

Bachelor's Degree Program in Business Administration

Semester Three	Semester Four
<p>Course Title: Financial Management</p> <ul style="list-style-type: none"> • Conceptual Foundations of Financial Management • Measurement of Return and Risk of a Financial Asset and an Investment Portfolio • Cost of Capital • Optimal Capital Structure • Financial Leverage • Dividend Policy 	<p>Course Title: Strategic Management</p> <ul style="list-style-type: none"> • Introduction to Strategic Management • Organizational Vision and Mission • External Environment Analysis • Internal Environment Analysis • Industry Structure and Competitive Strategies • Strategic Options • Generic Strategies • Strategy Implementation • Strategy Control and Evaluation
<p>Course Title: Project Management</p> <ul style="list-style-type: none"> • Conceptual Introduction to Projects • Project Life Cycle and Feasibility Studies • Project Cost Management • Fundamentals of Project Planning • Project Implementation and Control through Scheduling and Network Techniques • Organizational Structures for Projects • Human Resource Management in Projects • Success Factors in Project Management • Project Quality Management • Project Risk Management 	<p>Course Title: Total Quality Management (TQM)</p> <ul style="list-style-type: none"> • The Concept of Quality • Introduction to Total Quality Management • Principles and Requirements of TQM • TQM Tools • Phases of TQM Implementation • TQM Models
<p>Course Title: Human Resource Management</p> <ul style="list-style-type: none"> • Concept and Evolution of Human Resource Management • Job Analysis and Job Description • Human Resource Planning • Recruitment and Selection • Training and Development • Performance Appraisal • Compensation Systems • Incentive Systems • Human Resource Information Systems (HRIS) 	<p>Course Title: Supply Chain Management</p> <ul style="list-style-type: none"> • Introduction to Logistics • Fundamental Concepts of Supply Chain Management • Relationships and Integration in the Supply Chain • Outsourcing to Logistics Service Providers • Purchasing Management • Materials Handling and Transport Packaging • Transportation Management

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<ul style="list-style-type: none"> • Career Management • Occupational Health and Safety 	<ul style="list-style-type: none"> • Inventory Planning and Control • Warehouse Organization and Management • Supply Chain Performance Measurement • International Supply Chain Management • Contemporary Trends in Supply Chain Management
<p>Course Title: Information Technology Management</p> <ul style="list-style-type: none"> • Introduction to Information Systems Management • Challenges Facing Information Systems • Strategic Management of Information Systems • Organizational Dimension of Information Systems • Information Systems Design: A Managerial Approach • IT Governance and Direction • Information Systems Performance Evaluation • Contemporary Issues in Information Systems Management 	<p>Course Title: Data Analysis</p> <ul style="list-style-type: none"> • Operations in Matrix Algebra • Linear Transformations and Eigenvalues • Principal Component Analysis (PCA) • Correspondence Analysis (CA) • Multiple Correspondence Analysis (MCA) • Cluster Analysis • Discriminant Analysis
<p>Course Title: Survey Techniques</p> <ul style="list-style-type: none"> • Fundamental Concepts of Survey Methodology • Questionnaire Design • Types of Measurement Scales • Sampling and Estimation Issues • Probability Sampling • Non-Probability Sampling • Statistical Data Analysis • Statistical Report Writing 	<p>Course Title: Production and Operations Management</p> <ul style="list-style-type: none"> • General Framework of Production and Operations Management • Demand Forecasting • Production and Capacity Planning • Work and Time Study • Production Planning Techniques • Inventory and Materials Handling Management • Production Control

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<p>Course Title: Organizational Structures and Design</p> <ul style="list-style-type: none"> • Concept of Organization and Organizing • Concept of Organizational Structure • Organizational Structure Design • Determinants of Effective Organizational Design • Organizational Design Options 	<p>Course Title: Management Control</p> <ul style="list-style-type: none"> • Concept and Scope of Management Control • Management Control within Cost Accounting Techniques (Full Costing Method) • Management Control under Rational Allocation of Fixed Costs • Management Control Using Variable Costing Analysis • Standard Costing (Direct and Indirect) and Variance Analysis • Budgetary Control
<p>Course Title: Business Law</p> <ul style="list-style-type: none"> • Concept of Business Law • Introduction to Commercial Law • Commercial Activities • Commercial Companies • Bankruptcy and Judicial Settlement • Competition Law • Consumer Protection Law • Investment Law 	<p>Course Title: Final Year Project</p> <ul style="list-style-type: none"> • Preparation of a feasibility study for a project developed by the student under the supervision of a faculty member, including the development of a comprehensive business plan to operationalize the project idea. The project shall be conducted within the framework of support provided by the Entrepreneurship House or Business Incubators and shall be evaluated by a panel of experts in accordance with Ministerial Decree No. 1275. • Organization, participation, and attendance of students in open days and workshops connected to the university and its socio-economic environment, with the invitation of representatives from various economic and social sectors to supervise and facilitate each workshop or seminar for third-year students, for example: banking sector, certified public accountants, Directorate of Trade, Directorate of Industry, insurance sector, telecommunications companies, production enterprises, industrial firms, etc. • A specialized seminar or a series of training workshops covering diverse topics, which may include the creation of statistical databases, monitoring and analysis of stock

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	<p>market indicators, translation of specialized foreign academic articles, among others.</p> <ul style="list-style-type: none">• Completion of a field internship and preparation of a practical report under the joint supervision of a faculty member and a professional supervisor within the host organization.• Conducting an economic case study or analyzing an economic phenomenon using relevant statistical software and analytical tools.• Design and development of applied software programs aimed at supporting students in selected academic courses.• Design of a simulated project, such as an advertising campaign or a virtual banking/business process model.• Conducting field-based survey studies addressing specific issues in the fields of economics, management sciences, and commercial sciences.
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