	ARAB 102	التحرير العربي	2	0	2	ARAB 101
		17	0	17				16	2	17	

Third Year (Junior)

Course	Title	LEC	LAB	CR	Pre-Req.	Course	Title	LEC	LAB	CR	Pre-Req.
IC 103	النظام الإقتصادي في الإسلام	2	0	2	IC 102	MIS431	Project Management System Applications	3	2	4	MGT346
MIS201	Integrated Systems & Managing ERP	3	2	4	ACC101, & MIS101	MGT413	Mgmt. in the Public Sector	3	0	3	MGT201
MGT212	Legal Environment	3	0	3		MGT402	Strategic Management	3	0	3	FIN101, MGT312 & MGT223
MGT303	International Management	3	0	3	MGT302	BUS111	International Business Law	3	0	3	
MGT346	Project Management	3	0	3	MGT101	MGT408	Supply Chain Management	3	0	3	MGT201
MGTXXX	Elective I	3	0	3		MGT461	Practical Mgmt. App-I	2	0	2	MGT201, MGT312, MGT310, & MGT223
		17	2	18				17	2	18	



Fourth Year (Senior)

Course	Title	LEC	LAB	CR	Pre-Req.	Course	Title	LEC	LAB	CR	Pre-Req.
MGT450	Cooperative Education I	6	0	6	ENGL110 & MGT402 And Completion of 85 credit hours	MGT462	Practical Mgmt. App-II.	2	0	2	MGT461
Or						MGT411	Business Ethics & Corporate Responsibility	3	0	3	MGT101 & MGT303
						MGT464	Small Business Entrepreneurship	3	0	3	MGT201, MKT101 & MGT402
						MGTXXX	Elective II	3	0	3	
MGT441	Research Seminar in Management	3	0	3		MGTXXX	Elective III	3	0	3	
MGT451	Selected Topics in Management	3	0	3		IC 104	النظام السياسي في الإسلام	2	0	2	IC 102
		6	0	6			14	0	16		

*Total credit hours required in preparatory program: 27. Total credit hours requirement in program: 126

* Cooperative education or two advance courses:

1. Cooperative education: A student who successfully completed 85 credit hours with a GPA of no less than 2.0 can enroll in the Cooperative education.
2. As an Alternative to Cooperative Education: A students who successfully completed 85 credit hours but at a GPA of less than 2.0 can take the Research Seminar in Management and Selected Topics in Management.

MGTXXX Elective I, MGTXXX Elective II , and <i>Perquisites</i>				MGTXXX Elective III	
MGT316 - Consumer Behavior	<i>MGT315</i>	MGT455 - Project Risk Management	<i>MGT346</i>	MIS313 – Systems Analysis & Design II	MGT455 - Project Risk Management
MGT414 - Managing Service Delivery	<i>MGT413</i>	MGT457 - Earned Value Project Management	<i>MGT346</i>	MIS200- Fundamentals of Electronic Commerce	MGT457 - Earned Value Project Management
MGT224 – Business English I	<i>ENGL110</i>	MIS212 – Systems Analysis & Design I		MIS324-Business Data Management	MGT224 – Business English I

مجلس قسم رقم 1436/8 وتاريخ 1437/7/06 هـ الموافق لـ 2016/4/13 م

مجلس كلية رقم 1436/6 وتاريخ 1437/7/27 هـ الموافق لـ 2016/5/01 م



Course Description of Management Program (B.S. in Management)

MGT101 - Principles of Management

Course Code: MGT101	Course Name: Principles of Management	
Credits: 3 (3+0+0)	Pre-requisite:	Language: English
<p>To provide students with understanding of basic principles, concepts, terminology and practices of management in all types of enterprises. Students will be introduced to management theory, research and practice. Particular attention will be given to the basic managerial functions such as planning, organizing, directing and controlling. Whenever possible, efforts will be made to relate these materials to management in Saudi Arabia. The objective of principles of Management is to guide the professional development of the students by focusing on the core competencies of effective managers.</p>		

FIN101 – Financial Management

Course FIN101	Code:	Course Name: Financial Management	
Credits: 3 (3+0+0)	Pre-requisite: ACC101 & ECN101		Language: English
<p>This course covers theories, concepts, and analytical techniques in financial management, evaluation of financial goals and objectives, overview of financial markets and institutions, financial statements and cash flows, time value of money, ratio analysis, working capital management, short-term financing operating and financial leverages, financial forecasting and planning, capital budgeting techniques. This course is designed to provide a comprehensive initialization and introduction to the field of financial management. The core emphasis is laid on the processes and methodology of financial statement analysis, which can be applied in corporate sector and used as guidelines in assessing, interpreting and planning financial data to meet the objectives of managing a business entity effectively.</p>			



ECN101 - Principles of Microeconomics

Course Code: ECN101	Course Name: Principles of Microeconomics	
Credits: 3 (3+0+0)	Pre-requisite:	Language: English
<p>This course is an introductory course and deals with the principles of microeconomics. The course is intended to provide the student with the basic issues concerning microeconomics covering economic concepts, economic approach, demand, supply, and price, along with the analyses of consumer and producer behavior both in the short and long runs. It also covers market structure with explanation of characteristics of different market forms for goods and services as well as factors of production. Some highlights are reviewed about market failure, role of government, taxation and public expenditure, and environmental protection.</p>		

ECN102 – Principles of Macroeconomics

Course Code: ECN102	Course Name: Principles of Macroeconomics	
Credits: 3 (3+0+0)	Pre-requisite: ECN101	Language: English
<p>This course is an introductory course and deals with the principles of macroeconomics. The course is intended to provide the student with the basic issues concerning macroeconomics covering economic concepts, economic approach, measurement of national income, models of macroeconomics, aggregate demand and aggregate supply in both short and long runs. The course also covers economic growth, money, and banking, economic fluctuations and international trade economics.</p>		

MKT101 - Principles of Marketing

Course Code: MKT101	Course Name: Principles of Marketing	
Credits: 3 (3+0+0)	Pre-requisite:	Language: English
<p>The objective of this course is to develop an understanding of the basic elements in marketing strategy such as product planning, market selection, distribution and pricing. In addition it also focuses on the process of integrating all these elements in a coherent marketing mix. The course starts with definitions and discussions on basic concepts of Marketing, the evolution of Marketing and its role in business and economy. This is followed by an analysis of the environments in which Marketing operates, Market Types and analysis (of Consumer markets and Industrial markets), Measuring and Forecasting Market Demand, Marketing Information System, Segmentation, Targeting and Positioning. The course then ends by discussing the Marketing mix elements by emphasizing on the important decisions related to product, price, promotion, distribution and logistics and processes. Other special topics include International marketing, service</p>		



marketing, and social marketing with some aspects of roles of IT in marketing.

MIS101 - Principles of MIS

Course Code: MIS101	Course Name: Principles of MIS	
Credits: 3 (3+0+0)	Pre-requisite:	Language: English
This course aims to introduce students with the survey of MIS concepts, Information systems for operational, tactical and strategic management in the various functions of an organization. It will also include an overview of end-user computing.		

ACC101 - Principles of Accounting I

Course Code: ACC101	Course Name: Principles of Accounting-I	
Credits: 3 (3+0+0)	Pre-requisite:	Language: English
This course aims to impart knowledge of accounting as an important information system in economic entities, with special emphasis on accounting cycle in both service and merchandising companies, recording entries, posting, preparing, and preparing trial balance, income statement, change in equity statement, and balance sheet. It also covers merchandising operations under both periodic and perpetual inventory systems.		

ACC102 – Principles of Accounting II

Course Code: ACC102	Course Name: Principles of Accounting-II	
Credits: 3 (3+0+0)	Pre-requisite: ACC101	Language: English
Accounting principles and techniques underlying the financial statements of partnerships corporations, accounting for stocks and dividends, accounting for bond issues, statement of cash flows, general price level adjusted financial statements, analysis of financial statements, cost accounting systems for manufacturing concerns, cost-volume-profit analysis, responsibility accounting, and budgeting, cost-revenue analysis for decision making, and utilization of basic accounting software packages.		
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STA101 – Statistics Method for Mgmt. I

Course Code: STA101	Course Name: Statistics Methods for Mgmt. I	
Credits: 3 (3+0+0)	Pre-requisite:	Language: English
<p>This course is intended to provide the students with an introduction to statistics methods for management covering basic functions of arranging data to convey meaning, frequency, distribution tables, measures of central tendency and dispersion in frequency distribution, probability and probability distribution.</p>		

BUS111 – International Business Law

Course Code: BUS111	Course Name: International Business Law	
Credits: 3 (3+0+0)	Pre-requisite:	Language: English
<p>Business Law provides students a comprehensive understanding of the legal issues of fundamental importance to the businesses. The students will learn about the nature and origin of business contracts; creating contracts viz., offers, and acceptance; consideration; capacity to contract; voluntary consent; Illegality; the form and meaning of contracts; third party contract rights, performance and remedies; formation and terms of sales contracts; warranties and product liability; performance of sales contracts, and remedies for breach of contracts. Besides, students will also learn about the agency relationship' creation, duties, and termination; liability of principals and agents to third parties; employment laws. The students will also understand the form of business organizations; partnerships firms; formation and termination of corporations; management of the corporate business. This course will also give an insight of negotiable instruments; Negotiation and Holder in due course; liability of parties; checks and electronic fund transfer; and introduction to security in relation to cash credit to the students of College of Business Administration. The students will examine the relationship of law and ethics, due process, contract law, court systems, and methods of dispute resolution. Business dispute cases and current issues in the business law will provide facts and analysis to illustrate law in action.</p>		

MATH131 – Finite Mathematics

Course Code: MATH131	Course Name: Finite Mathematics	
Credits: 3 (3+0+0)	Pre-requisite:	Language: English
<p>Linear equations and inequalities, systems of linear equations, basic material on matrices, elementary introduction to linear programming. Counting techniques, permutations and combinations. Probability for finite sample space, basic concepts in statistics. Topics in the mathematics of finance. The main learning outcomes of the course will be the development of analytical skills.</p>		



MATH132 – Applied Calculus

Course Code: MATH132	Course Name: Applied Calculus	
Credits:3 (3+0+0)	Pre-requisite: MATH131	Language: English
<p>The derivative, rules for differentiation, derivative of logarithmic, exponential, and trigonometric functions, differentials, growth and decay models. Definite and indefinite integrals, techniques of integration, integrals involving logarithmic, exponential and trigonometric functions, integration by tables, area under a curve and between curves. Functions of several variables, partial derivatives and their applications to optimization. The main learning outcomes of the course will be the development of analytical skills.</p>		

MGT223 – Business Communications

Course Code: MGT223	Course Name: Business Communication	
Credits: 3 (3+0+0)	Pre-requisite: ENGL 110	Language: English
<p>The course focuses on the knowledge and skills associated with clearly receiving, transmitting and communicating information within the business environment. Using communication theory and practical application, students will develop effective writing, speaking, and presentation skills required conveying a business' communication strategy. Besides, covering the broad scope of topics in all forms of business communication, this course introduces a student-friendly writing style and strong design elements to hold students' attention. Real-world examples and real business applications underscore the relevance and importance of the material to the business communication students' academic and career work. Independent and group work activities will be incorporated to the learning environment in order to apply the students' communication skills and knowledge to topics of teamwork, customer relations and leadership.</p>		

MGT312 – Organizational Behavior

Course Code: MGT312	Course Name: Organizational Behavior	
Credits: 3 (3+0+0)	Pre-requisite: MGT 101	Language: English
<p>This course is based on a proposition that managing people, structure, and processes in organizations is a challenging, compelling, and crucial set of tasks. This course will provide an opportunity to students to look inside organizations and to develop their own perspective and skills for managing organizational behavior. It will introduce students to theories, research results, and applications that focus on managing organizational behavior in small, large, and multinational organizations. Since effective management of</p>		



organizational behavior requires an understanding of theory, research and practice, through this course students will comprehend the three generic characteristics of organizations namely behavior, structure, and processes that are affected by actions of managers.

MGT402 – Strategic Management

Course Code: MGT402	Course Name: Strategic Management	
Credits: 3 (3+0+0)	Pre-requisite: FIN101, MGT312, & MGT223	Language: English

This course focuses on teaching the basics and general principles of strategic management. It also aims to provide understanding of the processes of planning and strategic analysis of the firm, applying strategic decisions, and control, through the use of the techniques of case studies analysis to the students. This course also explains strategies formulation and their implementation by the business firms at all the level of functioning viz., Corporate, Business, and Functional. In this course the focus will be given to case studies based learning, presentations of industry specific organizations strategies, group discussions on the practical application of theories of strategic management, playing management games, and short term projects assignments etc.

1.

MGT464 – Small Business Entrepreneurship

Course Code: MGT464	Course Name: Small Business Entrepreneurship	
Credits:3 (3+0+0)	Pre-requisite: MGT201, MGT212, & MKT101	Language: English

This course provides a core foundation of what is needed to start, expand or buy a business. This course also covers all the marketing and strategic alignments to the financials necessary to construct a solid business plan. This course covers the following:

1. The competencies of the successful entrepreneur.
2. How to conduct a comprehensive feasibility study for your business ideas.
3. The opportunities and pitfalls of purchasing an existing business.
4. The decisions needed to establish a foundation for strategic planning.
5. The forms of imitative and innovative businesses.
6. Articulate the benefits that win over customers.
7. Use SWOT analysis to identify strategic options.
8. The major strategies of business–differentiation, cost, and focus.
9. Use value chain analyses to apply strategy throughout the firm.



10. How to sustain competitive advantage through attracting customers and discouraging competition.
11. Why and when to develop a business plan.
12. How to tell the business plan story.

Management Core-Program Courses (48 Credit Hours)

FIN211 – Corporate Finance

Course FIN211	Code:	Course Name: Corporate Finance	
Credits: 3 (3+0+0)	Pre-requisite: FIN 101	Language: English	

The course explores the issue of long and short-term financing decisions, and advanced topics in corporate finance. The main topics covered in class include: (1) cost of capital, (2) capital structure, (3) dividend policy, (4) financial planning and short-term financial management, (5) special topics in corporate finance.

MGT201 – Operations Management

Course MGT201	Code:	Course Name: Operations Management	
Credits: 3 (3+0+0)	Pre-requisite: MGT 101, STA 101	Language: English	

The students are introduced to the frameworks, key concepts and tools needed to design, implement, control and improve the value chain of operating systems. The course covers management of production and service operations, including capacity planning, process and layout design, and TQM; applications of quantitative techniques like linear programming, forecasting, inventory models, waiting line models, CPM/PERT, simulations and decision theory are discussed within the operations environment.

MIS201 – Integrated Systems & Managing ERP Functions

Course MIS201	Code:	Course Name: Integrated Systems & Managing ERP functions	
Credits: 3 (3+0+0)	Pre-requisite: ACC101 & MIS101	Language: English	

The primary purpose of this course is to lay out the scope of ERP Systems implementation, explain the competitive advantages of using ERP Systems, and support general concepts with short case studies. This course covers the fundamental issues important in ERP implementation and management, starting from information systems, information technology project management perspective. The course includes a review of real cases of ERP implementations related to that particular chapter content. The course



is meant to be software product independent, in order to prepare the student for any ERP Systems software tools used in most midsize to large (major) corporations.

MGT212 – Legal Environment

Course Code: MGT212	Course Name: Legal Environment	
Credits: 3 (3+0+0)	Pre-requisite:	Language: English
<p>The course deals with the topics related to the nature and determinants of the legal environment of business with special focus on Kingdom of Saudi Arabia. It focuses on the legal aspects of individual and business transactions, the laws of employment, securities, real and individual property, intellectual property and cyber law, environmental law and regulation, rights of debtors and creditors, and legal rules relating to marketing, advertising, product liability, and company responsibility toward the consumer.</p>		

MGT245 – Business Analytics and Management Applications

Course Code: MGT245	Course Name: Business Analytics and Management Applications	
Credits:3 (2+2+3)	Pre-requisite: MGT101 & MIS101	Language: English
<p>Manage, analyze, and distribute enterprise data with help from this expert resource. Delivering Business Intelligence with Microsoft SQL Server 2008 covers the entire BI lifecycle and explains how to build robust data integration, reporting, and analysis solutions for critical management decision making. Real-world examples illustrate all of the powerful BI capabilities of SQL Server 2008. This is your one-stop guide for transforming disparate data into actionable insight for managers. The course covers, but no limited to, the following areas of knowledge:</p> <ol style="list-style-type: none"> 1. Effective decision-making 2. Business Intelligence (BI) 3. The Data Mart, (Snowflakes & Star Schemas), and Analysis Services 4. Online Analytical Processing (OLAP) and the Unified Dimensional Model (UDM) 5. The Business Intelligence Development Studio (BIDS) and SQL Server Management Studio 6. Designing a Data Mart and Integration Services 7. Building the Cube (Measures and Dimensions), and Advanced features of BI. 		

MGT302 – International Business

Course Code: MGT 302	Course Name: International Business
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Credits: 3 (3+0+0)	Pre-requisite: ECN102, MKT101, FIN101	Language: English
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This course introduces students to many complex issues in international business, the pros and cons of economic theories, government policies, business strategies, organizational structures, etc. Through rigorous study students will understand the changing economic, political, legal and cultural, and environmental conditions and its impact on international business organizations. In this course students will study about the economic and trade globalization, nature of countries, global trade and investment environment, global monetary system, strategies and structure of international businesses, mode of international business operations etc.

MGT303 – International Management

Course Code: MGT 303	Course Name: International Management	
Credits: 3 (3+0+0)	Pre-requisite: MGT302	Language: English

The course International Management is structured in such a way that gives students an overview of the management challenges associated with developing strategies and managing the operations of companies globally. The purpose of this course is to provide a conceptual framework showing the interplay between the multinational corporations, socio-economic, politico-legal environment of the countries in which it does business, and the competitive environment in which it operates. Through this course students will competently examine the development of strategy, organizational capabilities, and management challenges for operating business in the global economy by intensive study of the best cases related to international management challenges and their successful resolutions. The students will study about the expanding business operation abroad with focus on motivation, means, and mentalities; managers responses to conflicting environmental forces in international context; developing international strategies to build layers of competitive advantage, managing integration, responsiveness, and flexibility; managing across corporate boundaries; managerial implications in international context ; future of multinational corporations and their evolving global role. The main learning outcome of the course will be as follows:

The students will understand the international business organizations, their structures and how they are managed within the context of international business, economic and political organizations which form the business environment.



MGT310 – Human Resource Management

Course MGT310	Code:	Course Name: Human Resource Management
Credits: 3 (3+0+0)	Pre-requisite: MGT101	Language: English

The course provides an introduction to the field of human resource management. The objective is to increase the understanding of how human resource functions as a system contributes to achievement of organization's strategic objectives and how human resource management operates in a larger organizational, social, and legal context through the study of topics such as personnel administration like human resource planning, recruitment, training and development, performance appraisal, legal issues, compensation, and labor relations.

MGT315 – Marketing Management

Course MGT315	Code:	Course Name: Marketing Management
Credits:3 (3+0+0)	Pre-requisite: MKT101	Language: English

This marketing management course concentrates on marketing decision-making, rather than mere description of the marketing phenomena. By providing specific tools and decision frameworks, it prepares the students to contribute tangibly to the marketing efforts of firms large and small. The following sections will be covered:

1. The Marketing Management Process
2. The Marketing Implications of Corporate and Business Strategies
3. Market Opportunity Analysis
4. Measuring Market Opportunities: Forecasting and Market Knowledge
5. Targeting Attractive Market Segments
6. Developing Strategic Marketing Programs
7. Business Strategies: A Foundation for Marketing Program Decisions
8. Product Decisions
9. Pricing Decisions
10. Distribution Channel Decisions
11. Integrated Promotion Decisions
12. Strategic Marketing Programs for Selected Situations
13. Marketing Strategies for a Digitally Networked World
14. Strategies for New and Growing Markets
15. Strategies for Mature and Declining Markets
16. Implementing and Controlling Marketing Programs



17. Organizing and Planning for Effective Implementation
18. Measuring and Delivering Marketing Performance.

MGT346 – Project Management

Course MGT346	Code:	Course Name: Project Management	
Credits: 3 (3+0+0)	Pre-requisite: MGT101	Language: English	

The course provides the student with a core project management body of knowledge needed to manage various projects. The course covers the basic fundamentals of project management that are established by the Project Management Institute. This course fulfills one of the requisites needed for successfully completing the PMP certification examination. The following areas of knowledge are covered in the course:

1. Develop a mission statement, vision, goals, and objectives
2. Plan the project
3. Create the work breakdown structure
4. Produce a workable schedule
5. Understand earned value analysis
6. Manage a project team
7. Control and evaluate progress at every stage.

Fully updated based on the latest version of the Project Management Body of Knowledge (PMBOK®), the fourth edition contains new information and expanded coverage on the project risk plan; the change control process; the concept of the project manager as leader; and more. Students will be taught tips and techniques for planning and executing projects on time, on budget, and with maximum efficiency.

MGT408 – Supply Chain Management

Course MGT408	Code:	Course Name: Supply Chain Management	
Credits:3 (3+0+0)	Pre-requisite: MGT201	Language: English	

Supply Chain Logistics is the basic logistics class in the business curriculum. Student attention is directed to the logistical mission confronted by various types of business organizations. Logistics is positioned as a value-adding process that achieves time and place synchronization of demand with operational fulfillment. Emphasis will be placed on challenges related to providing logistical support for procurement, manufacturing and marketing-distribution. This course will focus on supply chain strategy, logistics



information systems, segmental positioning, order management and fulfillment, inventory, forecasting and collaborative planning. In addition we will focus on more operational issues relating to transportation, third party logistics, warehousing, materials handling, international logistics, and facility network design.

MGT413 – Management in the Public Sector

Course Name: Management in the Public Sector		
Credits: 3 (3+0+0)	Pre-requisite: MGT201	Language: English
<p>This course provide an understanding of the origins of Total Quality Management, leading thinkers for total quality management, it describes how the philosophies of leading quality theorists apply to the public sector, practical application of the total quality management in the public sector. It also presents a brief overview of developing and developed nation’s efforts towards adoption total quality improvement in the public sector at all levels namely Health Care, Education, and Social Services. This course also introduces students TQM development in government services. The issues and problems in adopting TQM in the public sector will also be discussed at length, thus, through this course the students come to know about the ways to overcome barriers to implementation of TQM in the public Sector. The students will develop understanding of ethical and legal responsibilities in public sector organizations and society.</p>		

MIS431 – Project Management System Applications

Course Code: MIS431	Course Name: Project Management System Applications	
Credits:4 (3+2+4)	Pre-requisite: MGT346	Language: English
<p>Microsoft Official Academic Course (MOAC) program for Microsoft Project 2010/2013. MOAC represents the collaboration between Microsoft Learning and John Wiley & Sons, Inc. publishing company. Infused and informed by in-depth knowledge from the creators of Microsoft Project and Windows, and crafted by a publisher known worldwide for the pedagogical quality of its products, these textbooks maximize skills transfer in minimum time. Students are challenged to reach their potential by using their new project technical skills as highly productive members of the workforce. The following areas of knowledge are covered in the course:</p> <ol style="list-style-type: none"> 1. Create a project schedule 		



2. Establishing people, equipment, material, and cost resources
3. Assign work resources to tasks
4. Reviewing the project critical path
5. Assigning work resources to tasks
6. Applying tasks constraints
7. Managing tasks constraints and relationships

MGT461 – Practical Management Applications I

Course Code: MGT461	Course Name: Practical Management Applications I	
Credits: 2 (2+0+0)	Pre-requisite: MGT201, MGT312, MGT310, MGT223	Language: English

The purpose of this course is to evaluate the effectiveness of management applications of each student based on 3 out of 6 core management areas of knowledge. This course consists of specially designed management cases that measure the student's management application of people decisions, communications, and measurement and control. This course is part 1 of 2 capstone courses that if successfully completed, demonstrates completion of the management curriculum.

MGT462 – Practical Management Applications II

Course Code: MGT462	Course Name: Practical Management Applications II	
Credits: 3 (3+0+0)	Pre-requisite: MGT402	Language: English

The purpose of this course is to evaluate the effectiveness of management applications of each student based on 3 out of 6 core management areas of knowledge. This course consists of specially designed management cases that measure the student's management application of decision making, budgeting, and information literacy. This course is part 1 of 2 capstone courses that if successfully completed, demonstrates completion of the management curriculum.

MGT411 – Business Ethics & Corporate Social Responsibility

Course Code: MGT411	Course Name: Business Ethics & Corporate Social Responsibility	
Credits: 3 (3+0+0)	Pre-requisite:	Language: English

These courses prepare students to apply an ethical decision-making model, not only in the ethics course but throughout her or his business discipline. This module teaches students ethical skills, vocabulary, and tools to apply in everyday business decisions and



throughout their business courses.

The goal of this course is to engage the students by focusing on cases and business scenarios that students already find interesting. Students are then asked to look at the issues from an ethical perspective. Additionally, its focus on AACSB requirements makes it a comprehensive business ethics text for business school courses.

COOP / Management Seminars (6 Credit Hours)

MGT463 – Cooperative Education

Course Code: MGT463	Course Name: Cooperative Education
Credits: 6 (6+0+0)	Pre-requisite: A students who successfully completed 85 credit hours with a GPA of no less than 2.0 can enroll .

A type of internship program that enables college students to receive career training as they work with professionals in their major fields of study. Work experience in government, business, industry, and human services enhances the students' academic training.

1. Each work situation is developed and/or approved by the co-operative educational institution as a suitable learning situation;
2. the co-operative student is engaged in productive work rather than merely observing;
3. the co-operative student's progress on the job is monitored by the co-operative educational institution;
4. the co-operative student's performance on the job is supervised and evaluated by the student's co-operative employer;

OR

MGT441 – Research Seminar in Management

Course Code: MGT441	Course Name: Business Research	
Credits: 3 (3+0+0)	Pre-requisite: MGT402, ENGL110, Completion of 85 credit hours in the program	Language: English

This course provides comprehensive knowledge of both qualitative and quantitative research methods to student with special emphasis on student research projects. This course will introduce essentials of research, research methods, research instruments, and statistical analysis of data to undergraduate students.



MGT451 – Special Topics in Management

Course MGT451	Code:	Course Name: Special Topics in Management	
Credits: 3 (3+0+0)		Pre-requisite: ENGL110, MGT402 and completion of 85 credit hours	Language: English

Special Topics in Management present current controversial management issues in a debate style format designed to stimulate student interest and develop critical thinking skills. Each issue is thoughtfully framed with an issue summary, an issue introduction, and a postscript challenge questions.

Management Program Electives (9 Credits Hours)

MGT316 – Consumer Behavior

Course MGT316	Code:	Course Name: Consumer Behavior	
Credits: 3 (3+0+3)		Pre-requisite: (MGT315)	Language: English

This course approaches consumer behavior from a strategic perspective in order to guide successful marketing activities. The focus will be on consumer analysis. The four major parts of consumer analysis that will be explored are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy. Each of these components is the topic of one of the four major sections in the course. The sections are as follows:

1. A Perspective on Consumer Behavior
2. Affect and Cognition and Marketing Strategy
3. Behavior and Marketing Strategy
4. The Environment and Marketing Strategy

MGT414 – Managing Service Delivery

Course MGT414	Code:	Course Name: Managing Service Delivery	
Credits: 3 (3+0+3)		Pre-requisite:	Language: English

Service operations management is established firmly as a field of study that embraces all services industries. The course focuses on the theme of managing services for competitive advantage. It covers the key topics of IT, operations management, and human behavior as a holistic core to delivering effective service management. Emphasis is placed on the need for continuous improvement in quality and productivity in order to compete effectively in a global environment.



MGT455 – Project Risk Management

Course MGT455	Code:	Course Name: Project Risk Management	
Credits: 3 (3+0+0)		Pre-requisite: MIS431 & MGT346	Language: English
<p>Project risk management course concentrates on measuring, monitoring and controlling risk in a wide range of projects. The PMI© project management methodology is applied as well as system applications to assess project risk. The main techniques that will taught in the course are as follows:</p> <ol style="list-style-type: none"> 1. Simplified concepts and tools to assess rank-order and manage high-risk projects and tasks. 2. Proven methods of integrating risk management into business and project planning. 3. Clear templates and models for preparing risk management plans. 4. Hard-nosed, but easily applied risk assessment tools such as sensitivity analysis. 5. Tips for setting up a risk management process and support system. 6. Useful tools for developing a risk-based schedule in Microsoft Project. 7. Techniques for monitoring risk using Earned Value (EV). 			

MGT457 – Earned Value Project Management

Course MGT457	Code:	Course Name: Earned Value Project Management	
Credits: 3 (3+0+0)		Pre-requisite: MGT346	Language: English
<p>This course goes deeper into Earned Value Project Management (EVPM) as a methodology used to measure and communicates the real physical progress of a project taking into account the work completed, the time taken and the costs incurred to complete that work. This course shows how EVPM allows more educated and effective management decision-making, which helps evaluate and control project risk by measuring project progress in monetary terms.</p> <p>The course covers two perceptions of the EVM concept. Both are valid, but one is better suited to the management of major projects while the other appropriate for use on all projects. The course covers both perceptions, with a bias in favor of simple, broad-based EVM for use on all projects.</p>			

MGT224 – Business English

Course Code: MGT224	Course Name: Business English		
Credits: 3 (3+0+0)	Pre-requisite: MGT223	Language: English	
<p>This course takes a totally new learning approach to relating business English to the</p>			



workplace. Up-to-date topics of management, finance, accounting, economics, information technology, and customer service and a host of other real-world business subjects connect directly to an assortment of activities and exercises in grammar, punctuation, and writing. The activities in the course accommodate different student learning styles. All students regardless of their previous English background have the opportunity to be successful learning grammar in a business context. The course focuses on the English level needed to successfully complete the UoH College Business Administration programs of Management, MIS, Finance, and Accounting.

MIS212 – System Analysis & Design I

Course Code: MIS212	Course Name: System Analysis & Design-I	
Credits: 3 (2+1+3)	Pre-requisite: MIS101	Language: English

This course is intended to provide the students an introduction to system analysis, methods, covering the basic functions of system analyst. It describes the work of system analysts and the tasks of, investigating system requirements, modeling system requirements, traditional & object-oriented approach to user requirement, evaluating alternatives for requirements, analyst tasks in the design phase, and the traditional approach to design.

MIS313 – System Analysis & Design II

Course Code: MIS313	Course Name: System Analysis & Design-II	
Credits: 3 (3+0+3)	Pre-requisite: MIS212	Language: English

This course familiarizes students with the steps involved in developing computerized business information systems using CASE tools, 4GL and IT Project Management. Students will learn advanced concepts in systems analysis and design through deep involvement in analyzing real business information systems.

MIS200 – Fundamentals of Electronic Commerce

Course Code: MIS200	Course Name: Fundamentals of Electronic Commerce	
Credits: 3 (3+0+3)	Pre-requisite: MIS101	Language: English



The course is approached from a managerial perspective on applications and implementations of electronic commerce. After the introduction to electronic commerce the course develops the student's knowledge of e-commerce utilization in retailing, supply chains, e-learning to support services and its development. The technical aspects of security and system development are briefly discussed.

MIS324 – Business Data Management

Course Code: MIS324	Course Name: Business Data Management	
Credits: 3 (3+0+3)	Pre-requisite: MGT101	Language: English

This course provides a managerial understanding and approach to the technical subject of database management. The course will illustrate the important role that database systems play in an organization and provide you with a background to understand the subject, and a foundation upon which to build your management decisions. This course is designed to investigate how database management system techniques are used to design, develop, implement and maintain modern database applications in organizations.



Program Key Performance Indicator

Program Key Performance Indicators

Standard	Code	Key Performance Indicators	Description
-1- Mission and Goals	KPI-P-01	Percentage of achieved indicators of the program operational plan objectives (i8)	Percentage of performance indicators of the operational plan objectives of the program that achieved the targeted annual level to the total number of indicators targeted for these objectives in the same year
	KPI-P-02	The awareness and support of the teaching staff and administrators of the mission of the program/institution (i2)	Percentage of faculty and program staff who are aware of the program / institution's mission using a questionnaire / interview to the total number of faculty and staff.
-3- Teaching and Learning	KPI-P-03	Students' Evaluation of quality of learning experience in the program (i10)	Average of overall rating of final year students for the quality of learning experience in the program on a five-point scale in an annual survey
	KPI-P-04	Students' evaluation of the quality of the courses (i6)	Average students overall rating for the quality of courses on a five-point scale in an annual survey
	KPI-P-05	Completion rate (i12)	Proportion of undergraduate students who completed the program in minimum time in each cohort
	KPI-P-06	First-year students retention rate (i1)	Percentage of first-year undergraduate students who continue at the program the next year to the total number of first-year students in the same year
	KPI-P-07	Students' performance in the professional and/or national examinations	Percentage of students or graduates who were successful in the professional and / or national examinations, or their score average and median (if any)
	KPI-P-08	Graduates' employability and enrolment in	Percentage of graduates from the program who within a year of graduation were:



Standard	Code	Key Performance Indicators	Description
		postgraduate programs (i14,19)	a. employed b. enrolled in postgraduate programs during the first year of their graduation to the total number of graduates in the same year
	KPI-P-09	Average number of students in the class	Average number of students per class (in each teaching session/activity: lecture, small group, tutorial, laboratory or clinical session)
	KPI-P-10	Employers' evaluation of the program graduates proficiency (i26)	Average of overall rating of employers for the proficiency of the program graduates on a five-point scale in an annual survey
	KPI-P-11	Student evaluation of the Value and Quality of Field Activities (i15)	Percentage of students' satisfaction with the presence and quality of field activities during the semester and the academic year at the program / college / university.
-4- Students	KPI-P-12	Students' satisfaction with the offered services (i18,28)	Average of students' satisfaction rate with the various services offered by the program (restaurants, transportation, sports facilities, academic advising, ...) on a five-point scale in an annual survey
-5- Teaching Staff	KPI-P-13	Ratio of students to teaching staff (i9)	Ratio of the total number of students to the total number of full-time and full-time equivalent teaching staff in the program
	KPI-P-14	Percentage of teaching staff distribution	Percentage of teaching staff distribution based on: a. Gender b. Branches c. Academic Ranking
	KPI-P-15	Proportion of teaching staff leaving the program (i37)	Proportion of teaching staff leaving the program annually for reasons other than age retirement to the total number of teaching staff.
	KPI-P-16	Percentage of publications of faculty	Percentage of full-time faculty members who published at least one research



Standard	Code	Key Performance Indicators	Description
		members (i36)	during the year to total faculty members in the program
	KPI-P-17	Rate of published research per faculty member (i42)	The average number of refereed and/or published research per each faculty member during the year (total number of refereed and/or published research to the total number of full-time or equivalent faculty members during the year)
	KPI-P-18	Citations rate in refereed journals per faculty member (i44)	The average number of citations in refereed journals from published research per faculty member in the program (total number of citations in refereed journals from published research for full-time or equivalent faculty members to the total research published)
	KPI-P-19	Relevance of the qualifications and experience of faculty members to the courses they teach (i17)	Percentage of faculty members with qualifications and experience of the courses they are studying compared to the total number of courses offered during the academic year.
	KPI-P-20	The percentage of full-time teaching staff members and the others of administrative staff that participate in community services activities (i49)	Number of full-time faculty, other staff and administrators engaged in a community service activity during the academic year compared to the total number of faculty, other staff and administrators
-6- Learning Resources, Facilities, and Equipment	KPI-P-21	Satisfaction of beneficiaries with the learning resources (i13,27,33)	Average of beneficiaries' satisfaction rate with the adequacy and diversity of learning resources (references, journals, databases... etc.) on a five-point scale in an annual survey.



جامعة حائل
University of Ha'il

Facilities

Learning Resources:

The present era is characterized by the wide spreading of scientific blocks or groupings of various forms linking between academic and research communities. The university has established the deanship of libraries as a source of knowledge in both hard and digital forms. The library is also, connected to the Saudi Digital Library (SDL) which is one of the most prominent forms in supporting the scientific groupings at the national level, where it provides sophisticated information services, as well as providing digital information resources in various forms, and making it accessible to faculty staff, researchers and students in both under-, and postgraduate studies. Besides the main university library, the department has initiated a local library project to facilitate reading and library services offered to students.





جامعة حائل
University of Ha'il





جامعة حائل
University of Ha'il

Classroom





Graduates Employment Opportunities

After completion of the Degree, the students will be able to:

- a) Start their career in the business and government organizations as Entry level managers.
- b) Start their career as specialist in managing value chain activities-within the cost structure of business organizations effectively.
- c) Create superior quality, efficiency, innovation, and customer responsiveness by lowing cost and creating differentiation.



جامعة حائل
University of Hail

In concluding, UoH CBA Management Program gives our graduates the skillsets to enter any of the following areas within the management field:

Project Manager

Production Manager

Business Analyst

Operation Manager

Bank Branch Manager

Customer Relationship Manager

HR Manager

Retail/Sales/Marketing Manager

Business Consultant

Direct Business

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