

Ahlia University - Course Descriptions

Course	Code	Course Title	Lec	Lab	Cr
COLLEGE OF ARTS & SCIENCE					
ANTH	101	Introduction to Anthropology	3	0	3
This course consists of a history of thought of anthropology and accordingly delves into the theories, schools, concepts and contemporary trends in this field including an understanding of research methods. Special attention is focused on the ethnography of the Arabian Peninsula particularly and on the Arab World generally.					
ARAB	101	Composition for Native Speakers of Arabic I	3	0	3
A practical language course which aims at developing the writing skills of native speakers of Arabic. The course develops skills such as journalistic writing and letter writing and pays special attention to the development of personal style.					
يقدم المقرر لغة عملية تهدف إلى تطوير مهارات الكتابة لدى الناطقين باللغة العربية. تطور الدورة مهارات مثل الكتابة الصحفية وكتابة الرسائل وتولي اهتماما خاصا لتطوير الأسلوب الشخصي					
ARAB	102	Composition for Native Speakers of Arabic II	3	0	3
A refinement of writing skills introduced in the previous course designed to acquaint the student with literary essay writing.					
ARAB	110	Arabic for Non-Arabic Speaking Students I	3	0	3
A beginners' level course in modern classical Arabic for non-Arabic speaking students .The course develops the students ability in the four skills and focuses on the use of the language in daily communicative situations.					
ARAB	111	Arabic for Non-Native Speakers I	3	0	3
This course aims to develop the skills of Standard Arabic and Spoken Arabic for non-Arabic speakers at the levels of reading, listening, speaking, writing, and syntax. At the end of this course, students will be able to exchange greetings and introduce themselves in Arabic. They will also be able to engage in short conversations about food and describe places and things. They will master the knowledge of the alphabet, reading and writing, and some rules of the Arabic language related to the singular, dual, plural, and nominal and verbal sentences.					
اللغة العربية للناطقين بغيرها-1 يهدف هذا المقرر إلى تطوير مهارات اللغة العربية الفصحى، واللغة المحكية للناطقين بغير اللغة العربية على مستوى: القراءة، والاستماع، والتحدث، والكتابة، وقواعد التركيب والنحو. سيتمكن الطالب بعد دراسته هذا المقرر من إلقاء التحية والتعريف بنفسه باللغة العربية، كما سيتمكن من الانخراط في محادثات قصيرة بشأن الأطعمة، ووصف الأمكنة، والأشياء، وسيتمكن معرفة الحروف الهجائية قراءة وكتابة، وبعض قواعد اللغة العربية المتعلقة بالمفرد، والمثنى، والجمع، والجمل الاسمية والفعلية					
ARAB	120	Arabic for Non-Arabic Speaking Students II	3	0	3
A continuation of ARAB 110, offering further practice in using the Arabic language in daily communicative situations.					
ARAB	121	Arabic for Non-Native Speakers II	3	0	3
This course aims to develop, at an advanced level, the language skills of both Standard and Spoken Arabic designed for non-Arabic speakers: reading, listening, speaking and writing, in addition to learning the grammatical/ structural rules. After completing this course, the students will be able to distinguish the shapes of compound letters, use short vowel diacritics and long vowels, and distinguish between verbs and nouns. They will also be able to read short and long sentences, compose them, and turn them into understandable paragraphs.					
اللغة العربية للناطقين بغيرها-2 يهدف هذا المقرر إلى تطوير مهارات اللغة العربية الفصحى، واللغة المحكية للناطقين بغير اللغة العربية بشكل متقدم على مستوى: القراءة، والاستماع، والتحدث، والكتابة، والقواعد النحوية والتركيبية. سيتمكن الطالب بعد دراسته هذا المقرر من تمييز صور الحروف المركبة، واستخدام الحركات والمدود، والتمييز بين الأفعال والأسماء، كما سيتمكن من قراءة الجمل القصيرة والطويلة، وإنشائها، وتحويلها إلى فقرات مفهومة					
ARAB	201	Introduction to Modern Arabic Literature	3	0	3
This course is intended to help the students appreciate literary texts and generally develop their reading skills. The course will also attempt to acquaint the students with relevant background information pertaining to such major literary epochs and trends through the study of texts from each of these schools such as the Renaissance, Romanticism, Realism and Modernism.					

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Course	Code	Course Title	Lec	Lab	Cr
ARAB	231	Arabic for Non-native Speakers III	3	0	3
<p>This course aims to develop, at a further advanced level, the skills of using advanced Standard Arabic and Spoken Arabic skills by non-Arabic speakers: reading, listening, speaking and writing, and the use of grammatical and structural rules. After studying this course, the student will be able to read texts of medium length, be able to expand the sentence with noun and verb modifications, in both speaking and writing, and to distinguish between nominative and verbal sentences. He will also be able to write a short narrative text, and engage in an oral or written dialogue with other students on an issue from daily life experience.</p>					
<p>اللغة العربية للناطقين بغيرها-3 يهدف هذا المقرر إلى تطوير مهارات اللغة العربية الفصحى، واللغة المحكية للناطقين بغير اللغة العربية بشكل متقدم على مستوى: القراءة، والاستماع، والتحدث، والكتابة، والقواعد النحوية والتركييبية. سيتمكن الطالب بعد دراسته هذا المقرر، من قراءة نصوص متوسطة الطول، وسيكون قادراً على توسيع الجملة بالأوصاف والأحوال تحديداً وكتابة، والتمييز بين الجمل الاسمية والجمل الفعلية، كما سيتمكن من كتابة نص سردي قصير؛ وإنشاء حوار مع زملائه حول قضية من خبرة الحياة اليومية شفويًا وكتابيًا</p>					
CHIN	101	Introduction to Chinese I	3	0	3
<p>A Chinese language primer, the first in a series of three elementary courses. A practical language course which aims at familiarizing students with the basic rules of pronunciation, reading, speaking, writing, and listening comprehension of Chinese language. The course material focuses on developing students' ability to understand and express Chinese in daily conversations.</p>					
CULT	101	Introduction to Culture	3	0	3
<p>This course is an introductory survey of the basic doctrines and concepts of Arabic and Islamic civilization. It covers reading materials from the Renaissance to modern times and focuses on the influence of Western civilization.</p>					
CULT	102	Islamic Culture	3	0	3
<p>This course aims to give students the opportunity to explore a variety of themes on the topic of Islamic Culture. Diverse issues discussed include: the definition of Islamic culture in terms of Qur'anic studies and Prophetic traditions; the contrasting views of classical and modern Islamic scholars; the impact of Islamic theology on cultural aspects in Islamic society; and the general principles of Islam in different areas of life.</p>					
CULT	110	Local Culture	3	0	3
<p>This course presents a realistic picture of the local culture by presenting the influences shaped by Bahraini culture and Bahraini society, with a focus on the characteristics of this culture, and the most important sources of its formation, with a reference to the most important aspects of urbanization and civic life in the Kingdom of Bahrain. The course also sheds light on the values, customs and traditions of the Bahraini society, the main professions and industries, ancient and modern, with reference to the manifestations of the development of education, industry and economy. Other aspects included in the course are Bahrain's relationship with the Arab Gulf states and the Arab countries, aspects of the modern state, Islamic civilization, ancient civilizations and the role of women</p>					
<p>الثقافة المحلية: يقدم هذا المقرر صورة واقعية عن الثقافة المحلية من خلال عرض المؤثرات التي تشكلها الثقافة البحرينية والمجتمع البحريني مع التركيز على خصائص هذه الثقافة، وأهم مصادر تشكلها، مع إشارة إلى أهم مظاهر العمران والمدنية في مملكة البحرين. كما يسلط الضوء على قيم المجتمع البحريني وعاداته وتقاليده، وأهم المهن والصناعات قديما وحديثا، مع إشارة إلى مظاهر تطور التعليم والصناعة والاقتصاد، وعلاقة البحرين بدول الخليج العربية والدول العربية، ومظاهر الدولة الحديثة والحضارة الاسلامية والحضارات القديمة ودور المرأة</p>					
CULT	120	Arab Culture	3	0	3
<p>In this course, students study the concept of Arab culture, its characteristics, and general information about the Arab world, such as the geographical location and its importance, the manifestations of modern development in industry, architecture, and the economy, as well as the common factors among Arab peoples. They also learn about the Arabs and sciences in ancient times, the translation movement, the Islamic civilization, ancient civilizations in the Arab region, as well as cultural openness to other civilizations.</p>					

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<p>الثقافة العربية:</p> <p>يدرس الطالب في هذا المقرر مفهوم الثقافة العربية وخصائصها ومعلومات عامة عن العالم العربي مثل الموقع الجغرافي وأهميته، ومظاهر التطور الحديثة في الصناعة والعمارة والاقتصاد، والعوامل المشتركة بين الشعوب العربية، وكما يتعرف على العلوم عند العرب قديما وحركة الترجمة والحضارة الإسلامية والحضارات القديمة في المنطقة العربية والانفتاح الحضاري على الحضارات الأخرى</p>					
CULT	130	General Culture	3	0	3
<p>This course provides detailed knowledge of the concepts of culture, its characteristics and elements, customs and traditions, the role of women in the family and society, and the problem of family disintegration in Gulf and Arab societies. It also examines the concept of local and international organizations, and economic problems in the world such as poverty and unemployment.</p>					
<p>الثقافة العامة:</p> <p>يقدم هذا المقرر معرفة تفصيلية بمفاهيم الثقافة وخصائصها وعناصرها والعادات والتقاليد ودور المرأة في الأسرة والمجتمع ومشكلة التفكك الأسري في المجتمعات الخليجية والعربية، ومفهوم المنظمات المحلية والعالمية والمشكلات الاقتصادية في العالم مثل الفقر والبطالة</p>					
DMMC	599	Dissertation in Mass Communication	0	24	12
<p>The student completes a scientific dissertation in the communication field on one of the media phenomena or the problems facing practical and professional practice in the various fields of communication. The dissertation includes a methodological framework that explains the methodologies of the thesis and a theoretical framework and a review of previous related literature and an essential part in which the student reviews the general results of the study, and represents a scientific addition to the field of communication in its various branches.</p>					
<p>مقرر رسالة في الإعلام</p> <p>ينجز الطالب رسالة علمية في أحد مجالات الإعلام حول إحدى الظواهر الإعلامية أو المشكلات التي تواجه الممارسة العملية والمهنية في مجالات الإعلام المختلفة، وتتضمن إطاراً منهجياً يوضح منهجيات الرسالة وإطاراً نظرياً واستعراضاً للأدبيات السابقة القريبة من موضوع الرسالة وجزءاً أساسياً يستعرض فيه الطالب النتائج العامة للدراسة، ويمثل إضافة علمية في مجال الاتصال بفروعه المختلفة.</p>					
DMPR	599	Dissertation in Public Relations	0	24	12
<p>The student completes a scientific dissertation in one of the scientific phenomena related to the field of public relations or studies the problems facing practical and professional practice in the field of public relations and strategic communication. The dissertation includes a methodological framework that explains the methodologies of the dissertation, a theoretical framework and a review of previous related literature and an essential part in which the student reviews the general results of the study and represents a scientific addition to the field of public relations.</p>					
<p>مقرر رسالة في العلاقات العامة</p> <p>ينجز الطالب رسالة علمية في إحدى الظواهر العلمية المرتبطة بمجال العلاقات العامة أو يقوم بدراسة المشكلات التي تواجه الممارسة العملية والمهنية في مجال العلاقات العامة والاتصال الاستراتيجي، وتتضمن إطاراً منهجياً يوضح منهجيات الرسالة وإطاراً نظرياً واستعراضاً للأدبيات السابقة القريبة من موضوع الرسالة وجزءاً أساسياً يستعرض فيه الطالب النتائج العامة للدراسة، ويمثل إضافة علمية في مجال العلاقات العامة</p>					
ENGL	052	Reading and Writing	3	0	0
<p>The course offers extensive reading practice at beginners to pre-intermediate level and develops reading strategies required for university study. It also introduces different aspects of writing at the sentence as well as paragraph level.</p>					
ENGL	055	Grammar and Vocabulary	3	0	0
<p>The course offers a review of Basic English structures and provides students with extensive practice in order to achieve accuracy in using the language. It also aims to expand students' vocabulary related to both everyday life situations as well as academic study.</p>					
ENGL	101	Academic English I	3	0	3
<p>A course to develop the students' ability to use the language for academic study as well as everyday situations. It offers practice in reading comprehension, grammar, vocabulary-building and writing short texts.</p>					
<p>يطور هذا المقرر قدرة الطالب على استخدام اللغة للدراسة الأكاديمية وكذلك في مواقف الحياة اليومية. يقدم ممارسة في فهم القراءة والقواعد وبناء المفردات وكتابة النصوص القصيرة</p>					

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ENGL	102	Academic English II	3	0	3
This course is a continuation of ENGL 101. It further develops students' reading, writing, listening and speaking skills needed for academic study and everyday communication.					
هذا المقرر هو استمرار لمقرر اللغة الانجليزية 1 كما أنه يطور مهارات القراءة والكتابة والاستماع والتحدث لدى الطلاب اللازمة للدراسة الأكاديمية والتواصل اليومي					
ENGL	131	English Grammar I	3	0	3
This course is intended to provide students with a review of the basic elements of English grammar and syntax such as sentence building, correct usage and punctuation. Students will analyse typical usage problems of grammar in both speech and writing in order to control target forms in their spoken and written productions.					
ENGL	152	English Writing Skills I	3	0	3
This course is intended to focus on developing beginning writing skills including sentence combining and paragraph development. Students will be encouraged to view writing as a process and will be introduced to the stages of this process. There will also be an emphasis on critical thinking skills. The course covers both professional and academic skills in writing. Students will be trained in note taking, email writing, memo, and paragraph writing.					
ENGL	201	Academic English III	3	0	3
The third in the series of integrated language courses to develop the students' proficiency in using the language for academic study and everyday communication. Particular emphasis is placed on developing the students' ability to read longer texts, writing multi-paragraph texts as well as speaking skills.					
هذا المقرر هو الثالث في سلسلة من الدورات اللغوية المتكاملة لتطوير كفاءة الطالب في استخدام اللغة للدراسة الأكاديمية والتواصل اليومي. يتم التركيز على تطوير قدرة الطالب على قراءة النصوص الطويلة وكتابة نصوص متعددة الفقرات بالإضافة إلى مهارات التحدث					
ENGL	202	Academic English IV	3	0	3
The fourth in the series of integrated language courses which continues to develop students' proficiency in using the language for academic study and everyday communication.					
ENGL	210	Technical Report Writing	3	0	3
This course provides skills needed for planning, structuring, and writing technical reports in English for various specializations. The course also covers essential language structures and vocabulary in line with English proficiency standards commonly required for efficient technical report writing. At the end of this course the learner will be able to communicate in writing technical reports with use of visuals and technical paper layouts.					
يوفر هذا المقرر المهارات اللازمة لتخطيط وهيكل وكتابة التقارير الفنية باللغة الإنجليزية لمختلف التخصصات. تغطي الدورة أيضا الهياكل اللغوية الأساسية والمفردات بما يتماشى مع معايير إجادة اللغة الإنجليزية المطلوبة عادة لكتابة التقارير الفنية الفعالة. في نهاية هذه الدورة ، سيتمكن المتعلم من التواصل عن طريق كتابة التقارير الفنية باستخدام المرنثيات وتخطيطات الورق الفني					
ENGL	213	Report Writing	3	0	3
This course provides skills needed for planning, structuring, and writing reports in English for various specializations. The course covers essential language structures and vocabulary in line with English standards commonly required for effective report writing. At the end of this course the learner will be able to communicate reports with appropriate use of visuals and report layout.					
ENGL	215	Readings in English Literature	3	0	3
The course introduces students to English literature and focuses on readings and discussion of selected short stories. It aims at familiarizing students with the nature of literature through the study of character, plot, theme, point of view, style, and figurative language.					
ENGL	216	Readings Literature II	3	0	3
After being introduced to short fiction in ENGL 205, the students are required to do further readings not only in works of fiction but also in selected works of poetry and drama. The aim of the course is to develop extensive reading skills and encourage a better understanding and appreciation of literature through the study of character, plot, theme, setting, structure, style, and figurative language.					
ENGL	218	Workplace Writing Skills	3	0	3

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This course introduces students to the trends of written communication in a professional context. It focuses on e-mail, memo, and short report writing. Students will be required to study a variety of workplace correspondence in order to produce their own samples.					
ENGL	221	Introduction to Translation	3	0	3
The course introduces students to basic techniques of translation and develops their skill in translating a variety of short written texts from English to Arabic and vice versa. Materials include short descriptive passages, letters, announcements, advertisements, newspaper news items and readers' views. Typical problems involved in such translation are highlighted and discussed.					
ENGL	223	English Communication	3	0	3
This course aims to further develop learners' communication skills, particularly the skills of speaking and listening. It focuses on interaction through language tasks in general as well as academic topics. Learners will also analyse samples of natural spoken interaction to develop their listening and conversational skills, and gain cultural knowledge of the target language.					
ENGL	231	English Grammar II	3	0	3
In this course learners will focus on advanced English structure. Learners will develop the skills necessary to analyse sentence types and their functions. They will be introduced to inflectional and derivational morphology as well as lexical categories and their grammatical properties. Attention will also be given to tense, aspect, voice and modality.					
ENGL	250	Reading Skills in English	3	0	3
This course is designed to refine learner's ability to read, understand and respond to upper-intermediate English texts. The material encompasses a variety of non-literary texts that learners face in their everyday use of English. Activities emphasise discipline-based vocabulary, reading strategies, critical thinking, interpretation of facts and data, reading speed and study skills.					
ENGL	251	English Fiction	3	0	3
This course explores the diversity of fiction as it appears in the short story, novella, and novel. Learners receive instruction on how to read fiction critically. Emphasis is on techniques of close reading, critical inquiry of formal elements such as plot, setting, character, point of view, conflict, symbolism, and theme. Learners will learn to communicate in writing the evaluation of fiction and to engage in fundamental arguments to the discipline of literary studies.					
ENGL	252	English Writing Skills II	3	0	3
The course is intended to further develop learners' writing skills in both professional and academic contexts. It includes letter writing as well as multi-paragraph essay writing. It introduces learners to, and provides practice in, the use of the different registers in written communication.					
ENGL	301	Advanced Language Skills I	3	0	3
This course is designed to offer practice in advanced English language skills. It focuses on developing learner's reading (understanding the main ideas of a complex text), oral communication (interacting with a degree of fluency and spontaneity required in classroom and real-life, including workplace settings) and writing skills (producing clear, detailed text on a wide range of subjects) in addition to offering accuracy in using vocabulary and structures. Learners will also develop the techniques necessary for independent learning.					
ENGL	302	Advanced Language Skills II	3	0	3
This course offers practice in English skills. Typical learners at this level will be able to use the language fluently and are aware of the relationship between language and culture. The course focuses on further development of the learners' reading and writing skills, fluent and spontaneous oral communication, and flexible and effective language use for social, academic and professional purposes, in addition to offering further accuracy in using vocabulary and structures. Learners will also further develop the study skills and learning techniques necessary for independent learning.					

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ENGL	351	A Survey of English Literature	3	0	3
This course aims to explore the historical development of English literature from the Middle Ages to the Twentieth Century. Major canonical figures representative of these periods will be introduced, and their work will be discussed in its relevant cultural and literary contexts.					
ENGL	352	English Writing Skills III	3	0	3
This advanced writing course offers practice in writing different types of well-structured text on complex topics, both concrete and abstract. It helps students to express themselves fluently and use the language flexibly and efficiently for social, academic, and professional purposes. It also helps them to ask creative questions and think critically. It expands various writing skills including error correction, grammar usage, punctuation usage, text organisation, and writing an academic paper.					
ENGL	353	Readings in Modern British and American Literature	3	0	3
The course provides ample practice in reading literary texts by British and American writers and conducting critical analysis, interpretation, and evaluation, supported by evidence, relating to theme, style, setting and social or historical context.					
ENGL	360	Introduction to Linguistics	3	0	3
This course will provide a general overview of the study of language with particular emphasis on its structure, meaning and usage. Learners will be introduced to the main areas of linguistic description and analysis, including syntax, morphology, phonology, semantics, pragmatics, sociolinguistics, psycholinguistics and discourse analysis.					
ENGL	361	English Phonetics and Phonology	3	0	3
This course introduces learners to the sounds of English. Learners will learn how vocal sounds are produced and how speech sounds are articulated, as well as how the consonants and vowels of English are distributed and described in terms of their distinctive features. Learners will also be trained in English phonemic transcription according to the principles of the International Phonetic Association. In addition, students will be given training in the prosodic (suprasegmental) features of English, including syllable structure, stress and intonation.					
ENGL	362	Introduction to Semantics	3	0	3
This course focuses on the ways in which meaning is encoded in words, phrases, sentences and utterances. It also points to the role of the user as well as linguistic and non-linguistic contexts in determining the meaning of words.					
ENGL	364	Stylistics	3	0	3
This is a skills-based course related to the linguistic techniques used in the analysis of style of different text types. It provides practice opportunities for students to develop an awareness of style and usage and enables them to formulate descriptions of stylistic distinctions. It helps learners recognise various linguistic resources (lexico-grammatical, rhetorical, and textual) and organisational strategies associated with language varieties.					
ENGL	365	Discourse Analysis	3	0	3
This course provides a practical introduction to discourse analysis, the study of language in use. It offers an overview of some of the major approaches to studying oral and written texts and engage students in hands-on analysis of naturally occurring discourse. Through using numerous texts, students will use analytic tools to examine aspects of meaning-making, text cohesion, coherence, and text organisation. Further, students will explore such issues as the text producer's intent, contextual impact and relevance, proposition identification and cultural mediation.					
ENGL	461	Contrastive Linguistics and Error Analysis	3	0	3
This course is devoted to the theory of contrastive analysis, which focuses primarily on the similarities and differences between the linguistic systems of the learner's native language and the foreign language (Arabic & English). It also introduces the practice of error analysis (methods of error identification, analysis, classification, and explanation).					
ENGL	499	Project in English	0	6	3

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Learners are required to work on a practical project in English language/literature under the supervision of a faculty member. The projects should include detailed literature review investigation and research-based argument, and should be supported by a detailed research design and methodology with relevant conclusions that may be used for future research or by policy makers. The project will be assessed in terms of the quality of academic research, writing and oral defence.					
EOPL	112	Equal Opportunities in Public Life	3	0	3
The Course familiarizes the student with the efforts and achievements of the Kingdom of Bahrain in the field of gender equality, empowering women and enhancing their participation in development by reviewing the relevant legislation included in the Constitution and the National Action Charter. It also examines the steps involved in establishing the Supreme Council for Women (SCW) and its initiatives launched to empower and advance women to achieve gender balance, justice and partnership in various economic, social and political fields, leading to comprehensive development in accordance with the UN 2030 Sustainable Development Goals.					
<p>تكافؤ الفرص بين الجنسين في الحياة العامة</p> <p>يتعرف الطلبة من الجنسين على جهود مملكة البحرين وإنجازاتها في مجال تكافؤ الفرص والتوازن بين الجنسين في التنمية الوطنية الشاملة والحياة العامة، عن طريق استعراض التشريعات الوطنية ذات الصلة الواردة في الدستور وميثاق العمل الوطني، والمبادرات التنموية الوطنية المؤثرة من مراحل تبني وتنفيذ مبادرات إدماج احتياجات المرأة في التنمية وتصنيف الميزانيات بحسب الجنس وصولاً لتطبيق آليات النموذج الوطني للتوازن بين الجنسين لتحقيق مبدأ تكافؤ الفرص والمساواة والتوازن بين الجنسين، والتنافسية التشاركية في مختلف المجالات الاقتصادية والاجتماعية والسياسية، وذلك لبلوغ أهداف ومقاصد التنمية الوطنية الشاملة والمستدامة وفقاً للرؤية الاقتصادية لمملكة البحرين وخصوصية برامج عمل الحكومة مراعيين في ذلك توافقاً استثمار متطلبات وأهداف الخطط التنموية العالمية</p>					
ETHC	393	Ethics and Professional Practice in Mass Communication and Public Relations	3	0	3
This course provides students with a theoretical foundation that enables them to identify and analyze current ethical issues in the media. It addresses questions such as: Is it necessary for professional journalists to be tied by moral ethics? How much information should the media provide about the private lives of public figures? Through analysis and discussion of case studies it deals with the role of the media and journalists in society; the meaning of justice; the reciprocity gene; free speech and how blogs, opinion-oriented media, social media and editorials relate to freedom of the press.					
ETHC	394	Ethics and Professional Practice in Interior Design	3	0	3
The purpose of the course is to introduce ethical dimension of management to prospective professionals in the field of Interior Design & Architecture. Emphasis is on applying ethical standards to a range of business practices that the practitioner might likely encounter in the business of architecture and interior design. Ethical aspects of doing business impinge on a range of services provided by architectural and design professionals including but not limited to: business management, marketing, contracts, negotiations, design cost analysis/control and human resources. As part of the learning process students will be expected to participate in class discussion as well as to analyze cases designed to develop critical thinking skills in ethics.					
ETHC	397	Media Law and Ethics	3	0	3
The course aims to familiarize students with their legal and moral rights and duties and how to collect and disseminate information without violating legal and ethical rules. The course deals with the concept of morality and ethics, the principles of freedom of opinion and expression, the concept of professional ethics, the concept and principles of law, media law, legal and legislative frameworks regulating the media, journalism and media codes of ethics, and media practitioners rights and duties. The course also covers criminal liability and publication, rules and ethics of crime data dissemination, intellectual property rights, legal and ethical rules regulating copyright, ethics of professional practice in public relations, and legal and ethical controls for new media.					
<p>تشريعات الإعلام وأخلاقياته</p> <p>يهدف المقرر إلى إلمام الطالب بحقوقه وواجباته القانونية والأخلاقية وكيفية جمع ونشر المعلومات دون انتهاك القواعد القانونية</p> <p>و الأخلاقية. يتناول المقرر مفهوم الأخلاق والقاعدة الأخلاقية، والمبادئ المنظمة لحرية الرأي والتعبير، مفهوم الأخلاقيات المهنية، مفهوم ومبادئ القانون، تشريعات الإعلام والأطر القانونية والتشريعية المنظمة للإعلام، موثاق الشرف الصحفي والإعلامي، حقوق ممارسي الإعلام وواجباتهم، جرائم النشر والعلاية، قواعد وأخلاقيات نشر الجريمة، حقوق الملكية الفكرية والقواعد القانونية والأخلاقية المنظمة لحق المؤلف، أخلاقيات الممارسة المهنية في مجال العلاقات العامة، الضوابط القانونية والأخلاقية للإعلام الجديد</p>					

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Course	Code	Course Title	Lec	Lab	Cr
ETHC	399	Ethics and Professional Practice in English and Translation	3	0	3
This course introduces learners to major ethical issues related to translation and interpreting as professional activities. The course content explores morality and ethical principles that regulate translation as a profession, discusses the concept of accountability, and surveys relevant professional standards of practice and codes of ethics. Learners also study the ethical implications of several translation-specific factors including fidelity, equivalences, and linguistic choices on the target text. Through numerous case studies, learners will be trained to identify and analyse any potential conflict in translation that may give rise to an ethical issue, and then develop effective techniques for problem-solving.					
ETRM	498	Research Methods in English and Translation	3	0	3
This course aims to provide learners with the skills required to conduct a research project in English language, literature or translation. It covers different research methodologies, academic writing, and research ethical standards. The learner will be able to develop a research proposal leading to the final project. Core competencies will include effective use of the library, the ability to reference sources, plan the research, understand the processes and procedures involved in scientific research and deliver a presentation.					
FREN	101	French I	3	0	3
A French language primer, first in a series of two elementary courses, offering a familiarization with its components (pronunciation, reading and listening comprehension, writing and basic rules of grammar). Students develop competence in understanding and expression of basic everyday language by holding conversation in French with others.					
FREN	102	French II	3	0	3
A French language primer, second in a series of two elementary courses, offering a detailed introduction to structure of French tenses paying particular attention to irregular verbs in everyday use. Students develop greater facility in reading, listening comprehension, writing and conversation.					
GERM	101	German Language & Culture I	3	0	3
The course introduces the German language to students and promotes a general understanding of cultures and traditions in the German speaking regions of Central Europe. It is designed to enable students to communicate meaningfully in German on basic topics dealing with everyday events and situations. Students develop skills in reading, listening, speaking, and writing, and attain mastery of the basic structures (grammar) of the German language.					
GERM	102	German Language & Culture II	3	0	3
A continuation of GERM 101 that provides the students with the opportunity not only to develop an ability to communicate in German on a variety of subjects but also to gain awareness of contemporary German society and the cultural traditions which inform it.					
HIST	101	Modern History of the Middle East & North Africa	3	0	3
This course overviews the political and economic history of the Middle East and North Africa from the Nineteenth Century to the present with an emphasis on the historical origins of the contemporary problems confronting the region. After examining the political map of the Middle East and North Africa after the imposition of European colonialism, the post-colonial political challenges that these newly independent states faced are analyzed. The latter part of the course explores major contemporary issues such as: the rise of OPEC, the Arab-Israeli conflict; the Iran-Iraq war and the intervention of the United States in the region.					
HIST	121	Modern History of Bahrain	3	0	3
This course focuses on the importance of the strategic location of the Kingdom of Bahrain; Bahrain history since the early 1600; Al-Utoobs and the rise of Zubara; the beginning of Al-Khalifa era; Bahrain under the British protection & independence and the building of the modern state; modernization of the political administrative and legal systems; economic and social development in Bahrain.					
يركز هذا المقرر على أهمية الموقع الاستراتيجي لمملكة البحرين. تاريخ البحرين منذ أوائل عام 1600؛ العتوب وصعود الزبارة. بداية عهد آل خليفة. البحرين تحت الحماية والاستقلال البريطاني وبناء الدولة الحديثة. تحديث النظم السياسية والإدارية والقانونية : التنمية الاقتصادية والاجتماعية في البحرين					
HUMR	101	Principles of Human Rights	2	0	2

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Course	Code	Course Title	Lec	Lab	Cr
<p>The course covers the basic principles of human rights through the definition of human rights and their scope with a focus on International Conventions of Human Rights, which includes the following documents: United Nations Charter, Universal Declaration of Human Rights, International Convention for Civil and Political Rights, International Convention for Economic, Social and Cultural Rights and Convention against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment. It also covers protection mechanism and institutional administration of rights and general freedoms in the Kingdom of Bahrain.</p>					
<p>يغطي المقرر المبادئ الأساسية لحقوق الإنسان من خلال التعريف بحقوق الإنسان ونطاقها مع التركيز على الاتفاقيات الدولية لحقوق الإنسان، والتي تتضمن الوثائق التالية: ميثاق الأمم المتحدة، الإعلان العالمي لحقوق الإنسان، الدولية ملاتمة للحقوق المدنية والسياسية، الدولية ملاتمة للحقوق الاقتصادية والاجتماعية والثقافية واتفاقية مناهضة التعذيب وغيره من ضروب المعاملة أو العقوبة القاسية أو اللاإنسانية أو المهينة، المعاملة أو العقوبة اللاإنسانية أو المهينة. كما يغطي آلية الحماية والإدارة المؤسسية للحقوق والحريات العامة في مملكة البحرين</p>					
IDRM	498	Research Methods in Interior Design	3	0	3
<p>This is a foundation course for INTD 499 Final Design Project. A thorough study of the actual site proposed should include the followings; the surrounding buildings and context, orientation and environment, and access and outlets. Students explore building regulations that have to be implemented in the project design. Students achieve an analytical research study about a diversity of similar case studies and their context. At the end of the semester, students should present their project to a jury of professional designers and academics.</p>					
INTD	100	Engineering Drawing	1	4	3
<p>This course is an introduction to manual architectural drawing. The objective of the course is to develop the necessary manual dexterity and knowledge of drafting fundamentals and to create orthographic and pictorial technical drawings freehand and using equipment. Topics covered include: drawing instruments, lettering techniques, line work, scale drawings, simple geometric constructions and dimensioning.</p>					
INTD	111	Basic Design I	1	4	3
<p>Introduces students to the elements and principles of visual design and develops mental and manual skills to deal with visual values for structuring and expressing two-dimensional spatial compositions in different environments. Among the targets: to gain the ability to use visual and verbal design language; to introduce abstract thinking; to introduce and discuss the conceptual, visual, relational, and practical elements of basic design with their geometric definitions and relationships, and rhythm, balance, emphasis, dynamism, hierarchy, unity, etc.</p>					
INTD	112	Basic Design II	1	4	3
<p>This course intends to develop students' mental and manual skills in making use of the principles of design taken in INTD 111 such as rhythm, balance, emphasis, hierarchy, etc., and explore the principles of visual perception of form, space, function, mass to examine the relationship between human factor and spatial organization in developing three-dimension design compositions.</p>					
INTD	113	Colour and Rendering Techniques	1	4	3
<p>This course aims to provide the students with a background in colour theories as it relates to interior design including colour schemes, as well as rendering techniques of 2D and 3D interior design and architectural drawings using manual and digital techniques reflecting materials, colours, textures, and their reaction to light and shadow in interior environment.</p>					
INTD	214	Software Technologies for Interior Design	1	4	3
<p>The course aims to provide students with the specialist knowledge to develop computer-aided drafting skills using, primarily, the latest release of CAD software to develop attractive interior drawings (plans, elevations, sections, etc.) in conjunction with Adobe Photoshop. In addition, students are introduced to 3D Max, Rhino and Form Z.</p>					
INTD	218	Materials and Finishes in Interior Design	2	0	2
<p>Materials and their properties are studied in this course. A focus is placed on the appropriate selection, specification, and use of construction and finishing materials in interior design.</p>					
INTD	219	History of Architecture, Art, and Design	2	0	2

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Course	Code	Course Title	Lec	Lab	Cr
The course is designed to give students the specialized knowledge and analyses they need to comprehend the development of architecture, art, and design within a chronological framework from the ancient civilizations to the early 21st century such as sculptures, paintings, graphic designs, and furniture. Emphasis is placed on environmental, technological, economic, and social factors contributing to the development of interior design and architecture over time.					
INTD	220	Residential Interior Design Studio	1	4	3
This course focuses on designing small size projects of residential facilities such as flats, villas, chalets, and penthouses. Students are expected to learn the basics of programming, functional analysis, anthropometrics and ergonomics, module, space requirements, and circulation, furniture selection and basic understanding of finishing materials.					
INTD	224	Interior Lighting and Acoustics	3	0	3
The course aims to introduce students to lighting design and the creation of specifications' legends, as well as themes such as decorative luminaires and energy efficiency. The course investigates the physical effects of light on colour. In-depth mathematical calculations are utilized to assess the amount of natural and artificial lighting and acoustic treatment required to suit various functions and clients' needs. Several sound and vibration control elements are also incorporated to better understand acoustic behaviour in interior spaces.					
INTD	228	Textiles for Interior Design	2	0	2
This course aims to give students a broad understanding of technical and functional properties of interior textiles. The course content includes characteristics, use and production of textile materials used in interior design; the physical, mechanical, and chemical properties of textile products; end use of the textiles considering their favourable properties; and ornament or embellishment techniques of textile surfaces.					
INTD	229	Theory of Interior Design	2	0	2
This course introduces the student to theories of visual perception and conceptualization. Through lectures, discussion and studio exploration students will discover the fundamentals of design, the design process, and creative thinking. Theories pertaining to human factors will be explored including proxemics, anthropometrics, and ergonomics.					
INTD	230	Digital Visualization in Interior Design I	1	4	3
This course serves as a primer on computer-aided visualization techniques that enable students to gain facility in creating layouts for digital and printed presentations; integrating media and presentation techniques; and using software technologies to elaborate design concepts. Students will be exposed to the digital models and data structures in the built environment.					
INTD	240	Retail Interior Design Studio	1	4	3
This course focuses on designing medium size / medium complexity projects of retail facilities such as, shopping units, bank branches, and service agencies (i.e., travel, insurance, ...etc.). Students are expected to develop a design criterion, design concept, functional relationships, spatial planning, and circulation, while considering the structure of a given building, ergonomics, and branding.					
INTD	306	Building System & Interior Codes	3	0	3
This course examines various interior assemblies on non-load-bearing and, load-bearing walls, floors, stairs, elevators, fireplaces, ceilings, doors, interior windows, frames, millwork, and fire-related construction. Emphasis is placed on building codes, construction materials, visual qualities, technical characteristics and applications of the common materials and finishes: floor coverings, wall coverings, textiles, ceiling, and sustainable materials. Related fire, health, and safety codes, as well as maintenance and life cycle costs, receive attention.					
INTD	309	Building Information Modeling (BIM) I	1	4	3
The course objectives focus on fundamentals of Building Information Modeling (BIM) as a construction documentation system, introduces concepts and features of BIM. It includes software structure and features, modeling and editing techniques, and sheet creation and organization. It focuses on applying BIM software to develop a set of construction documents.					

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Course	Code	Course Title	Lec	Lab	Cr
INTD	312	Human Factors in Design	3	0	3
Building on precepts garnered on the elementary level in the Theory of Interior Design (INTD105), this course primarily explores in depth concepts of human factors, the anthropometric aspects of ergonomics, that applies in the utilitarian design of interior spaces involving diverse topical matter as efficient design of workspaces, optimal deployment of safety equipment and security features as well as a more general consideration of how differences in the characteristics, abilities, and physical limitations of human bodies impinge on interior design solutions.					
INTD	315	Garden & Landscape Design	1	4	3
The course introduces students to principles of landscape design including culture, ecological, spatial, environmental aspects to be considered in planning and designing the landscape areas. This course also focus on design of attractive and functional gardens as a very important part in built environment. Students undertake a site survey and frame a conceptual design consonant with client needs, selecting appropriate hard and soft landscaping materials, with a view to modeling the created design of garden.					
INTD	318	Bahrain Traditional Interior Design	2	0	2
An introductory course on the survey and Research of Bahraini traditional interior architecture, including examples from well-known historic buildings and monuments in Bahrain such as Bait Siyadi, Al Jasrah House, Al Khamis Mosque, Bahrain Fort, and Shaikh Salman bin Ahmed Al Fatih fort. Topics addressed include an overview of the evolution of Bahraini architectural styles, Islamic ornamentation, and calligraphy across time.					
INTD	320	Hospitality Interior Design Studio	1	4	3
This course focuses on designing medium size / medium complexity projects of hospitality facilities such as hotels, restaurants, and tourism related services (i.e., Gallery, museum ...etc.). Students are expected to develop a design criteria, design concept, functional relationships, spatial planning, and circulation, while considering the structure of a given building, sustainability solutions, luxury selection of interior finishes, textiles, furniture and styles. Custom furniture and interior surface treatments.					
INTD	327	Design and Society	2	0	2
This course confronts students with the key social issues facing contemporary society and the response of design and visual communication practices to them. Topical content includes the design of interior environments in relation to cultural norms, gender differences, design for the disabled, the elderly, and children, as well as the notion of universal design. The course is designed to enable students to think about design and visual culture in a critically engaged way through a case-study approach tailored to illumine cross-cultural differences as a driver of contemporary designed environments. In this course, students are also encouraged to approach their own design practices in a societally reflective manner.					
INTD	328	Furniture Design and Details	1	4	3
This course has an emphasis on furniture design, focusing on issues such as the aesthetics of furniture, functionality, ergonomics, methods of construction, sustainability, technology, and technical aspects. The course allows students to study the history of design, then utilize the knowledge to formulate their original designs starting with a conceptual idea, then communicating the idea, and eventually fabricating quality pieces based on their own custom design idea.					
INTD	329	Building Information Modeling (BIM) II	1	4	3
This course endows students with the knowledge and professional level skills for generating a Building Information Model (BIM) using industry –standard Revit software. Students obtain a comprehensive overview of and employ BIM concepts in building projects involving planning and design of residential and commercial facilities across a range of modeling building elements					
INTD	340	Educational Interior Design Studio	1	4	3
This course focuses on designing large size / high complexity projects of educational facilities such as schools, colleges, training centres, or specialized craft institution (i.e., photography, pottery, ...etc.). Students are expected develop a functional and aesthetical eco-friendly space with an emphasis on technical issues of lighting and ventilation.					
INTD	343	Digital Presentation and Communication	1	4	3

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Course	Code	Course Title	Lec	Lab	Cr
Students exhibit proficiency in the application of advanced 3-dimensional modelling and digital rendering techniques using current industry standard software. As part of a suite of project presentation materials, students acquire advanced skills in digital illustration using Photoshop to create photo-realistic images of interiors in a professional presentation of an interior design project.					
INTD	350	Digital Visualization in Interior Design II	1	4	3
This course serves as an advanced level on computer-aided visualization techniques that enable students to create realistic images of the design concepts and animated videos, using walkthroughs and virtual reality; integrating advanced technologies and software; and using rendering engines to elaborate design concepts. Students will be exposed to customized digital modelling and advanced data structures in the built environment.					
INTD	403	Working Drawing & Documentation	1	4	3
Introduces the production of a comprehensive set of construction documents and an architectural working drawings of interior constructions, such as floor plans, elevations, sections, finish schedules, reflected ceiling plans, interior partitions, stairs, fireplaces, doors, windows, and details. Emphasis is placed on the selection, specification and illustration of appropriate materials, assemblies and components. Students prepare a full suite of documentation (client's brief, conceptual design, work drawings, material planning) in support of a selected interior construction to professional standard.					
INTD	412	Design Psychology	3	0	3
Drawing on environmental psychology relevant to spatial design, students, employing theoretical and analytical methods, gain insight into ways in which the individual and the built environment interact, influencing behavior and experience. In this course, students gain an appreciation of the complex interaction and impact of the built environment on human behavior examined through the prism of social, behavioral, cultural and environmental variables. Issues of social and cultural context, gender, health and well-being are examined through environmental factors and characteristics of the built environment.					
INTD	413	Sustainable Design	3	0	3
This course is designed to provide students with the essential knowledge to understand the principles of "green" design. It covers an analysis of sustainable or "green" buildings through the practice of designing, constructing, operating, and maintaining buildings in ways that conserve natural resources and reduce their impact on climate change.					
INTD	419	Introduction to Virtual Reality	2	2	3
This course introduces the basic concepts and technologies of Virtual Reality (VR) focusing on different ways to move around. Students will be introduced to creating 3D panoramic environments for immersive communication.					
INTD	420	Healthcare Interior Design Studio	1	4	3
This course focuses on designing large size / high complexity projects of health care facilities such as general hospitals, specialized clinics, special care centres (i.e., elderly, paediatric, cognitively/mentally impaired ...etc.). Students are expected develop a comprehensive design with emphasis on socio-cultural and technical issues such as buildability, acoustics, safety, and hygiene, while maintaining sustainable design measures.					
INTD	427	Signage & Wayfinding Systems	2	2	3
Wayfinding functions to inform people of the surroundings in unfamiliar built environments with a view to highlighting information at strategic points to guide people into the right directions to overcome the fact that complex structures in the built environment are interpreted and stored by the human memory vary such that distances, locations and time are remembered differently than as they appear to be in reality. Students gain insight into landmarks, orientation and navigation as key inputs in strategizing wayfinding designs. Students integrate signage systems in a design grid used to integrate information in the context of four sub-types of signage: Informational signs, directional signs, identification signs and warning signs.					
INTD	435	Exhibit Design and Installation	2	2	3

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Course	Code	Course Title	Lec	Lab	Cr
<p>This course emphasizes the aesthetic and functional importance of form and space in exhibit design in commercial and non-commercial settings. Synthesizing multiple design disciplines that come together to communicate objects, information and themes across a range of three-dimensional environments, students, in exhibit design, communicate to target publics through environmental experiences that inform, entertain, and inspire. The discipline considers the exhibition from the perspectives of communication, design and fabrication that involve a mastery of spatial planning, image manipulation, narrative, color, lighting, and multimedia, and working knowledge of structures, typography, combined with an understanding of audience and human factors, to shape storytelling experiences across multiple exhibition venues. Students engage in planning of interior-design environments and scenography for trade exhibitions as well as as well as for a range of festivities, museums, cultural and theatrical events. Students will gain insight into the staging of representative and experiential spaces; for a variety of exhibitions and by means of case studies and attendance at exhibitions, where they will gain firsthand knowledge of the role of such factors as lighting, sound and multimedia effects in installation of exhibit designs.</p>					
INTD	499	Project in Interior Design	0	6	3
<p>This course explores the concept of a space. Students investigate site and client analysis, and then formulate design proposals from sketch scheme to final solution. The project is chosen by the student and subject to approval by a senior project advisor and coordinator. Advanced study, research, and data collection leading to the development of the graphic and three dimensional materials are required to illustrate the design process and the project solution.</p>					
INTR	470	BSID Internship	0	0	3
<p>This course provides practical training experience, off-campus on a job site, for BSID students to facilitate transition from the classroom to a professional work environment facilitating their seamless integration into the work force upon graduation as interior designers. This course aims to provide students with first-hand experience of the day-to-day functions and duties of and operations undertaken by interior designers and to integrate knowledge and skills learned in the classroom with competencies required by the workplace.</p>					
INTR	471	BSMCPR Internship	0	0	3
<p>The field training course (Internship) provides students with an opportunity to integrate the academic skills acquired within the university with applied professional and personal skills, as well as developing student's skills so that they can acquire planned practical learning experiences to enable them to integrate their acquired knowledge through classroom learning with the practical competencies and skills available through practice in the real professional environment. The professional field training program requires that the student spend at least 240 hours of on-the-job training, during which the student will be assessed by professional and academic supervisors to evaluate his/her success in meeting the field training requirements.</p>					
<p>التدريب العملي يقدم مقرر التدريب الميداني فرصة مقننة للطلاب لدمج المهارات الأكاديمية التي حصلها الطالب داخل الجامعة بالمهارات المهنية التطبيقية والشخصية، وتنمية مهارات الطالب على نحو يتيح له اكتساب خبرات تعليمية تطبيقية مخططة وتمكينه من دمج معارفه المكتسبة من خلال التعلم داخل الصف بالكفايات والمهارات التطبيقية المتاحة من خلال الممارسة العملية، في البيئة المهنية . الواقعية ويتطلب برنامج التدريب المهني الميداني أن يقضي الطالب ما لا يقل عن 240 ساعة عمل في موقع التدريب،، يتم خلالها تقييم الطالب من جانب المشرفين المهني و الأكاديمي لتقييم مدى نجاح الطالب في اجتياز متطلبات التدريب الميداني</p>					
INTR	481	Internship in English and Translation	0	0	3
<p>This is a closely monitored translation internship programme. It is designed to help learners to bridge the gap in translation between university study and training and the world of work. The programme provides learners with the opportunity to engage in real life translation, editing and proofreading work. The interns' performance is closely supervised by faculty members and industrial supervisors and assessed in tandem with the government or private sector entity where training is held.</p>					
IREL	101	International Relations	3	0	3

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Course	Code	Course Title	Lec	Lab	Cr
This course examines the theory of the nature and uses of power through coverage of the development of the nation-state system focusing on specific problems in international relations in the world today. The course covers a wide variety of topics. Basically it tackles elements of national power, sources of international conflict, the nature of war and strategy in the twentieth century, measures to resolve conflicts, and prospects for the future. The course concludes with an analysis of foreign policies and the role of Middle Eastern states in world politics and problems of, and prospects for, the Middle East in the light of international political developments.					
KORN	101	Introduction to Korean Language I	3	0	3
KORN 101 is an introductory course designed for students with no previous knowledge of the Korean language. Students will learn the Korean alphabet (Hangul) in order to discern the sound of each alphabet. Furthermore, the course will teach students to speak basic Korean by teaching the basic sentence structure and vocabulary of the Korean Language through dialogues of real life situations. The course strives to teach the usage of 20 grammatical rules and 150 Korean words.					
KORN	102	Introduction to Korean Language II	3	0	3
The KORN 102 course is designed for students who have come across learning basic grammatical rules, expressions and structures. It focuses on acquiring communication skills by learning further complex grammatical structures and expanded vocabulary used within a daily life by carrying out speaking, listening, reading and writing tasks. Students will be able to use honorific forms, to express wish and to talk about hobbies, taste, transportation, and the appearance as well. This course aims at expanding the students' vocabulary with 200 words and 20 grammatical rules.					
LAW	101	Introduction to Legal Systems & Legal Reasoning	3	0	3
The first half of this course consists of an introduction to theories of the nature, functions and origins of law and legal systems including: sources of law, the nature of courts and selected other legal institutions, a comparison of legal systems, and the special nature and sources of international law. Students gain exposure to legal reasoning including both statutory interpretation and case-law reasoning in the second half of the course.					
MASC	205	Media Outlets in Bahrain	3	0	3
The student learns about the stages of emergence and development of media in the Kingdom of Bahrain in all fields of communication (newspapers - radio and television - cinema - social media) and focuses on the importance of these means of communication with the march of social, cultural, political and developmental development in the Kingdom of Bahrain and their remarkable impact on Bahraini society.					
وسائل الإعلام في البحرين يتعرف الطالب على مراحل ظهور وتطور الإعلام في مملكة البحرين في جميع مجالات الاتصال (الصحف - الإذاعة والتلفزيون - السينما - وسائل التواصل الاجتماعي) ويركز على أهمية وسائل التواصل هذه مع مسيرة التنمية الاجتماعية والثقافية والسياسية والتنمية في مملكة البحرين وأثرها الملحوظ على المجتمع البحريني					
MASC	206	Writing for TV and Radio	2	2	3
This course aims to identify the concept of writing for radio and TV and the characteristics and advantages of each, understand and realize the differences between writing for radio & TV, provide students with the most important writing techniques for radio and TV programs according to the techniques of the template (talk show - drama - newsletter - advertisement... etc.), provide students with the types of script which are used in radio and television programs, get familiar with the steps of editing for cultural, news, entertainment and drama programs and understand the relationship between media codes and the editorial policy of radio and TV institutions.					
الكتابة للإذاعة والتلفزيون يهدف هذا المقرر إلى التعرف على مفهوم الكتابة للإذاعة والتلفزيون وخصائص ومزايا كل منهما، وفهم وإدراك الفروق بين الكتابة للإذاعة والتلفزيون، وتزويد الطلاب بأهم تقنيات الكتابة للبرامج الإذاعية والتلفزيونية وفقاً لتقنيات القالب (توك شو - دراما - نشرة إخبارية - إعلان... إلخ)، وتزويد الطلاب بأنواع النصوص المستخدمة في البرامج الإذاعية والتلفزيونية، والإلمام بخطوات التحرير للبرامج الثقافية والإخبارية والترفيهية والدرامية، وفهم العلاقة بين رموز وسائل الإعلام والسياسة التحريرية للمؤسسات الإذاعية والتلفزيونية					
MASC	209	Mass Media and Society	3	0	3
The course focuses on the developments of conventional and new media outlets (newspapers, radio, television and the Internet) and their implications on society. The course thoroughly highlights the role that media plays in projecting society and reshaping its culture. Through covering traditional as well as modern media theories, the course encourages students to dissect the powerful dynamics of media institutions and their influence on audiences. The course in reverse also examines the role of audiences in affecting these powerful entities.					

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Course	Code	Course Title	Lec	Lab	Cr
<p>الإعلام والمجتمع</p> <p>يركز المقرر على تطورات وسائل الإعلام التقليدية والجديدة (الصحف والإذاعة والتلفزيون والإنترنت) وانعكاساتها على المجتمع. يسلط المقرر الضوء بدقة على الدور الذي تلعبه وسائل الإعلام في إبراز المجتمع وإعادة تشكيل ثقافته. من خلال تغطية نظريات وسائل الإعلام التقليدية والحديثة ، يشجع المقرر الطلاب على تشريح الديناميات القوية للمؤسسات الإعلامية وتأثيرها على الجماهير. يكتسب الطالب في الاتجاه المعاكس أيضا دور الجماهير في التأثير على هذه الكيانات القوية</p>					
MASC	311	Feature Writing	2	2	3
<p>The course introduces students to feature journalism including profiles, immersive reportage, in-depth interviews, and opinion pieces. The course trains students on using journalistic and storytelling methods to – through assignments- produce original features. The course thoroughly covers research, fact-gathering, investigating, editing, reporting, interviewing, structuring, and narrating techniques, so students can confidently share and lead their journalistic projects (features)</p>					
<p>الصحافة الروائية</p> <p>يعرض المقرر للطلاب مهارات كتابة التقارير الصحفية الإنسانية ومقابلات البروفائيل المتعمقة ومقالات الرأي. يتدرب الطلاب على استخدام الأساليب الصحفية ورواية القصص - من خلال التكتيكات - لإنتاج تقارير أصيلة. يدرّب الطالب على تغطية الحدث بدقة من خلال جمع الحقائق ، والتحقيق ، والتحرير ، وإعداد التقارير ، وإجراء المقابلات ، وتقنيات السرد ، حتى يتمكن الطلاب من قيادة مشاريعهم الصحفية بثقة</p>					
MASC	340	Radio Production	2	2	3
<p>This course deals with all stages of production for radio, where the student learns about the stages of preparation of programs. The course also deals with the techniques of writing radio scripts for drama programs. It also deals with the director's tools, radio production elements, and equipments used in radio production. Radio and audio directing and editing in the areas of advertising, news, programs and crafts required in the treatment of such programs.</p>					
<p>إنتاج الراديو</p> <p>يتناول هذا المقرر كافة مراحل الإنتاج للإذاعة حيث يطلع الطالب على مراحل إعداد البرامج وكيفية تجهيزها كما يتعرض المقرر إلى تقنيات كتابة السيناريو الدرامي للبرامج الدرامية ومنها التمثيلية الإذاعية كذلك يتعرض إلى أدوات المخرج وعناصر الإنتاج الإذاعي والأجهزة والمعدات المستخدمة في الإنتاج الإذاعي ، كما يتناول أيضا أقسام الاستوديو الإذاعي وحرفيات الإخراج الإذاعي والمونتاج في مجالات الإعلان والأخبار والبرامج والحرفيات المطلوبة في معالجة مثل هذه البرامج</p>					
MASC	341	TV Production	2	2	3
<p>The key objective of this course is to introduce students to the stages of television production as well as how to translate scripts or written texts into television templates, as well as understanding the roles and responsibilities of the television team (director, editor-in-chief, scriptwriter, shooting manager, decorator, studio manager, etc.). Besides providing students with the basic components of a television studio, this course also provides them with the skills for setting up locations and planning shooting stages, as well as understanding the differences between day and night shooting techniques, the types of lighting used for each, how they are distributed, and how they differ according to the television template, as well as the differences between live and recorded television production.</p>					
<p>الإنتاج التلفزيوني</p> <p>يهدف هذا المقرر إلى تعريف الطلاب بمراحل الإنتاج التلفزيوني وكذلك كيفية ترجمة النصوص أو النصوص المكتوبة إلى قوالب تلفزيونية ، بالإضافة إلى فهم أدوار ومسؤوليات فريق التلفزيون (مدير، رئيس تحرير، كاتب السيناريو، مدير التصوير، المصمم، مدير الاستوديو، إلخ). إلى جانب تزويد الطلاب بالمكونات الأساسية لاستوديو التلفزيون، فإن المقرر يزودهم أيضًا بمهارات إعداد المواقع والتخطيط لمراحل التصوير، بالإضافة إلى فهم الاختلافات بين تقنيات التصوير ليلاً ونهاراً وأنواع الإضاءة المستخدمة لكل منها وكيف يتم توزيعها، وكيف تختلف حسب النموذج التلفزيوني، وكذلك الفروق بين الإنتاج التلفزيوني المباشر والمسجل</p>					
MASC	342	Radio and TV Directing	1	4	3
<p>This course aims to introduce knowledge of the director's and his/her assistant's tasks during the production of radio and TV programs, understanding and realizing how to implement the script into audio or visual content in cooperation with the editor-in-chief and shooting manager, provide students with information about the stage of television shooting or radio recording, realizing the techniques of radio directing, identify the types of microphones and their uses, identify the most important programs used in the radio production process, get familiar with the basics of television image formation, understand the lighting techniques, identify the differences between the components of the decor according to the nature of the television template, identify the types of cameras, their parts, movement and shot sizes and identify the types of lenses and their characteristics and impact on the perspective of the image.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
<p>الإخراج الإذاعي والتلفزيوني</p> <p>يهدف هذا المقرر إلى التعريف بمهام المخرج ومساعدته أثناء إنتاج البرامج الإذاعية والتلفزيونية، وفهم وإدراك كيفية تنفيذ السيناريو في محتوى سمعي أو مرئي بالتعاون مع رئيس التحرير ومدير التصوير، وتعريف الطلاب بمرحلة التصوير التلفزيوني أو التسجيل الإذاعي، وتحقيق تقنيات الإخراج الإذاعي، والتعرف على أنواع الميكروفونات واستخداماتها، والتعرف على أهم البرامج المستخدمة في عملية الإنتاج الإذاعي، والإلمام بأساسيات تكوين الصورة التلفزيونية، وفهم تقنيات الإضاءة، والتعرف على الاختلافات بين مكونات الديكور وفقاً لطبيعة قالب التلفزيون، والتعرف على أنواع الكاميرات وأجزائها، الحركة وأحجام اللقطات، والتعرف على أنواع العدسات وخصائصها وتأثيرها على منظور الصورة</p>					
MASC	343	Digital and Mobile Journalism	1	4	3
<p>The course explains the concept, types, features, and techniques of online journalism. It highlights the role of audiences (Internet users) in contributing to its content and interactivity levels. The course discusses further the similarities and differences between the techniques of digital journalism and mobile journalism in terms of reporting methods, storytelling, design, advertisement, and production process. The course also trains students in utilizing smartphones/applications to write, edit and produce journalistic material.</p>					
<p>الصحافة الرقمية وصحافة الموبايل</p> <p>يشرح المقرر مفهوم الصحافة الإلكترونية وأنواعها وميزاتها وتقنياتها. ويسلط الضوء على دور الجماهير (مستخدمي الإنترنت) في المساهمة في مستويات المحتوى والتفاعل. يناقش المقرر كذلك أوجه التشابه والاختلاف بين الصحافة الرقمية وصحافة الهاتف المحمول من حيث طرق إعداد التقارير ورواية القصص والتصميم والإعلان وعملية الإنتاج. كما يقوم المقرر بتدريب الطلاب على استخدام الهواتف الذكية / التطبيقات لكتابة وتحرير وإنتاج المواد الصحفية</p>					
MASC	344	Media Editing in English I	2	2	3
<p>This course aims at developing students' skills in writing and editing the various arts and forms of journalism and information in English such as news, reports, articles, etc. The course covers editorial rules of the media content in English and provides students with the opportunity to submit practical applications and media topics in various templates and forms in English.</p>					
<p>1 التحرير الإعلامي بالإنجليزية</p> <p>يهدف هذا المقرر إلى تطوير مهارات الطلاب في كتابة وتحرير الفنون المختلفة وأشكال الصحافة والمعلومات باللغة الإنجليزية مثل الأخبار والتقارير والمقالات وغيرها. يغطي المقرر القواعد التحريرية للمحتوى الإعلامي باللغة الإنجليزية ويوفر للطلاب الفرصة لتقديم تطبيقات عملية وموضوعات إعلامية في قوالب وأشكال مختلفة باللغة الإنجليزية</p>					
MASC	411	Media Translation	2	2	3
<p>This course aims at providing the student with the professional skills needed to translate media content. During the course, the student, through practical practice, translates several texts published in newspapers, magazines, media sites and news agencies. The course helps the student to acquire a wide range of terminology, idiomatic expressions and abbreviations used in the media and to develop his skill in translating these expressions into Arabic, as well as the ability to edit translated texts to reflect sound media language that can render them publishable.</p>					
<p>الترجمة الإعلامية</p> <p>يهدف هذا المقرر إلى تزويد الطالب بالمهارات الاحترافية اللازمة لترجمة المحتوى الإعلامي. وخلال المقرر يقوم الطالب من ترجمة العديد من النصوص المنشورة بالصحف والمجلات practical experience خلال الممارسة التطبيقية والمواقع الإعلامية ووكالات الأنباء، كما يتيح المقرر للطالب اكتساب حصيلة واسعة من المصطلحات والتعبيرات الاصطلاحية والاختصارات المتداولة في وسائل الإعلام وتنمية مهارته على نقل هذه التعبيرات إلى اللغة العربية، فضلاً عن القدرة على تحرير النصوص المترجمة بما يسمح بنشرها في لغة إعلامية سليمة</p>					
MASC	439	Presenting and Persuasion Skills	1	4	3
<p>This course introduces the foundations and skills of recitation and phonemes. Students will learn the basics of persuasion and persuasive methods used in the media to determine how recitation proficiency relates to listeners' willingness to be persuaded. Students will also learn how to deliver and harness the components of the vocal apparatus with body language to persuade viewers and listeners. Additionally, it enables them to understand dubbing skills and techniques, and how to utilize the different layers of voice according to the scenario's personality traits.</p>					
<p>فنون الإلقاء والمهارات الإقناعية</p> <p>يهدف المقرر إلى التعرف على أسس ومهارات الإلقاء والإقناع المستخدمة إعلامياً، وفهم العلاقة بين إحادة الإلقاء ومدى تحقيق الإقناع لدى المستمعين، عن طريق التعرف بمخارج الحروف الصحيحة وتسخير مكونات الجهاز الصوتي مع لغة الجسد لتحقيق الإقناع للمشاهدين أو المستمعين، وإيضاح التعرف على مهارات وتقنيات الدوبلاج وكيفية استخدام طبقات الصوت المختلفة حسب سمات الشخصية الموضحة بالسيناريو</p>					
MASC	444	Media Editing in English II	2	2	3

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Course	Code	Course Title	Lec	Lab	Cr
<p>The course aims at developing a high level of verbal and written communication skills in English, for students from non-native English-speaking backgrounds. It therefore trains students on how to conduct as well as write journalistic interviews in English. The course also introduces students to the styles, structures and writing techniques used in features, investigative reports, and opinion pieces published in English media outlets.</p>					
<p>التحرير الإعلامي بالإنجليزية 2</p> <p>يهدف المقرر إلى تطوير مستوى عالٍ من مهارات الاتصال اللفظي والكتابي باللغة الإنجليزية للطلاب من خلفيات غير ناطقة باللغة الإنجليزية، لذلك يقوم بتدريب الطلاب على كيفية إجراء وكتابة المقابلات الصحفية باللغة الإنجليزية. كما يعرف المقرر الطلاب بالأساليب والهياكل وتقنيات الكتابة المستخدمة في المقالات والتقارير الاستقصائية ومقالات الرأي المنشورة في وسائل الإعلام الإنجليزية</p>					
MASC	456	TV and Radio Editing	1	4	3
<p>This course aims to introduce the concept of video and audio editing and its modern techniques, focusing on the basics and dimensions of the image, color theory, the use of effects and transitions between audio and video clips, and exporting the image to radio and TV channels as well as different social media sites.</p>					
<p>المونتاج الإذاعي والتلفزيوني</p> <p>يهدف المقرر إلى التعرف على مفهوم المونتاج وتقنياته الحديثة في فهم أسس تحرير ملفات الصوت والفيديو والالمام بمصطلحات المونتاج (الصوت والفيديو)، بالإضافة إلى التعرف على أساسيات وأبعاد الصورة وفهم وإدراك نظرية الألوان وطبيعتها. بالإضافة إلى التعرف على أسس تحرير ملفات الصوت والفيديو وكيفية التعامل معها و التعرف على كيفية استخدام التأثيرات والانتقالات بين المقاطع الصوتية والفيديو، مما يمكن الطالب بالالمام بالفرق بين تحرير الفيديو وتصديره للبث عبر المحطات الإذاعية والتلفزيونية أو كافة المنصات الاجتماعية والمواقع الإلكترونية</p>					
MASC	464	Documentary Films	2	2	3
<p>This course introduces a definition of the concept of the documentary film, its essence, the stages of its development, how to deal with the idea or subject in changeable reality, the treatment of factual material, determining the method of presenting the subject, building, organizing, selecting and arranging the required material, presenting the film-maker's vision of the content to the target audience, and preparing the cinematic treatment.</p> <p>Subcategories include: types of content, types of treatment, types of constructivism, poetic documentaries, determining the work plan, identification of the aesthetics of the experimental trends in the short film (model analysis of Robert Flaherty and Grierson), film format and visual expression strategies, expression strategies through commentary and dialogue, and expression strategies through symbolic montage. In this course, the student learns to produce television programs, starting with collecting news from the archives and the Internet, using it in as a unified constructional unit and linking it with premade footage to create its own context. The student also learns skills of changeable reality photography and receives training in the use of external (outside the studio) video cameras and microphones, in addition to the use of internal studio equipment. The student submits a project at the end of the course.</p>					
<p>الأفلام الوثائقية</p> <p>يتعرض المقرر إلى تحديد مفهوم الفلم الوثائقي وماهيته مراحل تطوره، ثم كيفية تناول الفكرة أو الموضوع في واقع متحرك</p> <p>معالجة المادة الواقعية، تحديد الأسلوب الذي الذي يقدم الموضوع، بناء وتنظيم واختيار المادة المطلوبة وترتيبها، تقديم رؤية القائم.</p> <p>بالإضافة في الموضوع للجمهور المستهدف، إعداد المعالجة السينمائية (أنواع الفرعية: نوع المضمون، أنواع المعالجة، أنواع البنائية، الأفلام الوثائقية الشعرية) تحديد خطة العمل، وتحديد جماليات</p> <p>التجريب في الفيلم القصير) تحليل نماذج لروبرت فلاهيري وجريسون (الشكل الفلمي وإستراتيجيات التعبير البصري،</p> <p>إستراتيجيات التعبير من خلال التعليق والحوار، إستراتيجيات التعبير من خلال المونتاج التعبيري، كما يتعلم الطالب في هذا</p> <p>المقرر إنتاج البرامج للتلفزيون بدءاً بجمع الأخبار من الأرشيف والإنترنت وتوظيفها في وحدة بنائية وكيفية ربطها بمادة مصورة</p> <p>يتم تسييقها، كما يكسب مهارات التصوير في واقع متغير، ويتدرب الطالب على استخدام الأجهزة خارج الاستوديو من كاميرات فيديو ومايكروفونات، إضافة إلى تجهيزات الاستوديو ويقدم في نهاية المقرر مشروعاً مصوراً</p>					
MASC	467	Specialized Journalism	2	2	3
<p>This course focuses on the study of the methods, principles and language of specialized press writing and coverage, and examines the concepts and patterns of specialized newspapers and magazines. The student studies, in a practical way, the basics and skills of specialized journalistic writing and coverage in a variety of areas including political, sports, economics, health, scientific, environmental, cultural, artistic, women and child journalism. The student submits press coverage and written assignments related to a selected number of these areas under the supervision of the course instructor. Further, the course introduces rules, skills and conditions for the preparation of press investigations, reports and interviews, their types and methods, techniques and skills of interviewing, types of interviews, types of questions and techniques of question formulation and building question traps. The course is based on practical training in planning, field implementation and writing for investigations, reports and other press texts.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
<p>الصحافة المتخصصة</p> <p>يركز هذا المقرر على دراسة أساليب ومبادئ ولغة التغطية والكتابة للصحافة المتخصصة فيدرس الطالب مفهوم وأنماط الصحف والمجلات المتخصصة كما يدرس الطالب بشكل تطبيقي أسس ومهارات التغطية والكتابة الصحفية المتخصصة في مجالات عدة تشمل: الصحافة السياسية، الصحافة الرياضية، الصحافة الاقتصادية، الصحافة الصحية والعلمية والبيئية، الصحافة الثقافية والفنية، صحافة المرأة والطفل، ويقدم الطالب تغطيات وكتابات صحفية في عدد مختار من هذه المجالات تحت إشراف أستاذ المقرر، ويتضمن هذا المقرر قواعد ومهارات وشروط إعداد التحقيقات والتقارير الصحفية والأحاديث الصحفية، وأنواعها وأساليبها وأساليب ومهارات إجراء المقابلات الصحفية وأنواع المقابلات وأنواع الأسئلة وطرق صياغتها وبناء فحاش الأسئلة. ويقوم المقرر على التدريب العملي التطبيقي على التخطيط والتنفيذ الميداني والكتابة للتحقيقات والتقارير والأحاديث</p>					
MASC	474	Social Media	2	2	3
<p>The course deals with the concept of social networks, their characteristics, the most prominent scientific models that explain new media phenomenon, social networking, the most prominent of these networks, the identification of their positive and negative impacts on individuals and communities, their use in media campaigns, the mechanisms in which they influence public opinion, the skills of building strategic plans in social networks and their uses in the field of public relations. The course offers practical training of these skills.</p>					
<p>وسائل التواصل الاجتماعي</p> <p>يتناول المقرر مفهوم شبكات التواصل الاجتماعي، وخصائصها، وأبرز النماذج العلمية التي تفسر ظاهرة الإعلام الجديد، وشبكات التواصل الاجتماعي، كما يعرف المقرر بأبرز هذه الشبكات، التعريف بإيجابياتها وسلبياتها على الأفراد والمجتمعات، وتوظيفها في الحملات الإعلامية، وآليات التأثير على الرأي العام من خلالها، مهارات بناء الخطط الاستراتيجية في شبكات التواصل الاجتماعي، واستخداماتها في مجال العلاقات العامة. مع التدريب التطبيقي على هذه المهارات</p>					
MASC	499	Project in MASC	0	6	3
<p>The graduation project course in Mass Communication aims at providing the student with the opportunity to prepare and implement an integrated media project that reflects the various knowledge and skills acquired by during the study of the program, based mainly on independent self-learning. It provides an opportunity to obtain practical experience in his/her field of specialization as well demonstrate independence and originality, planning and implementation skills, leadership and organizational capabilities, time and resource management. The course also allows the student to develop his/her intellectual and practical capabilities in the service of the community through media and communication experiences. The graduation project is conducted in through group or individual work and through direct guidance from the project supervisor.</p>					
<p>يهدف مقرر مشروع التخرج في الإعلام إلى إعطاء الفرصة للطلاب لإعداد وتنفيذ مشروع إعلامي متكامل يعكس مختلف المعارف والمهارات التي اكتسبها الطالب خلال الدراسة بالبرنامج وذلك بالاعتماد بصورة أساسية على أسلوب التعلم الذاتي المستقل. فرصة للحصول على خبرات عملية في مجال تخصصه بالإضافة إلى إظهار الاستقلالية والأصالة ومهارات التخطيط والتنفيذ والقدرات القيادية والتنظيمية وإدارة الوقت والموارد فضلا عن تطوير إمكانات الطالب الفكرية والعملية على صعيد خدمة المجتمع من خلال ما يقدمه للمجتمع من خبرات إعلامية واتصالية ويتم مشروع التخرج في إطار عمل جماعي أو فردي ومن خلال توجيه مباشر من الأستاذ المشرف على المشروع</p>					
MASC	502	Basic Concepts in Mass Communication	3	0	3
<p>The course deals with mass communication as a social and psychological phenomenon. It addresses topics such as the definition of the concept and the types and levels of communication and its effects, the development of communication through the successive periods of history, and characteristics of mass communication. It also introduces modern means and prototypes of communication.</p>					
<p>يتناول المقرر مفاهيم الاتصال الجماهيري ونماذجه وأنواعه، وأهم وسائل الاتصال الجماهيري ومميزات وخصائص كل منها، وأهم العناصر التي تتكون منها العملية الاتصالية، ونظريات تأثير الاتصال الجماهيري، وأبرز الفنون الإعلامية التي يتم توظيفها لإحداث تأثير على الجماهير، والتعرف على أبرز المهارات الإعلامية اللازمة للقيام بالاتصال في وسائل الاتصال الجماهيري كالصحافة والراديو والتلفزيون</p>					
MASC	519	New Trends in Digital Journalism	2	2	3
<p>The course deals with the features of digital development in the infrastructure of media and communication on the Internet, reviews digital journalism and its characteristics, forms and levels, deals with the practical experience of journalists and editors in network journalism, design and editing of electronic newspapers, review of the economics and management of electronic newspapers, the use of computer applications in the field of electronic publishing, getting acquainted with modern technologies in the field of digital journalism, and creating an electronic newspaper with its full contents.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
<p>الاتجاهات الحديثة في الصحافة الرقمية</p> <p>يتناول المقرر معالم التطور الرقمي في البنية الأساسية للإعلام والاتصال على شبكة الانترنت ، يستعرض الصحافة الرقمية - وخصائصها وأشكالها ومستوياتها ، ويتناول التجربة العملية للصحفيين والمحررين في صحافة الشبكات ، تصميم وتحرير الصحف الإلكترونية ، استعراض اقتصاديات وإدارة الصحف الإلكترونية ، استخدام تطبيقات الحاسب الآلي في مجال النشر الإلكتروني، التعرف على التقنيات الحديثة في مجال الصحافة الرقمية، انشاء صحيفة إلكترونية بكامل محتوياتها</p>					
MASC	521	Writing and Managing the Electronic Content	2	2	3
<p>The student learns about recent trends in digital production in terms of the practical dimensions of the rapid development of digital production processes, and the scientific dimensions represented by the interest of modern scientific studies in the roles of digital production techniques in building the media message and its effects on the public. This course requires the production of media content in a group project that applies modern digital technologies and management, with regard to editing, advertising, and marketing.</p>					
<p>كتابة وإدارة المحتوى الإلكتروني</p> <p>يتعرف الطالب على الاتجاهات الحديثة في الإنتاج الرقمي من حيث الأبعاد العملية المتمثلة في التطور المتسارع لعمليات الإنتاج الرقمي، والأبعاد العلمية المتمثلة في اهتمام الدراسات العلمية الحديثة بأدوار تقنيات الإنتاج الرقمي في بناء الرسالة الإعلامية وتأثيراتها في الجمهور . يتطلب هذا المقرر إنتاج محتوى إعلامي بمشروع جماعي تطبق فيه التقنيات والإدارة الرقمية الحديثة، فيما يخص التحرير ، الاعلات ، والتسويق</p>					
MASC	522	Analysis of Radio and TV Discourse	3	0	3
<p>The course establishes a theoretical introduction to the concept of discourse and its practice by going through many intellectual, cognitive and philosophical bodies that dealt with it, adopted it and established it, such as the French and German theory and the masters of American discourse. Through a methodological approach concerned with the semiotic analysis of texts related to the content of the course in all its forms, types, and different nomenclature through the analysis of its sign system in its audio-visual structures in the space of the building and the text.</p>					
<p>تحليل الخطاب الإذاعي والتلفزيوني</p> <p>يؤسس المقرر مدخلا نظريا لمفهوم الخطاب وممارسته من خلال المرور على العديد من المؤسسات الفكرية والمعرفية والفلسفية التي تناولته وتبنته وأسست له، كالنظرية الفرنسية والألمانية واساطين الخطاب الأمريكي، ثم يتفرغ بالتركز على تحليل الخطاب في التلفزيوني، متعرضا لتحليل الصورة على وفق منهجين هما المقاربة اللسانية والمقاربة الجدئية عبر مدخل منهجي يهتم بالتحليل السيميائي للنصوص ذات الصلة بمحتوى المقرر بكافة أشكالها وأنواعها وأجناسها ومسمياتها المختلفة عبر تحليل نظامها العلاماتي في بنياتها المسموعة والمرئية في فضاءي المبنى والممتن</p>					
MASC	523	Data Journalism	2	2	3
<p>The course develops the student's skills in collecting, analyzing, and simplifying large digital data so that the target audience can understand and assimilate it. The student will become familiar with the tools for collecting digital data, working with tables and statistics, and rewriting them. The student will also be trained on how to take advantage of the available techniques in extracting and revealing hidden stories between numbers and dealing with documents, and producing them in the form of traditional press templates such as news stories, reports, and investigations.</p>					
<p>صحافة البيانات</p> <p>ينمي المقرر مهارات الطالب على جمع البيانات الرقمية الضخمة، وتحليلها، وتبسيطها ليتمكن الجمهور المستهدف من فهمها واستيعابها. سيتعرف الطالب على أدوات جمع البيانات الرقمية، والتعامل مع الجداول والإحصاءات، وإعادة كتابتها. كما يدرّب الطالب على كيفية الاستفادة من التقنيات المتاحة في استخلاص وكشف القصص المخفية بين الأرقام والتعامل مع الوثائق، وإنتاجها على هيئة قوالب صحفية تقليدية كالقصص الإخبارية، والتقارير، والتحقيقات</p>					
MASC	524	Drama and Critique in Radio and TV	3	0	3
<p>The course covers the concept, breadth, and types of drama theory, in order to identify the most prominent differences of its different types. It also establishes a knowledge and cultural base for the techniques of applied and analytical criticism through the most famous schools and modern theories in the practice of criticism operations. It also opens a wide field in the practice of criticism operations through a number of applications. In-depth exercises on dramatic texts aim at developing critical abilities and skills in light of the standards necessary for each of the two mediators.</p>					
<p>الدراما والنقد في الإذاعة والتلفزيون</p> <p>يتعرض المقرر لنظرية الدراما مفهومها واتساعا وأنواعا، وصولا إلى التعرف على أبرز الفروقات لأجناسها المختلفة، كما يؤسس لبناء قاعدة معرفية وثقافية لتقنيات النقد التطبيقي التحليلي مروراً بأشهر المدارس والنظريات الحديثة في ممارسة العمليات النقدية، كما يفتح مجالاً واسعاً في ممارسة العمليات النقدية من خلال عدد من التطبيقات والتدريبات المعمقة على نصوص دراماتيكية تهدف إلى تنمية القدرات والمهارات النقدية في ضوء المعايير اللازمة لكل من الوسيطيين</p>					
MASC	534	Social Media and Digital Culture	3	0	3

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<p>The student builds a cultural perception of the Internet and digital media. This course examines the impact of social media on culture in the modern world. Analyzing the social, cultural, political, and educational dimensions of social media, and presenting a study showing this perception. Topics covered include media elements, media technologies, media industries, media transformation, building news, expanding and transforming advertising, media and the public sphere, and network society.</p> <p>وسائل التواصل الاجتماعي والثقافة الرقمية يقوم الطالب ببناء تصور ثقافي عن الإنترنت والإعلام الرقمي ويبحث هذا المقرر في تأثير وسائل التواصل الاجتماعي على الثقافة في العالم الحديث. تحليل الأبعاد الاجتماعية والثقافية والسياسية والتعليمية في وسائل التواصل الاجتماعي، وتقديم دراسة تبين هذا التصور وتشمل المواضيع التي يتم التطرق إليها: عناصر وسائل الإعلام، تقنيات وسائل الإعلام، الصناعات الإعلامية، التحويل الإعلامي، بناء الأخبار، توسيع وتحويل الإعلان، الإعلام والمجال العام، ومجتمع الشبكة</p>					
MASC	537	Investigative Journalism	2	2	3
<p>The course trains students on how to research, create, and present an investigative story using professional journalistic skills and techniques. The course includes teaching various investigative techniques, including the skills of obtaining information from formal and informal sources, conducting interviews, using public records and documents, and conducting research.</p> <p>الصحافة الاستقصائية يُدرَّب المقرر الطلاب على كيفية البحث عن قصة استقصائية وإنشاءها وتقديمها باستخدام المهارات والتقنيات الصحفية المهنية. يشتمل المقرر على تعليم أساليب التحقيق والاستقصاء المختلفة، بما في ذلك مهارات الحصول على المعلومات من المصادر الرسمية وغير الرسمية، إجراء المقابلات، واستخدام السجلات والمستندات العامة، وإجراء البحوث</p>					
MASC	539	Writing for Radio and TV	3	0	3
<p>The course is concerned with building the student's cognitive skills in the field of craftsmanship and writing techniques for radio and television. The student adopts the theory of reverse engineering in slicing and deconstructing models from the two expressive media, and then adopts stylistic contradictions of the models to complete models in various programs in the audio-visual field. At the end of the course, the student presents a project to demonstrate the cognitive skills acquired.</p> <p>الكتابة للإذاعة والتلفزيون يُهمَّ المقرر ببناء المهارات المعرفية للطالب في مجال الحرفيات وتقنيات الكتابة للإذاعة والتلفزيون، حيث يقوم الطالب باعتماد نظرية الهندسة العكسية في تشريح وتفكيك نماذج من الوسيطيين التعبيريين ومن ثم يقوم بتبني تعارضات أسلوبية للنماذج لإنجاز نماذج في البرامج المتنوعة في المجال السمعي والمرئي، ويقدم في نهاية المقرر مشروعا يحقق فيه مهاراته المعرفية</p>					
MATH	053	Basic Mathematics	3	0	0
<p>is an introduction to numbers, equations, and functions. Students will learn how to manipulate with numbers, solve equations, and cope with mathematical functions. Students will also learn about exponential and logarithmic functions as well as matrices.</p>					
MATH	101	Calculus I	3	0	3
<p>is a university requirement for the BSc program in Engineering, IT, Multimedia, and Physiotherapy. This course covers limits and continuity, and differentiation of algebraic and transcendental functions with different rules, which involve multiplication, division, chain rules and implicit differentiation. Applications of differentiation such as extrema (maxima and minima), optimization, and mean value theorem are also covered in this course. Assignments of various problems are handed to the students to solve and get prepared for the exams.</p>					
MATH	102	Calculus II	3	0	3
<p>is a university requirement for the BSc program in Engineering, IT, Multimedia, and Physiotherapy. This course is a continuation of Calculus I with emphasis on integration methods and techniques followed by further integration and applications. Taylor and McLaurin theorems, power series, infinite series and polar coordinates are all covered in this course. Assignments are also handed to the students to solve and get prepared for the exam.</p>					
MATH	103	Mathematics I	3	0	3

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<p>is an introductory mathematical analysis for business, economics, life and social sciences as well as interior design and mass media. Students will learn how to write and solve systems of linear equations using Gauss elimination, quadric equations, and linear inequalities (analytically and graphically), absolute values, functions, composite functions, inverse functions and exponential and logarithmic functions. They will also learn how to determine compound interest, present and future value, and annuities. They will be able to develop a matrix, an inverse matrix and using operations with matrices to solve linear systems. The students are assigned assignments to solve to prepare them for the exams. Assignments and exams cover all material.</p>					
<p>الرياضيات 103 هي مقدمة للتحليل الرياضي التمهيدي للأعمال والاقتصاد والحياة والعلوم الاجتماعية. سيتعلم الطلاب كيفية كتابة وحل نظام المعادلات الخطية باستخدام حذف غاوس والمعادلات الرباعية وعدم مساواة الخطية (تحليلياً وبيانياً) والقيم المطلقة والوظائف والوظائف المركبة والدوال العكسية والدوال الأسية والدوال اللوغاريتمية. سوف يتعلمون أيضاً كيفية تحديد الفائدة المركبة والقيمة الحالية والمستقبلية والمعاشات السنوية. سيكونون قادرين على تطوير مصفوفة ومصفوفة معكوسة واستخدام العمليات مع المصفوفات لحل الأنظمة الخطية. يتم تكليف الطلاب بمهام لحلها لإعدادهم للامتحانات. تغطي الواجبات والامتحانات جميع المواد</p>					
MATH	104	Mathematics II	3	0	3
<p>is a calculus course designed for students studying business, economics, and other business-related programs. Besides business students, mass media and interior design students also take this course. This course involves limits, and differentiation and integration of variety of functions, such as simple algebraic functions, as well as exponential and logarithmic functions. It also includes the application of differentiation and integration for business related problems such as marginal costs and total costs, as well as price, marginal revenue and revenue.</p>					
<p>الرياضيات 104 هو مقرر حساب التفاضل والتكامل مصممة للطلاب الذين يدرسون الأعمال والاقتصاد والبرامج الأخرى المتعلقة بالأعمال. إلى جانب طلاب الأعمال، يأخذ طلاب وسائل الإعلام والتصميم الداخلي هذه الدورة أيضاً. يتضمن هذا المقرر حدود وتفاضل وتكامل مجموعة متنوعة من الدوال، مثل الدوال الجبرية البسيطة، وكذلك الدوال الأسية واللوغاريتمية. ويشمل أيضاً تطبيق التمايز والتكامل للمشاكل المتعلقة بالأعمال مثل التكاليف الحدية والتكاليف الإجمالية، بالإضافة إلى السعر والإيرادات الحدية والإيرادات</p>					
MATH	202	Calculus III	3	0	3
<p>is a university requirement for the BSc program in Engineering, IT, and Multimedia. This course will build on the previous two calculus courses, Calculus I and II. The course emphasis will be on topics such as vectors, partial derivatives, multiple integrations, ordinary differential and Laplace transforms.</p>					
MATH	205	Differential Equations	3	0	3
<p>is an integrated course that permits the students to learn how to formulate and express engineering and technology problems in terms of differential equations. It covers classification, methods and techniques of solutions. Included are: exact and separable types, linear second- and higher-order equations with constant coefficients: non-homogeneous and homogeneous ones; use of power series and Laplace transform methods. Some applications of differential equations are also considered.</p>					
MATH	223	Linear Algebra and Complex Analysis	3	0	3
<p>MATH 223 is a combination of two different courses, Linear Algebra and Complex Analysis. Both courses focus on the development of abstract concepts and applications. Linear Algebra covers vectors, systems of linear equations, matrices, determinants, vector spaces, eigenvectors, eigenvalues, and diagonalization. Complex Analysis covers complex number system, Cauchy-Riemann conditions, analytic functions and their properties, special analytic functions such as linear fractional transformations, roots, exponential, logarithmic, trigonometric and hyperbolic functions of a complex variable.</p>					
MCPR	101	Introduction to Communication	3	0	3
<p>This course provides students with the necessary basic knowledge in the field of mass communication and public relations. It includes a study of the elements of the communication process, the means and forms of communication as well as its different patterns. The course presents the concept of communication and its various influences, in addition to providing basic knowledge about the emergence and development of contemporary media, the factors influencing it and the identification of the functions performed by mass media in society. This course is considered to be an essential introduction to the study of media and public relations.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
<p>مدخل إلى الاتصال</p> <p>يهدف هذا المقرر إلى تزويد الطلبة بالمعارف الأساسية اللازمة في مجال الإعلام والعلاقات العامة، حيث يشتمل المقرر على دراسة عناصر عملية الاتصال، ووسائل الاتصال وأشكال الاتصال وأنماطه المختلفة. كما يعرض المقرر لمفهوم الاتصال وتأثيراته المختلفة، ويهتم المقرر كذلك بتقديم المعارف الأساسية حول نشأة وتطور وسائل الإعلام المعاصرة، والعوامل المؤثرة فيها، وتحديد الوظائف التي تؤديها وسائل الاتصال الجماهيري في المجتمع. ويعتبر المقرر مدخل أساسي لدراسة الإعلام والعلاقات العامة</p>					
MCPR	102	News Reporting and Writing	2	2	3
<p>The course focuses on providing the students with the knowledge and practical skills required to cover and write the news for the various print, audio-visual and digital media. The course provides knowledge and practical skills related to the scientific concept of the news and methods of selection, collection, and coverage of news, dealing with news sources, verification of information, methods of drafting news, news language, writing forms, rules for preparing and implementing news reports, and ethics of writing and publishing news. During the course, the student will cover and write news in different forms, formulas, and media formats.</p>					
<p>التغطية والكتابة الإخبارية</p> <p>يركز المقرر على تزويد الطلاب بالمعرفة والمهارات العملية اللازمة لتغطية وكتابة الأخبار لمختلف وسائل الإعلام المطبوعة والمسموعة والمرئية والرقمية. كما يقدم المعارف والمهارات العملية المتعلقة بالمفهوم العلمي للأخبار وطرق اختيار وجمع وتغطية الأخبار، والتعامل مع مصادر الأخبار، والتحقق من المعلومات، وطرق صياغة الأخبار، ولغة الأخبار، وكتابة النماذج، وقواعد إعداد وتنفيذ التقارير الإخبارية، وأخلاقيات كتابة ونشر الأخبار. خلال المقرر، سيقوم الطالب بتغطية وكتابة الأخبار بأشكال وصيغ وتنسيقات وسائط مختلفة</p>					
MCPR	208	Digital Photography	2	2	3
<p>A cognitive and applied introduction to the arts of photography, within the framework of which the student is trained in the use of the camera, focusing on the settings and techniques in the camera where he recognizes (exposure triangle - white balance - focal length - installation base and others), in addition to editing images by Photoshop in order to develop his/her skills in photojournalism.</p>					
<p>التصوير الرقمي</p> <p>مقدمة معرفية وتطبيقية لفنون التصوير الفوتوغرافي، يتم في إطارها تدريب الطالب على استخدام الكاميرا، مع التركيز على الإعدادات والتقنيات الموجودة في الكاميرا حيث يتعرف على (مثلث التعرض - توازن اللون الأبيض - البعد البؤري - قاعدة التركيب وغيرها)، بالإضافة إلى تحرير الصور بواسطة الفوتوشوب من أجل تطوير مهاراته في التصوير الصحفي</p>					
MCPR	211	Media Graphics	1	4	3
<p>The course aims to identify the most important elements and principles in graphic design and the techniques of attracting the audience to graphic designs, in addition to the foundations of graphic design used in the field of media, both theoretical and applied. The course aims to provide students with the skills of editing pictures, lines, colors, shapes, texts and drawings through training on the methods of dealing with graphic design programs such as Adobe Photoshop, Adobe InDesign and Adobe Premier and others to reach innovative artistic designs providing elements of good design by strengthening the student's ability to be creative and innovative. The course also encourages and promotes student's self-initiated creativity in expressing his/her ideas through the preparation of a variety of designs that are supposed to be dealt with creatively and solving design challenges with high efficiency by employing different tools in these programs.</p>					
<p>الإعلام الجرافيكي</p> <p>يهدف المقرر إلى التعرف على أهم العناصر والمبادئ الأساسية في التصميم الجرافيكي وفنيات جذب الجمهور للتصميمات الجرافيكية، وأسس التصميم الجرافيكي المستخدمة في مجال الإعلام على الصعيدين النظري والتطبيقي، كما يهدف المقرر إلى إكساب الطلاب مهارات معالجة الصور، الخطوط، الألوان، الأشكال، النصوص، والرسوم من خلال التدريب على أساليب التعامل مع برامج التصميم الجرافيكي مثل الفوتوشوب وإن ديزاين وبرنامج أدوبي بريمر وغيرها للوصول إلى تصميمات فنية مبتكرة يتحقق فيها عناصر التصميم الجيد من خلال تدعيم قدرة الطالب على الإبداع والابتكار، وتشجيع وتنمية قدرة الطالب على الإبداع الذاتي في التعبير عن أفكاره وذلك من خلال إعداد العديد من التصميمات المتنوعة التي يفترض التعامل معها بشكل خلاق وحل التحديات التصميمية بفعالية عالية من خلال توظيف الأدوات المختلفة في هذه البرامج</p>					
MCPR	232	Theories of Mass Communication	3	0	3

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Course	Code	Course Title	Lec	Lab	Cr
<p>This course provides students with a scientific background of the scientific theories related to the mass communication phenomenon through the presentation and study of some theories of communication. It addresses the theories related to the impact of communication, the concept of the active audience, interaction with the media and the theories that explain the mechanism of traditional and modern media. The course also aims at enabling students to keep up with the latest communication innovations through learning about modern communication techniques, identifying & underlying scientific theories, and how to benefit from the application of theories of communication in media research and studies.</p>					
<p>نظريات الإعلام يستهدف هذا المقرر تزويد الطلاب بخلفية علمية عن النظريات العلمية المتعلقة بظاهرة الاتصال الجماهيري، وذلك من خلال عرض ودراسة لبعض نظريات الاتصال، فيتم تناول النظريات المتعلقة بتأثير الاتصال، ومفهوم الجمهور النشط والتفاعل مع وسائل الإعلام، والنظريات التي تفسر آلية عمل وسائل الإعلام التقليدية والحديثة، والقائم بالاتصال، كما يستهدف مواكبة الطالب للمستحدثات الاتصالية من خلال التعرف على تقنيات الإتصال الحديثة، والتعرف على النظريات العلمية المفسرة لها، و كيفية الاستفادة الطلبة من تطبيق فروض نظريات الإتصال في بحوث ودراسات الإعلام .</p>					
MCPR	300	Media Design and Layout	2	2	3
<p>The course aims to provide students with the skills of both print and digital media design. The course also deals with the concept of design, basic theories, and visual and aesthetic variables that govern it. Students will learn about the typographic and graphic elements and how to utilize them in press production. The course also familiarizes students with the most popular software used in print and digital design as well as production.</p>					
<p>تصميم وإخراج الصحف المطبوعة والرقمية يهدف المقرر إلى إكساب الطالب مهارات التصميم والإخراج الصحفي للجراند والمجلات، فيتناول المقرر مفهوم الإخراج الصحفي ووظائفه، ومفاهيم التصميم ونظرياته الأساسية وعناصره والمتغيرات البصرية والجمالية التي تحكمه، كما يتعرف الطالب على العناصر التيبوغرافية والجرافية وكيفية الاستفادة منها وتوظيفها في الإخراج الصحفي، وأساليب الإخراج الفني للصحف، مع الإشارة إلى الفروق بين إخراج الجريدة والمجلة الورقية والالكترونية مع ضرورة إلمام الطالب بأساليب وطرق إخراج الصفحة الأولى والمجلات</p>					
MCPR	511	Contemporary Trends in Communication & PR Theories	3	0	3
<p>The course deals with contemporary theories and their modern trends in the field of media and public relations, and their place in contemporary societies, and briefing students with contemporary theories regarding the study of the impact of media on social systems, the mobility of individuals and the relations among them and the means of communication, as well as modern theories in the field of public relations and strategic communication, and also deals with the mechanisms of employing scientific theories in research and studies in both mass and network communication and public relations.</p>					
<p>الاتجاهات المعاصرة في نظريات الإعلام والعلاقات العامة يتناول المقرر النظريات المعاصرة واتجاهاتها الحديثة في مجال الإعلام والعلاقات العامة، ومكانتها في المجتمعات المعاصرة، وإحاطة الطلاب بالنظريات المعاصرة فيما يختص بدراسة تأثير الإعلام على الأنظمة الاجتماعية وحراك الأفراد والعلاقات فيما بينهم ووسائل الاتصال، وكذلك النظريات الحديثة في مجال العلاقات العامة والاتصال الاستراتيجي، ويتناول أيضا آليات توظيف النظريات العلمية في البحوث والدراسات في كل من الاتصال الجماهيري والشبكي والعلاقات العامة</p>					

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Course	Code	Course Title	Lec	Lab	Cr
MCPR	521	Research Methods in Mass Communication and Public Relations	3	0	3
<p>This course covers qualitative and quantitative methodologies for research in the field of mass communications and public relations. It covers commonly used methods of social research applicable to the field and focuses on developing skills to evaluate research critically and to empower the student to conduct his/her own major research project. Among the techniques imparted are search strategies and techniques for accessing information sources (both electronic and print) and for evaluating the outcomes of such searches. In addition to topics of research design and scientific logic, the course introduces a variety of statistical methods of analysis with a view to focusing on collecting, organizing, and using data as an aid to assess information systematically. Research and information gathering methods span research design, data mining, data interpretation, reporting and strategic use of research findings.</p> <p>مناهج البحث في الإعلام والعلاقات العامة</p> <p>يغطي هذا المقرر مناهج البحث العلمي الكمية والكيفية في مجال الاعلام والعلاقات العامة لإستقصاء أحدث الدراسات والأبحاث . ويغطي أساليب البحث الاجتماعي الشائعة الاستخدام المطبقة في هذا المجال ويركز على تطوير المهارات لتقييم البحث بشكل نقدي وتمكين الطالب من إجراء مشروع بحثي رئيسي خاص به. ومن التقنيات التي يتم تناولها هي استراتيجيات وتقنيات البحث للوصول إلى مصادر المعلومات (الإلكترونية والمطبوعة على حد سواء) ولتقييم نتائج عمليات البحث. بالإضافة إلى موضوعات تصميم البحث والمنطق العلمي، يقدم المقرر مجموعة متنوعة من الأساليب الإحصائية للتحليل بهدف التركيز على جمع البيانات وتنظيمها واستخدامها كأداة مساعدة لتقييم المعلومات بشكل منهجي. تشمل أساليب البحث وجمع المعلومات تصميم البحث واستخراج البيانات وتفسير البيانات وإعداد التقارير والاستخدام الاستراتيجي لنتائج البحث</p>					
PHOT	101	Introduction to Digital Photography	2	2	3
<p>The course introduces the art and craft of digital photography. Students will practice how to use and get the best from their cameras and the main menu features. Emphasis is placed upon improving the quality of the image produced within the camera by expanding the user's awareness of the camera functions and the possibilities provided by a sound knowledge of the features and basic imaging theory.</p>					
PHYS	101	General Physics I	3	0	3
<p>is a university requirement for the BSc program in Engineering and Physiotherapy. This course covers units and measurements, vectors, motion in one and two dimensions, Newton's laws of motion, work and energy, impulse and momentum, rotational dynamics, equilibrium of a rigid body and periodic motion.</p>					
PHYS	102	Physics II	2	2	3
<p>This course introduces principles of electricity and magnetism and circuits. Topics include :electric charges and fields, Coulomb's and Gauss's laws, electric potential, capacitors, direct current circuits, Kirchhoff's rules, magnetic field and flux, ampere's law, induced emf, Lenz's law, mutual and self- inductance AC circuits, and RLC circuit. Students will apply these concepts in laboratory experiments.</p>					
PMRM	498	Research Methods in Mass Communication & Public Relations	2	2	3
<p>The course aims to introduce students to scientific research and its importance in the field of media and public relations. It also provides students with the skills related to scientific research, such as the use of library and references, designing scientific tools for collecting data in media research, preparing a research plan and identifying the types of research and methods used in scientific research in the field of Media and public relations. It deals with the mechanism of formulating hypotheses and scientific questions, writing a scientific research report, and presentation skills to present the results of scientific research.</p> <p>مناهج البحث في الإعلام والعلاقات العامة</p> <p>يهدف المقرر إلى تعريف الطلبة بالبحث العلمي وأهميته في مجال الإعلام والعلاقات العامة، وإكساب الطلبة المهارات المرتبطة بالبحث العلمي، مثل استخدام المكتبة والمراجع، وتصميم الأدوات العلمية لجمع المعلومات</p> <p>في بحوث الإعلام، وإعداد الخطة البحثية، والتعرف على أنواع البحوث والمناهج المستخدمة في البحث العلمي</p> <p>، في مجال الإعلام والعلاقات العامة، وآلية صياغة الفروض والتساؤلات العلمية، وكتابة تقرير البحث العلمي ومهارات تقديم العروض التقديمية لعرض نتائج البحوث العلمية</p>					
PREL	121	Introduction to Public Relations & Advertising	3	0	3

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Course	Code	Course Title	Lec	Lab	Cr
<p>The course presents the basic concepts related to the public relations discipline. It also focuses on the roles, responsibilities and functions of public relations in various institutions, both governmental and private. It also examines the importance of planning of public relations programs, conducting public surveys and identifying the difference between public relations and other marketing activities, such as advertising and promotion used by public relations, including brochures, flyers and other advertising materials, as well as the use of the Internet in the field of public relations and advertising for organizations. The course also emphasizes the importance of the ethical component of the practice of public relations.</p>					
<p>مدخل إلى العلاقات العامة والإعلان يعرض المقرر للمفاهيم الأساسية المرتبطة بتخصص العلاقات العامة كما يركز على أدوار ومسؤوليات ووظائف العلاقات العامة في المؤسسات المختلفة، سواء الحكومية أو الخاصة، وأهمية تخطيط برامج العلاقات العامة، وإجراء مسح الجمهور وبيان الفرق بين العلاقات العامة والأنشطة التسويقية الأخرى؛ كالإعلان والترويج، وعرض الأدوات الدعائية التي توظفها العلاقات العامة كالنشرات والمطويات وغيرها من المواد الدعائية، وتوظيف الإنترنت في مجال العلاقات العامة والدعاية للمنظمات. ويركز المقرر كذلك على أهمية المكون الأخلاقي في ممارسة العلاقات العامة</p>					
PREL	268	PR & Advertising Campaigns	2	2	3
<p>In this course, students will learn about the concept of public relations and advertising campaigns, and their importance and role in the performance of public relations functions in different institutions. This course also provides students with the opportunity to learn the concepts, theoretical foundations, scientific steps, and planning and analytical skills necessary to develop, plan public relations campaigns and successful advertising campaigns, all through successive steps of planning the campaign from the stage of developing the initial plan to the implementation and general evaluation of its results.</p>					
<p>حملات العلاقات العامة والإعلان يتعرف الطالب في هذا المقرر على مفهوم حملات العلاقات العامة والحملات الاعلانية، وأهميتها ودورها في أداء وظائف العلاقات العامة في المؤسسات المختلفة، كما يتيح هذا المقرر الفرصة للطلاب لتعلم المفاهيم والأسس النظرية والخطوات العلمية بالمهارات التخطيطية والتحليلية الضرورية لتطوير وإعداد وتخطيط حملات علاقات عامة وحملات اعلانية ناجحة، عبر الخطوات المتتالية لتخطيط الحملة بدءاً من مرحلة وضع الخطة الأولية وانتهاءً بالتنفيذ والتقييم العام لنتائجها</p>					
PREL	301	International Communication	3	0	3
<p>This course aims to introduce the concept of the contemporary global media system and its basic components, and to identify the theories that explain the phenomena of communication and international media, as well as understanding and realizing the role played by international means of communication (international news agencies, international press, international radio, international satellite channels, making diplomacy and relations). This course seeks to deepen knowledge of the trends, balances and strategy of media flow in international coverage of conflicts and the international advertising industry.</p>					
<p>الاتصال الدولي يهدف هذا المقرر إلى التعريف بمفهوم منظومة الإعلام العالمي المعاصر ومكوناته الأساسية، والتعرف على النظريات التي تفسر ظاهرتي الاتصال والإعلام الدولي، وكذلك فهم وإدراك الدور الذي تلعبه وسائل الاتصال الدولية (وكالات الأنباء الدولية، الصحافة الدولية، الإذاعة الدولية، القنوات الفضائية الدولية، صناعة الدبلوماسية والعلاقات). يسعى هذا المقرر إلى تعميق المعرفة بالاتجاهات، توازنات واستراتيجية التدفق الإعلامي في التغطية الدولية للصراعات وصناعة الإعلان الدولية</p>					
PREL	302	Writing for Public Relations	2	2	3
<p>This course deals with the concept of writing styles for public relations, writing press and radio news releases, public service announcements, writing letters, memos, and reports, writing speeches and writing for pamphlets and flyers, writing for interactive media and public relations announcement. The course also familiarizes the student with the patterns and forms of media messages used by public relations and the elements of successful public relations writing.</p>					
<p>الكتابة للعلاقات العامة يتناول هذا المقرر مفهوم أساليب الكتابة للعلاقات العامة، كتابة البيان الاخباري الصحفي والاذاعي، وإعلان الخدمة العامة، وكتابة الرسائل والمذكرات والتقارير وكتابة الكلمات الخطابية والكتابة للمطويات والنشرات والكتابة لوسائل الاتصال التفاعلية، كتابة إعلانات العلاقات العامة، كما يستهدف المقرر تعريف الطالب بأنماط وأشكال الرسائل الإعلامية التي تستخدمها العلاقات العامة، وعناصر الكتابة الناجحة للعلاقات العامة</p>					
PREL	412	Integrated Marketing Communication	3	0	3
<p>On this course, students learn about the concept of integrated marketing communications, the principles of integrated marketing communication, the marketing communication process, levels of marketing communication, marketing mix elements, marketing communication strategy and planning. The course also deals with the elements to be analyzed in planning marketing communications, marketing communication budget planning, the factors influencing the selection of marketing communication mix, communication relevance to marketing mix elements, marketing communication campaign components, and the role of the Internet in marketing communications.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
<p>الاتصالات التسويقية المتكاملة</p> <p>يتعرف الطالب في هذا المقرر على مفهوم الاتصالات التسويقية المتكاملة ومبادئ الاتصالات التسويقية المتكاملة، عملية الاتصالات التسويقية، مستويات الاتصالات التسويقية، عناصر المزيج التسويقي، إستراتيجية وتخطيط الاتصالات التسويقية، العناصر التي يجب تحليلها عند القيام بعملية التخطيط للاتصالات التسويقية، تخطيط ميزانية الاتصال التسويقي، العوامل المؤثرة في اختيار مزيج الاتصال التسويقي، علاقة الاتصال بعناصر المزيج التسويقي، مكونات حملات الاتصال التسويقي، ودور الانترنت في الاتصالات التسويقية</p>					
PREL	422	Public Opinion & its Measurement	3	0	3
<p>The course aims to study the phenomenon of public opinion as a social and communicative phenomenon and develop students' skills in the field of measuring and surveying public opinion. The course presents the concepts of public opinion, its different types, its development in modern societies, the study of factors influencing its formation, and the role of traditional and modern media in forming public opinion. It also deals with the role played by public opinion in societies, as well as the scientific methods, procedures and steps to measure public opinion by following the various scientific and statistical techniques employed in this regard.</p>					
<p>الرأي العام وقياسه</p> <p>يستهدف المقرر دراسة ظاهرة الرأي العام كظاهرة اجتماعية واتصالية وتنمية مهارات الطلاب في مجال قياس واستطلاع الرأي العام، فيتعرض المقرر لمفاهيم الرأي العام، والتعرف على أنواعه المختلفة، وتطوره في المجتمعات الحديثة، ودراسة العوامل المؤثرة في تشكيله، ودور وسائل الإعلام التقليدية والحديثة في تشكيل الرأي العام، والدور الذي يمارسه الرأي العام في المجتمعات، كما يتناول الأساليب والإجراءات والخطوات العلمية لقياس الرأي العام باتباع الأسس العلمية والإحصائية المختلفة التي توظف في هذا الشأن</p>					
PREL	439	Strategic Communication in Public Relations	3	0	3
<p>This course deals with the principles of strategic communication. It also tackles the emergence of this concept, methods of communicating with the public and activating its role in various forms such as advertising, public relations, direct marketing and e-marketing of goods and ideas. The course also deals with theories and models that practice strategic communication in public relations (including 'Broome and Dozier models, Grunig and Hunt models and other theories in public relations, as well as various schools of public relations). Students analyze the relationship between strategic communication in public relations and media, and draw strategies and tactics of communication, crisis response, and handling of media and international public relations.</p>					
<p>الاتصال الاستراتيجي في العلاقات العامة</p> <p>يتناول هذا المقرر يتناول مقرر مبادئ الاتصال الاستراتيجي، كما يتناول نشأة المفهوم وطرق الاتصال بالجمهور وتفعيل دوره</p> <p>بعدة أشكال من الاتصال تشمل الإعلان والعلاقات العامة والتسويق المباشر والتسويق الإلكتروني للسلع والأفكار، كما يتناول النظريات والنماذج التي تمارس الاتصال الاستراتيجي في العلاقات العامة، (تشمل نماذج بروم ودوزير ونماذج جرونق وهنت والنظريات الأخرى في العلاقات العامة، إضافة إلى المدارس المختلفة في العلاقات العامة)، يحلل الطلاب العلاقة بين الاتصال الاستراتيجي والعلاقات العامة ووسائل الإعلام، ويقوم الطلاب برسم الاستراتيجيات وتكتيكات الاتصال ومواجهة الأزمات والتعامل مع وسائل الإعلام والعلاقات العامة الدولية</p>					
PREL	447	Media Production for PR	2	2	3
<p>The course aims at preparing the student for the process of the financial, literary and artistic planning for media production in public relations according to the target audience with a focus on the methods, components and technical stages for the production of various print media and audio-visual materials. This course also aims at providing the necessary skills in the field of public relations publications. The course deals with the technical and scientific bases for directing and producing publications, typographical producing images and titles, producing of the front page, inside pages and advertisements in public relations publications. The course aims to design and produce advanced printed forms Such as establishment newsletters and the magazines, the production of brochures and annual reports.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
<p>إنتاج المواد الإعلامية للعلاقات العامة</p> <p>يهدف المقرر إلى تهيئة الطالب لعملية التخطيط التحريري والمالي والفني للإنتاج الإعلامي في العلاقات العامة حسب الجمهور المستهدف مع التركيز على الأساليب والمكونات والمراحل الفنية لإنتاج المواد الإعلامية المختلفة المطبوعة والمسموعة والمرئية.، كما يهدف هذا المقرر أيضا إلى تقديم المهارات اللازمة في مجال الإخراج لمطبوعات العلاقات العامة، وتتناول بالدراسة الأسس الفنية والعلمية لإخراج المطبوعات وإنتاجها، والعناصر التيبوغرافية، وإخراج الصور والعناوين، الصفحة الأولى، والصفحات الداخلية والإعلانات في مطبوعات العلاقات العامة، ويهدف المقرر إلى تصميم وإنتاج نماذج متقدمة من المواد المطبوعة، مثل صحيفة المؤسسة ومجلتها، وإنتاج الكتيبات والتقارير السنوية، كما يهدف المقرر إلى إكساب الطالب القدرة على تخطيط وإنتاج المواد الإعلامية والاتصالية في مجال العلاقات العامة مع التركيز على المواد المسموعة والمرئية التي تستخدمها العلاقات العامة وتشمل البرامج الإذاعية والتلفزيونية والبرامج المسجلة والأفلام الوثائقية وعروض وتطبيقات الوسائط المتعددة، ذات الطابع الدعائي أو الترويجي</p>					
PREL	464	Protocol & Event Management	2	2	3
<p>The course aims at providing students with the knowledge and skills to prepare and plan effective communication for special events, develop communicative skills (audio and oral), learn the code of conduct during events and the protocol rules concerning VIPs, and learn protocol rules related to public relations activities that are followed in special occasions.</p>					
<p>البروتوكول وإدارة الفعاليات</p> <p>يهدف المقرر إلى إكساب الطلبة مهارات معرفة كيفية إعداد وتخطيط الاتصال الفعال للمناسبات الخاصة وتنمية المهارات الاتصالية (السمعية والشفوية)، وتعلم التصرف في المناسبات وقواعد البروتوكول فيما يخص الشخصيات الهامة، والتعرف على قواعد البروتوكول التي لها علاقة بأنشطة العلاقات العامة والتي يتم إتباعها في المناسبات الخاصة</p>					
PREL	475	Advertising Copy Writing & Design	2	2	3
<p>The course aims to build, develop and refine the skills of editing, design and production of advertising. The student will study the basics, principles and skills of advertising innovation, aesthetic values and creativity in the advertising business, whether print, audio, visual or digital. The course also focuses on the skills of editing and design of brand and advertising logo, editing and writing of headlines, editing of the advertising message, print design, editing and design of radio and television ads, as well as design and production of Internet advertising.</p>					
<p>تحرير وتصميم الإعلان</p> <p>يهدف المقرر إلى بناء وتطوير وصقل مهارات تحرير وتصميم وإنتاج الإعلان، فيدرس الطالب أسس ومبادئ ومهارات الابتكار الإعلاني، القيم الجمالية والإبداعية في الأعمال الإعلانية، سواء المطبوعة أو المسموعة أو المرئية، أو الرقمية. ويركز المقرر على مهارات تحرير وتصميم العلامة التجارية والشعار الإعلاني، تحرير وكتابة العناوين، تحرير الرسالة الإعلانية، تصميم الإعلان المطبوع، تحرير وتصميم إعلانات الراديو والإعلانات التلفزيونية، تصميم وإنتاج إعلان الإنترنت، وإعلانات التواصل الاجتماعي وتطبيقات الهاتف</p>					
PREL	477	Crisis Communications	3	0	3
<p>In this course, the student gets introduced to the concept of crisis management in terms of concept, dimensions, characteristics, types and the role of public relations management in solving them according to strategies and plans studied addressing the stages of development of these crises. In addition to studying ways to negotiate in crises.</p>					
<p>اعلام الأزمات</p> <p>في هذا المقرر يتعرف الطالب على مفهوم إدارة الأزمات من حيث مفهومها وأبعادها وخصائصها وأنواعها ودور إدارة العلاقات العامة في حلها وفق استراتيجيات وخطط مدروسة وفقا لمراحل تطور هذه الأزمات، بالإضافة إلى دراسة طرق التفاوض في الأزمات</p>					
PREL	484	Digital Public Relations	2	2	3
<p>The purpose of the course is to use the Internet as a means of communication in the field of public relations and to know to what extent these sites benefit from the possibilities of the Internet to facilitate their communication with citizens & the media, and the mechanisms of adopting the model of electronic dialogue in communication with their target audiences and the use of technologies Interactive communication methods, communication strategies followed by public relations on the Internet, the quality of the tools used, the promotion methods followed, the features of the content provided, the communication techniques used, the most important elements of their design, the nature of the theoretical model & the communication practices used in these sites.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
<p>العلاقات العامة الرقمية</p> <p>يهدف المقرر إلى إستخدام الإنترنت كوسيلة من وسائل الاتصال في مجال العلاقات العامة ومعرفة إلى أي مدى تستفيد هذه المواقع من إمكانيات الإنترنت في تسهيل تواصلها مع المواطنين، ومع وسائل الإعلام، وآليات تبني نموذج الحوار الإلكتروني في التواصل مع جماهيرها المستهدفة واستخدام العلاقات العامة لتقنيات و وسائل التواصل التفاعلية، والاستراتيجيات الاتصالية التي تتبعها العلاقات العامة على الإنترنت، ونوعية أدوات العلاقات المستخدمة وطرق الترويج المتبعة وسمات المحتوى المقدم وتقنيات التواصل المستخدم، وأبرز عناصر تصميم مواقعها، وطبيعة النموذج النظري الذي ينطبق على الممارسات الاتصالية المتبعة في هذه المواقع</p>					
PREL	499	Project in Public Relations	0	6	3
<p>The graduation project course in Public Relations aims at providing the student with the opportunity to prepare and implement an integrated media project that reflects the various knowledge and skills acquired by during the study of the program, based mainly on independent self-learning. It provides an opportunity to obtain practical experience in his/her field of specialization as well demonstrate independence and originality, planning and implementation skills, leadership and organizational capabilities, time and resource management. The course also allows the student to develop his/her intellectual and practical capabilities in the service of the community through media and communication experiences.</p> <p>The graduation project is conducted in through group or individual work and through direct guidance from the project supervisor.</p>					
<p>يهدف مقرر مشروع التخرج في العلاقات العامة إلى إعطاء الفرصة للطلاب لإعداد وتنفيذ مشروع إعلامي متكامل يعكس مختلف المعارف والمهارات التي اكتسبها الطالب خلال الدراسة بالبرنامج وذلك بالاعتماد بصورة أساسية على أسلوب التعلم الذاتي المستقل. فرصة للحصول على خبرات عملية في مجال تخصصه بالإضافة إلى إظهار الاستقلالية والأصالة ومهارات التخطيط والتنفيذ والقدرات القيادية والتنظيمية و إدارة الوقت والموارد فضلا عن تطوير إمكانات الطالب الفكرية والعملية على صعيد خدمة المجتمع من خلال ما يقدمه للمجتمع من خبرات إعلامية واتصالية ويتم مشروع التخرج في إطار عمل جماعي أو فردي ومن خلال توجيه مباشر من الاستاذ المشرف على المشروع</p>					
PREL	502	Basic Concepts in Public Relations	3	0	3
<p>This course introduces a scientifically-based public relations concept and sheds light on its historical development. It deals with the definition of public relations, its origins and evolution through history and the relationship between the concept of public relations and other concepts. It also identifies the functions and objectives of public relations and the means of communication used to achieve their goals.</p>					
<p>مفاهيم أساسية في العلاقات العامة</p> <p>يشتمل المقرر على عدة مواضيع تشرح مفهوم العلاقات العامة والمفاهيم المرتبطة به وأهم أهداف العلاقات العامة ووظائفها، ومقومات النجاح في إدارة العلاقات العامة في منظمات الأعمال والدور الهام الذي تلعبه في تشكيل الرأي العام وإدارته، كما يوضح المقرر بحوث العلاقات العامة والاتجاهات الحديثة في إدارة العلاقات العامة وتشكيل صورة ذهنية وسمعة طيبة لمنظمات الأعمال والكيفية التي يتم من خلالها إدارة العلاقة مع الزبائن كأحد التوجهات الهامة في إدارة العلاقات العامة</p>					
PREL	519	Strategic Communication and Crisis Management	3	0	3
<p>The course covers the role of activities in contemporary organizations, especially in the crisis stage, which has become a fait accompli, which prompted various organizations to take care of communication, as it is among the foundations upon which to do various work and activities. The course also deals with training students on the practical application of theories, strategies and tactics from the perspective of public relations, which focuses on the role of public relations in communication. The student will analyze the crises of companies and institutions to understand communication strategies through the use of case studies and participatory exercises. The course is also focused on training students on how to use communication strategies in different companies and institutions on similar crises facing society at the present time.</p>					
<p>الاتصال الإستراتيجي وإدارة الأزمات</p> <p>يتناول المقرر دور الأنشطة في المنظمات المعاصرة خاصة في مرحلة الأزمات التي أصبحت أمرا واقعا مما دفع مختلف المنظمات للناية بالاتصال باعتباره من بين الأسس التي يعتمد عليها في القيام بمختلف الأعمال و النشاطات ، كما يتناول المقرر تدريب الطلاب على التطبيق العملي للنظريات والاستراتيجيات والتكتيكات من منظور العلاقات العامة والتي تركز على دور العلاقات العامة في الاتصال ، كما سيقوم الطالب بتحليل أزمات الشركات والمؤسسات لفهم استراتيجيات الاتصال عن طريق استخدام دراسات الحالة والتدريبات التشاركية ، كما يهتم المقرر بتدريب الطلاب على كيفية استخدام الاستراتيجيات الاتصالية في الشركات والمؤسسات المختلفة على أزمات مماثلة تواجه المجتمع في الوقت الحالي</p>					
PREL	526	Digital Public Relations	2	2	3

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<p>The course aims to introduce digital public relations, its importance and methods of practicing it, both on websites and social networking sites, and to provide students with the skill towards analyzing practice methods and how to choose social networking sites, websites and digital media, and the role of these means in communicating with stakeholders, the media and the public. By training students on how to employ the Internet and social networking sites in public relations, and to apply the theories of public relations prevailing in the digital age.</p> <p>العلاقات العامة الرقمية يهدف المقرر إلى التعريف بالعلاقات العامة الرقمية وأهميتها وأساليب ممارستها سواء على المواقع الإلكترونية ومواقع التواصل الاجتماعي ، وإكساب الطلاب المهارة نحو تحليل أساليب الممارسة وكيفية اختيار مواقع التواصل الاجتماعي والمواقع الإلكترونية والوسائط الرقمية ، ودور هذه الوسائل في التواصل مع أصحاب المصلحة ووسائل الإعلام والجمهور ، كما يهتم المقرر بتدريب الطلاب على كيفية توظيف الإنترنت ومواقع التواصل الاجتماعي في العلاقات العامة ، وتطبيق نظريات العلاقات العامة السائدة في العصر الرقمي</p>					
PREL	538	Planning and Management of Advertising Campaigns	2	2	3
<p>The course deals with how to plan media and advertising campaigns in light of the great role that the art of marketing of all kinds plays in promotion. It also deals with the advantages of media and advertising campaigns, defining advertising goals, the importance of planning advertising campaigns and types of campaign planning in terms of time dimension, degree of comprehensiveness, geographical dimension and degree of centralization, the most important variables and factors influencing when preparing advertising campaigns, the most important considerations for the marketing thought of the organization, stages, foundations and mechanisms of planning and management Media and advertising campaigns, and training students on how to analyze and evaluate the different elements contained in advertising campaigns, and how to design and plan successful advertising campaigns.</p> <p>إدارة وتخطيط الحملات الإعلانية يتناول المقرر كيفية تخطيط الحملات الإعلامية والإعلانية في ظل الدور الكبير الذي يلعبه فن التسويق بمختلف أنواعه في الترويج. كما يتناول مميزات الحملات الإعلامية والإعلانية وتحديد الأهداف الإعلانية، وأهمية تخطيط الحملات الإعلانية وأنواع التخطيط للحملات من حيث البعد الزمني ودرجة الشمول والبعد الجغرافي ودرجة المركزية، وأهم المتغيرات والعوامل المؤثرة عند إعداد الحملات الإعلانية، وأهم الاعتبارات الخاصة بالفكر التسويقي للمؤسسة، و مراحل وأسس وآليات تخطيط وإدارة الحملات الإعلامية والإعلانية، وتدريب الطلاب على كيفية تحليل وتقييم العناصر المختلفة التي تحتوي عليها الحملات الإعلانية، وكيفية التصميم والتخطيط لحملات إعلانية ناجحة</p>					
PSYC	101	Introduction to Psychology	3	0	3
<p>After providing a brief history of milestones in the development of psychology, this course introduces Psychology as a scientific discipline and overviews research methods used by psychologists as a means to understand human development at each stage of life, the nature of personality and human behavior. Major psychological disorders are discussed and the rudiments of social psychology outlined.</p>					
SOCI	101	Sociology	3	0	3
<p>This course introduces students to the fundamental concepts and methods of sociology, the scientific study of group behavior in terms of social interactions and processes. Such aspects as social structure, class stratification, cultural aspects of social organization, gender issues, ethnicity, social norms and behavioral patterns are among the issues covered in this introduction.</p>					
SOCI	102	Sociology II	3	0	3
<p>This course introduces students to the analysis of the social basis of behavior as a key to understanding the social world. This course deals with topics spanning the gamut of: social interaction, social self, social cognition, social perception, social attitudes, social influence and persuasion, group processes and leadership.</p>					
SPAN	101	Introduction to Spanish I	3	0	3
<p>A practical language course which aims at familiarizing students with the basic rules of pronunciation, reading, speaking, writing, and listening comprehension. The course material focuses on developing students' ability to understand and express Spanish in daily conversations.</p>					
SPAN	102	Introduction to Spanish II	3	0	3
<p>A continuation of SPAN 101 which aims at further developing the students' skills in speaking, reading and writing.</p>					
STAT	101	Introduction to Statistics	3	0	3

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<p>is an elementary course that begins by familiarizing the student with new concepts as applied to extraction of meaningful information from random sets of data. It covers descriptive statistics and leads on to frequency and its distribution, variance and standard deviation, probability, expected values, discrete and continuous probability distributions, correlation and regression.</p> <p>هو مقرر أولي يبدأ بتعريف الطالب بالمفاهيم الجديدة كما هو مطبق لاستخراج معلومات ذات مغزى من مجموعات عشوائية من البيانات. وهو يغطي الإحصاء الوصفي ويؤدي إلى التكرار وتوزيعه ، والتباين والانحراف المعياري ، والاحتمال ، والقيم المتوقعة ، والتوزيعات الاحتمالية المنفصلة والمستمرة ، والارتباط ، والانحدار</p>					
STAT	202	Business Statistics	3	0	3
<p>imparts additional knowledge of statistical theory that is important for application in business and economics. Topics span correlation analysis, linear regression, chi square tests and analysis of variance. Special attention is placed on survey methodology. An introduction to non-parametric test is provided. The course uses statistical software, SPSS and Minitab, for presentation and analysis of data.</p>					
STAT	302	Applied Probability	3	0	3
<p>introduces probability notions such as random variables and probability distributions, expectation, moment-generating function, functions of random variables and transformation. In addition, applications of probability to areas such as reliability theory including parallel and series connections and the basic single server queuing system M/M/1 are also discussed.</p>					
TRAN	270	Fundamentals of Arabic-English Translation	3	0	3
<p>This course provides linguistic and conceptual skills specific to translation activities. It also addresses analytical, linguistic, and cross-cultural factors affecting translating from English to Arabic and vice versa. Additionally, it deals with the practice and ethics of translation. The learners will practice fundamentals of translation in various fields. The learners will be equipped with practical translation skills from Arabic to English and vice versa, including speed and accuracy.</p>					
TRAN	271	Journalistic Translation	3	0	3
<p>This course focuses on translation and analysis of various authentic texts taken from local, regional, and international journalistic materials. These include selections from the areas of politics, economics, news reports and advertising. The learner will be able to meet the need of a journalist in various media publications and platforms by applying advanced knowledge and critical thinking skills.</p>					
TRAN	272	Translation of Scientific Texts	3	0	3
<p>This course provides students with the relevant skills necessary for translating scientific text types. Students will have extensive opportunities to engage in translating a wide range of scientific texts, including popular science articles, scientific reports, proposals, extracts from scientific papers and guidebooks. While practising translation tasks, the student will learn strategies of dealing with issues that often arise when translating scientific documents, will build terminology sets in the subject areas covered in the course, and will perfect their scientific communication/writing skills.</p>					
TRAN	372	Translation in Diplomatic and International Relations	3	0	3
<p>This course is designed to train learners and refine their skills in translation from English into Arabic and vice versa in the area of diplomatic and international relations. A variety of texts, terms and expressions connected with international relations will be used. Materials will include authentic documents from bilateral and multilateral agreements, international conventions, political legislations and diplomatic notes.</p>					
TRAN	373	Translation of Official and Legal Documents	3	0	3
<p>This course aims to address the various complexities involved in the translation of official and legal documents. Learners will be introduced to official and legal terminology and style. Practical application will be provided in translating a variety of official and legal texts from Arabic into English and vice versa. This course offers an overview of translation practices and techniques specialized in the discipline of official and legal translation.</p>					
TRAN	374	Business Translation	3	0	3

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<p>This course is designed to train students in the skills and techniques required for translating business and economic documents including advertisements, business correspondence, memorandums, notices, business news releases, annual reports, marketing and banking texts as well as documents related to shipping, insurance, and customs. Students will also be trained in translating authentic business-related materials, which include brochures, magazines, tourist guides, catalogues, posters and promotional leaflets.</p>					
TRAN	375	Translation of Technical Texts	3	0	3
<p>This course is designed to familiarise students with the textual characteristics of science and technology writings in both English and Arabic, and to develop and reinforce the skills and techniques required for translating such writings from English to Arabic and vice versa. Practical training will focus on developing proficiency in written scientific and technical translation that is clear in expression and sensitive to stylistic issues. Students will also develop an understanding of how to manage terminological resources available, especially those found on the Internet.</p>					
TRAN	376	Medical Translation	3	0	3
<p>This course, which is largely practical, is intended for students with an advanced level of English who require specialized knowledge in both linguistics and translation in order to assist patients and medical/healthcare professionals by providing effective translation from English to Arabic and vice versa to facilitate communication in medical and healthcare settings. Authentic medical reports and notes pertaining to medical/healthcare topics will be utilized in a variety of communicatively focused exercises and tasks. The acquisition of medical/healthcare terminology in context, oral expression in certain contexts, written expression, as well as cultural components, will all receive special consideration.</p>					
TRAN	377	Advanced Technical Translation	3	0	3
<p>This course deals with technical translation of documents containing technical material, so it is a specialized form of translation of documents which contain scientific and technical terminologies. Students taking this course will be trained in the field of technical translation from English to Arabic and vice versa. The documents used include user and operating manuals, scientific, technical, and engineering reports, patents and patent applications, manuals and guides for electronic products, technical products and their warranties, and technical specification of the products.</p>					
TRAN	466	Translation of Technical and Medical Documentation	3	0	3
<p>This course focuses on specific translation issues in the specialised fields of technical and medical translation. The focus is on providing students with the relevant competences and practical skills required to translate authentic documents in these two domains, critically applying efficient translation techniques and utilising appropriate supporting research. Students will explore certain commonly used types of technical and medical documents and the contexts in which they are translated, and learn effective strategies for achieving the translation tasks. They will also be given extensive practice in using CAT tools and post-editing techniques.</p>					
TRAN	467	Advanced Medical Translation	3	0	3
<p>The goal of this course is to help students sharpen their translation abilities from English to Arabic of medical and health-related topics. It introduces students who are proficient in Arabic and intend to work as medical and health services translators to the appropriate practices, practical resources, electronic tools, and industry-recognized standard materials. By studying the variety of illnesses and disorders, anatomical terminology, medical prefixes and suffixes, and medical translation resources, the course integrates theory and practice. It also emphasises translating patient information leaflets, medical brochures, and public health bulletins, giving students plenty of chances to analyse and translate a variety of medical texts and gain understanding of a range of medical topics.</p>					
TRAN	468	Translation of Technical User Manuals	3	0	3
<p>The translation of technical user manuals is essential for the globalisation of a product or software. This course will help learners to acquire the theoretical and practical knowledge necessary for the translation of a technical user manuals from English to Arabic and vice versa. Learners will get the skills they need to successfully translate the most valuable information contained in technical user manuals end users need to use and understand a product. They will also have the opportunity to practice technical translation with real projects and authentic content, and they will be trained to work with industry-specific terminology.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
TRAN	469	Interpretation Skills in Healthcare Settings	3	0	3
<p>This course equips learners with hands-on simultaneous interpretation training in various healthcare settings, focusing on the essential interpreting skills, such listening comprehension, memory retention, note taking, mental transposition, and verbalization in the target language, and the requisite medical terminology and ethical knowledge. Learners will acquire the skills and knowledge required by qualified simultaneous interpreters. Additionally, this course gives students the opportunity to use simultaneous interpreting strategies in a range of healthcare contexts and issues, with a focus on improving note-taking and listening abilities.</p>					
TRAN	470	Translation for Tourism, Culture and Heritage	3	0	3
<p>Translation is a crucial component of effective cross-cultural communication, particularly in the fields of tourism, culture, and heritage. The cultural variations between Arabic-speaking and English-speaking nations have an impact on translation from English to Arabic and vice versa in this field. With a particular emphasis on UNESCO publications in this area, this course exposes students to translation from English to Arabic and vice versa of authentic documents linked to tourism, culture, and heritage. Students are introduced to specialized terms used in tourism, culture, and heritage. The course also increases learners' understanding of the significance of English-Arabic-English translation in tourism, heritage, and culture in terms of spreading culture, eradicating cultural differences, integrating cultures, and safeguarding diverse cultural characteristics.</p>					
TRAN	471	Literary Translation	3	0	3
<p>This course is designed to provide learners with the knowledge and skills necessary for translating literary texts from English into Arabic and vice versa. It is aimed at exposing learners to the various translation strategies and techniques used in different genres including fiction, poetry, drama, non-fiction prose and children's literature. Selected samples of translated literary works are analysed to illustrate the type of language problems that translators face, linguistic or cultural, and their concomitant solutions. Learners are given specialised level practice in translating literary texts representing different genres.</p>					
TRAN	472	Translation of Media Materials: Print and Audio-visuals	3	0	3
<p>This practical course trains learners in methods and techniques involved in translating news and media materials from English to Arabic and vice versa. It familiarises learners with the different types of media material both in print (e.g., features, roundups, brief, reviews, newsletters, and press releases) and in audio-visual format (e.g., television subtitles, multi-media, news media, news conferences). Technical problems and cultural issues are identified and discussed.</p>					
TRAN	473	Editing and Proofreading in Translation	3	0	3
<p>This course focuses on the importance of editing and proofreading skills in translation. It deals with how creating a source-to-target language translation appropriate for the target audience is the first step in the overall translation process. The course deals with the distinction between editing, and proofreading. It also looks at literal and content translation, and how professional translators adapt the source language, so that its features remain intact in the translated version.</p>					
TRAN	474	Simultaneous and Consecutive Translation	3	0	3
<p>This practical course focuses on the differences between simultaneous interpretation and consecutive interpretation, and how both are employed in conferences, forums, meetings, and other events. It deals with linguistic aspects of simultaneous interpretation and consecutive interpretation techniques, and various issues involved in this practice. Learners will gain hands-on experience through simulating a real simultaneous interpretation environment.</p>					
TRAN	475	Computer Assisted Translation and Post-editing	3	0	3
<p>This course is designed to introduce students to the role of computer-assisted translation (CAT), also known as Machine Translation (MT). It will mainly focus on the use of online MT tools such as Google Translate and SYSTRAN, addressing their considerable value as well as their potential limitations. It will also provide practice in post-editing of translated texts.</p>					
TRAN	476	Translation Criticism	3	0	3

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This course is designed to train learners in the methods and strategies of translation criticism and assessment in both English and Arabic. Learners are given extensive practice in analysing/assessing critically various aspects of translation by examining a wide variety of published translated texts. Through applying text analysis procedures, the relationship between translation theory and translation practice will be explored. Learners will also receive training in proposing alternative renditions of a given text using different translation techniques.					
TRAN	477	Advanced Translation of Official and Legal Documents	3	0	3
This advanced-level course aims to provide students with practical experience in translating complicated official and legal documents from English to Arabic and vice versa. Students participate in discussions of both the linguistic and legal components of the translation process, which may improve their ability to produce official and legal documents in general. The procedures for translating legal papers are explained to the students. The texts that will be translated will come from different sources and address a wide range of official and legal concerns. The correct vocabulary, as well as the employment of the proper register and style, are given special consideration.					
TRAN	479	Interpretation Skills for Business and Legal Purposes	3	0	3
This course builds on the knowledge and skills acquired in earlier interpreting and translation courses. It is designed to develop learners' professional skills of consecutive and simultaneous interpreting from English to Arabic and vice versa for business and legal purposes. The course introduces consecutive and simultaneous interpreting in business and legal settings, the latest developments in the interpreting industry, such as online simultaneous interpreting, and conference etiquette, and follows up with a series of seminar workshops and simulated conferences dealing with business and legal matters. Learners will perform intensive practical training in interpreting on how to handle spoken discourse adequately for interpreting purposes, and are exposed to diverse interpreting contexts such as court hearings, press conferences, national and international forums covering business, and legal topics.					
TRAN	499	Project in Translation	0	6	3
Learners are required to work on a practical project in translation under the supervision of a faculty member. The projects should include detailed literature review investigation and research-based argument, and should be supported by a detailed research design and methodology with relevant conclusions that may be used for future research or by policy makers. The project will be assessed in terms of the quality of academic research, writing and oral defence.					
COLLEGE OF BUSINESS & FINANCE					
ACCT	101	Accounting I	3	0	3
A survey of the accounting cycle; recording changes in financial position; ledger; journal; trial balance; income measurement; adjusting and closing entries; accounting for merchandising operations; special journals and subsidiary ledgers; accounting for cash; receivables; inventories; plant and equipment.					
ACCT	201	Accounting II	3	0	3
Accounting for partnerships and corporations: capital stock; dividends and retained earnings; long term liabilities and investment; statement of changes in financial position; cash flows, analysis and interpretation of financial statements, manufacturing accounts.					
ACCT	301	Managerial Accounting	3	0	3
Introduction to cost behaviour and cost-volume-profit relationships; relevant information and decision making; the master budget; flexible budgets and variances; management control systems and responsibility accounting.					

Ahlia University - Course Descriptions

Course	Code	Course Title	Lec	Lab	Cr
ACCT	311	Intermediate Accounting I	3	0	3
An intensive study of financial accounting and reporting practices. Particular emphasis on the theoretical foundations, concepts and principles underlying financial statements with emphasis on assets and current liabilities and the process of preparing and presenting financial information about an entity for outside users. Topics vary but typically include: standard setting; the accounting cycle including data accumulation, adjustments and preparation of financial statements; and valuation with a focus on the recognition, measurement and disclosure of revenue, inventory and cost of sales, and plant assets.					
ACCT	312	Intermediate Accounting II	3	0	3
Continued study of concepts and principles underlying financial statements with emphasis on long-term liabilities and stockholders' equity. Particular emphasis is placed on the process of preparing and presenting financial information about an entity for outside users. Topics vary but typically include analysis of recognition, measurement and disclosure of: equity investments, financing activities (bonded debt, leases, pensions), income taxes, stockholders' equity, specialized reporting problems and cash flow.					
ACCT	320	Intermediate Cost Accounting	3	0	3
A primer on cost allocations, performance measurements, analysis of current cost accounting systems and accounting in an international environment.					
ACCT	321	Auditing	3	0	3
An overview of auditing; professional ethics; audit evidence and documentation; the study and evaluation of internal control; audit of cash; securities; receivables; inventories; fixed assets; current and long-term liabilities; proprietary accounts; income statements; the audit report.					
ACCT	402	Contemporary Issues in Accounting	3	0	3
A variable content course with topics that can change from semester to semester. Topics are identified by title in the schedule of classes. Examples are: inflation accounting, market-value-based measurement metrics, accounting for human resources.					
ACCT	403	Advanced Accounting	3	0	3
Topics include: income determination and equity accounting, and consolidated statements; statement of affairs; fiduciaries; actuarial science. Accounting for business combinations, preparation of consolidated financial statements, home office/branch relationships, and partnerships.					
ACCT	404	International Accounting	3	0	3
This course reviews major issues in international accounting, including historical, cultural, and environmental influences that impact various national accounting systems. Particular emphasis is placed on surveying accounting practices in different nations especially focusing on international accounting for multi-national corporate operations including taxation.					
ACCT	405	Accounting Information Systems	2	2	3
This course aims at preparing students for careers in accounting as users, managers, and designers of accounting information systems. Mainly, the course provides students with a broad conceptual knowledge of accounting information systems; the need for and control of accounting information systems; the development of accounting systems through systems planning, analysis and design; as well as discussions of specific transaction-cycle based accounting information systems. Additionally, students will work on accounting systems-oriented spreadsheet and database which provide students with a greater understanding of how micro-computer-based accounting software is used and to demonstrate the advantages of computerized software over a manual process.					
ACCT	411	Taxation	3	0	3

Ahlia University - Course Descriptions

Course	Code	Course Title	Lec	Lab	Cr
This course aims to develop knowledge and skills relating to the tax system as applicable to individuals, companies, and financial institutions. The course provides the core knowledge of the underlying principles and major technical areas of taxation as they affect the activities of individuals, businesses, and the economy. Additionally, this course will cover UK VAT in alignment with ACCA's F6 Taxation course.					
ACCT	422	Advanced Audit and Assurance	3	0	3
This course is designed to provide an extension to auditing course (ACCT 321). This course includes principles and practices used by public accountants and internal auditors in examining financial statements and supporting data of public listed companies. Special emphasis is given Information System Audit. Also it emphasizes ethical and legal aspects and considerations given in International Standards of Auditing (ISA).					
ACCT	499	Project in Accounting	0	6	3
A structured, pre-approved project in accounting ordinarily involving (1) research on a particular topic in accounting or (2) reporting on field-work in an accounting organization.					
ACCT	502	Auditing	3	0	3
This course aims at introducing students to the fundamental concepts of auditing. Mainly the course provides with a broad conceptual knowledge of auditing standards and auditors responsibilities while preparing the auditing reports. Additionally, students will recognize the steps of the auditing cycle and the importance of auditing in enhancing performance and preventing the business failures.					
ACCT	510	Financial Accounting	3	0	3
A general overview of the basic concepts and principles of financial accounting, and the procedures and processes of preparing financial statements for both service and merchandising concerns. And detailed view of the Generally Accepted Accounting Principles (GAAPs), Accounting for various elements of financial statements and disclosure requirements.					
ACCT	521	Financial Reporting & Control	3	0	3
In this two-part course, first financial reporting in theory is juxtaposed with the preparation of financial reports in accordance with chronological, book data, and predetermined data contained therein. Issues such as the accuracy and truthfulness of the data quoted in the financial reports are discussed. Second, internal auditing with respect to its concepts, fundamentals, components and development are put in the context of manual & electronic accountancy. Reports prepared by internal auditors and submitted to the board of directors & the management levels are studied.					
ACCT	522	Managerial Accounting	3	0	3
This course emphasizes the use of accounting data in the managerial decision process and in planning and controlling business enterprise. Topics include cost behaviors and cost-volume-profit analysis, cost management systems and activity based costing, budgeting and budget control, and responsibility accounting.					
BANK	221	Bank Management I	3	0	3
Corporate finance and microeconomics are applied to matters of importance to commercial bankers. Among the subjects treated are bank-asset portfolio construction, lending policies, liabilities management, bank capital structure, short-run cash management, financial market rates and flows, and quantitative models for bank management. Commercial bank management is analyzed from an internal viewpoint in terms of what bank managers should look for in asset management and why; what market conditions they should be aware of; and what techniques they can use to meet changing economic and financial conditions.					
BANK	302	Money & Banking	3	0	3
The subjects of the course are Money, banking, financial institutions, monetary policy including the goals of monetary policy, the choice of policy instruments, the rule- versus- discretion debate, central bank credibility, arguments for and against central bank independence, and the interplay between the central bank and the financial markets. The course looks specifically into the monetary policy process and the operation of Central Banking, the regulation and supervision of the financial system, and the internationalization of financial markets.					

Ahlia University - Course Descriptions

Course	Code	Course Title	Lec	Lab	Cr
BANK	311	Bank Management II	3	0	3
An application of financial management concepts to the liquidity management, investment portfolio analysis, capital budgeting, and capital structure decision-making process required by a commercial bank to perform effectively its financial intermediation role within the financial system's institutional, regulatory, and competitive environment.					
BANK	321	International Banking	3	0	3
The course aims to cover the main principles and problems of international banking. The course is intended to cover both theoretical issues as well as the institutional background to international banking. Theoretical issues include: the theory of the banking firm, the creation of credit and credit rationing, internationalization of banking, and the risks and benefits from financial innovation. Practicalities of central banking, bank regulation, deposit protection, capital adequacy and free banking in addition to selective institutional aspects of international banking also receive attention.					
BANK	330	Essentials of Islamic Banking	3	0	3
The course aims to introduce students to the main principles of Islamic banking and finance and to analyses of the relationship between Islamic banks and conventional banks and Islamic banks and non-financial corporations in the Islamic World and the Middle East in particular. One objective is to understand the principles and practice of modes of Islamic finance for industry and commerce and explore their implications on investment and funding corporations and projects to support development in Muslim societies. Students learn how various Islamic financial instruments are practiced to facilitate business, trade, finance and investment and evaluate current practices of Islamic banks, their merits and limitations.					
BANK	331	Islamic Commercial Law	3	0	3
The course aims to introduce students to the main principles of Islamic commercial jurisprudence (law) and how this is applied in developing the products of Islamic banking and finance. The course offers the students to understand the source of Islamic law, the main nominate contracts and their hybrid contracts. In particular, the students need to be familiar with the issues of Shariah compliance, different schools of Islamic jurisprudence, ijtiha (the role of Muslim scholars in the interpretation of law) and their impacts on the products and services of Islamic banking and finance.					
BANK	401	Corporate Banking Law & Practice	3	0	3
This course provides in-depth coverage of the legal relationships, obligations and requirements in the arena of corporate banking and examines complex elements of law relevant to individuals working within the corporate banking sector from advanced rules of contract to abstruse issues concerning syndicated loans. Students obtain practice in drafting loan agreements and facility letters.					
BANK	410	Credit Analysis and Lending	2	2	3
The course imparts a fundamental understanding of credit risk analysis process and then proceeds to cover financial statement analysis, including ratio and cash flow analysis, to facilitate better credit related decision. Various non-financial factors- the business plan, industry/ sector performance and senior management issues- that often affect creditworthiness receive ancillary attention.					
BANK	499	Project in Banking	0	6	3
A structured, pre-approved project in banking ordinarily involving (1) research on a particular topic in banking or (2) reporting on field-work in a banking organization.					
BANK	541	Islamic Banking	3	0	3
This course examines some of the fundamental concepts and instruments of Islamic banking and finance. Islamic banking in recent years has generated considerable interest in the subject by becoming attractive to students of economics, finance, and business in both Muslim and non-Muslim countries. The topics covered include broad theoretical and religious principles drawn on Islamic Shari'ah and conventional economics. Among the subjects taught are riba, mutharabah, musharakah, murabahah, baitul mal, gharar, takaful, qard and istisna. The course also attempts to shed some light on the future prospects of Islamic finance in the wake of rapid financial globalization.					

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Course	Code	Course Title	Lec	Lab	Cr
BFRM	498	Research Methods in Business & Finance	3	0	3
The main objective of this course is to enhance the student's ability to understand as well as to conduct scientific research and to formulate and propose systematic solutions to business problems. Students acquire skills needed to undertake complex research projects by focusing on research projects germane to various fields of business.					
DMBA	599	MBA Dissertation	0	24	12
A structured supervised in-depth study on a pre-approved topic in the field of Accounting, Finance, Management, Marketing and Economics can entail one of three methodologies: (1) a literature-focused study which aims to critically discuss the literature within a specified topic area; (2) a research focused study which aims to draw on practical data to assess critically a specified area or topic; or (3) a practical development study which aims to explore an area or ideas, or demonstrate a concept through appropriate practical development testing and critical analysis. The dissertation engages the student in a progressive course of intellectual discourse involving problem identification, methodology, research, evaluation and recommendation that culminates in the production of manuscript subject to public defense.					
ECON	101	Principles of Microeconomics	3	0	3
The course introduces microeconomic concepts and analysis: the study of supply and demand and its applications; theory of business firms; and pricing policies of firms under different market structures such as perfect competition, monopoly, monopolistic competition, and oligopoly.					
ECON	102	Principles of Macroeconomics	3	0	3
The study of the determinants of aggregate economic activity, the effects of monetary and fiscal policy on national income, output, and employment. Includes topics of inflation, unemployment, money and banking, trade and finance, economic development.					
ECON	201	Intermediate Microeconomic Theory	3	0	3
Determination of prices and quantities in markets for goods and services. Theories of consumer behaviour, cost structures, factor payments. Firm behaviour in the context of alternative market structures: perfect competition, monopoly, oligopoly and monopsony.					
ECON	202	Intermediate Macroeconomics Theory	3	0	3
Roles of goods and markets and financial markets in the determination of national income and inflation; economic growth and business cycles; fiscal and monetary policy. Alternate theories of income, output and price determination. Domestic and international constraints on macroeconomic policy.					
ECON	301	Business Law	3	0	3
A general overview of the law of contracts and sales transactions is provided in the first half of this course. The second half of the course then considers such diverse topical content as: consumer protection law, business torts, intellectual property rights, criminal law as applied to business, corporate liability especially product liability based on theories of negligence and strict liability, and finally property law, both real and chattel.					
ECON	303	International Economics	3	0	3
Survey of causes and composition of trade between nations with further consideration of: balance of payments, foreign exchange markets; and international monetary markets and policies. Theory of causes and composition of trade. Topics include: comparative advantage; tariff and non-tariff barriers to trade; economic integration and commercial policy. Financial instruments facilitating international trade.					
ECON	310	Islamic Economics	3	0	3
This course introduces students to fundamental issues encountered in modern Islamic economics in both theory and practice. The teachings of the Shariah in both microeconomics and macroeconomics are explored in depth permitting students to comprehend the multifarious nature of Islamic teaching across a wide spectrum of economic matters.					
ECON	321	Econometrics	3	0	3

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Course	Code	Course Title	Lec	Lab	Cr
		Hypothesis testing and prediction with ordinary least squares (OLS) regression. Estimation with violations of classical assumptions. Multicollinearity, heteroscedasticity and serial correlation problems, dummy variables and model specification.			
ECON	322	Labor Economics	3	0	3
		An analysis of labor force participation, employment, wage determination, economic stability, and investment in human capital.			
ECON	324	Economic Development and Growth	3	0	3
		Recent advances in theory and empirical analysis of economic development and growth. Explores empirical findings on economic development, theoretical development models, problems of efficient resource allocation in a growing economy, balanced ? and unbalanced ? growth in closed and open economic systems, the role of capital accumulation, and innovation in economic growth. Application of theories and quantitative methods to economic analysis with a view to policy formulation.			
ECON	410	Industrial Organization	3	0	3
		Economics of alternative market structures focusing particularly on the impact of concentration, economies of scale, advertising and conglomerates on business and society.			
ECON	420	Public Finance	3	0	3
		This course provides a fundamental understanding of the financial management of governmental organizational units and enterprises through an analysis of revenues and expenditures at all levels of government. Special emphasis is placed on the effects of public finance on business finance and personal finance.			
ECON	421	Monetary and Financial Systems	3	0	3
		Monetary policy choices can strongly affect the development of the economic system and the efficiency of financial intermediaries. The course discusses the fundamentals of monetary policy in the macroeconomic framework characterizing transition economies shedding light on domestic and international aspects of policy actions, evaluation of policies to influence activity and growth, and business cycle analysis.			
ECON	499	Project in Economics	0	6	3
		A structured, pre-approved project in economics ordinarily involving (1) research on a particular topic in economics or (2) reporting on field-work in an economics organization.			
ECON	520	Managerial Economics	3	0	3
		This course is designed to provide participants with a basic understanding of microeconomic theory that can be used to understand behavior (in markets and organizations) to make effective managerial decisions. Application of key economic concepts such as market demand, market supply, market equilibrium, managerial analysis, production, costs, revenue, profit, and market structure constitute the core material of the course. The course seeks to integrate various principles and concepts from different fields of economics with typical problems of managerial decision –making and policy formulation in business organizations whether in a local or global context. Quantitative techniques and managerial economic analysis tools will be integrated within the course for the purpose of providing students the ability to solve real world situation and as a problem- solving tool in their organization.			
ECON	537	International Business & Multinational Corporations	3	0	3
		Advanced treatment of the environment of international business and of the operation of multinational firms. Major topics include: the economic theory of world trade and investment, application of economic theory to international business operations, the political economy of international business, evaluation and valuation of international projects, strategies and tactics for dealing with special problems and challenges arising in the global market.			
EMSE	001	The Management of Technical Organizations	6	0	3

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Course	Code	Course Title	Lec	Lab	Cr
The practice of the management as applied within technical organizations. Includes history of the tradition and current effective practices, research and finding and case studies, with objective of enhanced understanding of external and internal factors influencing organizational performance and leadership requirements.					
EMSE	005	Organizational Behavior for the Engineering Manager	6	0	3
The behavior of individuals and groups in the context of technical organizations, focusing on relationships and interactions within the organizations operating activities. Individual and group development and motivation. Organizational structures and cultures.					
EMSE	020	Decision Making with Uncertainty	6	0	3
Problem formulation. Concepts and techniques used in analyzing complex decision problems. Modeling decision problems. Modeling decision problems using decision trees, probability models, multi objective models and utility theory.					
EMSE	026	Technical Enterprises	6	0	3
Essential features of technology based companies from the entrepreneur's point of view. Team preparation of a simulated business plan of a technology based company. Designed for those working in technical firms and for government personnel who depend on technical firms such as suppliers.					
EMSE	035	Marketing of Technology	6	0	3
Analysis of industrial marketing process and functions, providing concepts and tools for engineering managers to market high technology products and services.					
EMSE	197	Special Topics: Quantitative Methods in Engineering Management	6	0	3
Provides mathematical foundation for analysis of problems in engineering management and systems engineering, including optimization and other analytical tools.					
EMSE	410	Survey of Finance and Engineering Economics	6	0	3
Survey of material relevant to financial decision making of engineering activity. Includes traditional engineering economy topics; fundamental of accounting; and financial planning, budgeting and estimating applicable to the management of technical organizations.					
EMSE	505	Knowledge Management I	6	0	3
The foundations of knowledge management, including cultural issues, technology applications, organizational concepts and processes, management aspects, and decision support systems. Case studies.					
EMSE	770	Techniques of Risk Analysis and Management	6	0	3
Topics and models in current risk analysis; modern applications of risk-based planning and risk management; use of quantitative methods in risk analysis.					
EMSE	790	Logistics Planning	6	0	3
Quantitative methods in model building for logistics systems, including organization, procurement, transportation, inventory, maintenance and their interrelationships. Stresses applications.					
EMSE	801	Systems Engineering I	6	0	3
System approach to the architecting and engineering of large-scale systems; elements of systems engineering; methods and standards; computer tools that support systems and software engineering; trends and directions; the integrative nature of systems engineering.					

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Course	Code	Course Title	Lec	Lab	Cr
EMSE	820	Program and Project Management	6	0	3
Problems in managing projects; project management as planning, organizing, directing and monitoring; project and corporate organizations: Duties and responsibilities; the project plan: schedule, cost, earned – value and situation analysis; leadership: team building, conflict management, meetings, presentations and proposals.					
EMSE	850	Quantitative Models in Systems Engineering	6	0	3
Quantitative modeling techniques and their application to decision making in systems engineering. Linear, integer, and nonlinear optimization models. Stochastic models: inventory control, queuing systems, and regression analysis. Elements of Monte Carlo and discrete event system simulation.					
EMSE	992	Special Topics: Research Methods for the EM	6	0	3
Discussion of research methods for the Engineering Manager.					
EMSE	995	Research	0	12	6
The student conducts a study on a topic in the field of management under the supervision of a faculty member. The final written manuscript which includes problem identification, methodology, research evaluation and discussion of the findings is subject to a panel evaluation.					
ETHC	391	Ethics and Professional Practice in Business	3	0	3
This course provides students with a theoretical foundation of what Business Ethics is all about, enabling them to identify and analyze current ethical issues and dilemmas facing business practitioners in real world contexts involving multiple stakeholders. In addition, through ample case studies, the course attempts to inculcate into students key ethical principles, standards and ways in which business practitioners address moral problems that commonly arise in the business world. The course provides ample opportunity for students to hone skills in critical thinking and ethical reasoning as essential components of a manager's decision-making process. The course also highlights the cost to business of unethical behavior and provides a comprehensive overview of corporate social responsibility.					
FINC	211	Financial Management I	3	0	3
This course imparts a fundamental understanding of the functions of finance in the context of: the legal and tax environment and the roles of financial markets. A vigorous introduction to compound interest, future and present value, and theories of financial evaluation and financial analysis and planning is provided.					
FINC	312	Financial Management II	3	0	3
This course explores in depth the concept of cost of capital: how it is used in financial decision-making and how costs of individual components of the capital structure are brought together to form a weighted average cost of capital. Choice of capital structure and working capital policy are a primary focus of this course. Students examine how to manage current (short term) assets and current (short term) liabilities and obtain exposure to additional issues including: cash flow estimation, incorporating risk into the capital budgeting decision and international capital budgeting decision-making methods. Students gain perspective on how financial managers can help maximize their firm's values.					
FINC	322	International Finance	3	0	3
International money and capital markets. Currency options, futures and swaps as means for currency risk management. Valuation and portfolio analysis of international stocks and bonds. Foreign direct investment and political risk management. Project finance and raising of international capital. Financing and investment decisions of multinational corporations.					
FINC	323	Insurance & Reinsurance	3	0	3
This course introduces the student to the principles and applications of insurance and reinsurance. After finishing this course the student should demonstrate a strong basic understanding of property, liability, automobile insurance, introduction to reinsurance, methods and types of reinsurance, and functions of reinsurance. Students should grasp the main types of reinsurance and their contribution to and importance in maintaining a stable insurance industry.					
FINC	327	Personal Finance	3	0	3

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Course	Code	Course Title	Lec	Lab	Cr
This course is designed to introduce the student to the concepts, tools, and applications of personal finance and investments. A variety of methods will be used to enhance the learning experience, including, among other things, web resources and interactive financial planning software. A focus will be put on retirement plans, personal budget, and auto and housing decisions, in addition to, health, life and property insurance.					
FINC	328	Real Estate Finance	3	0	3
This course explores in depth real estate institutions and markets, real estate mathematics, mortgage instruments, investments in real estate, and underwriting and valuation of real estate. Special consideration is given to trends in real estate finance in GCC countries.					
FINC	411	Contemporary Issues in Economics and Finance	2	2	3
This course is designed to provide students with critical knowledge and insight into the latest economic and financial topics that build on the conceptual foundation of previous courses through academic research, practical application, and critical thinking. Driven by the UN sustainable development goals, this course offers an opportunity to the students to explore several emerging issues in relation to economic and finance disciplines such as economic sustainability, sustainable finance, digital economy, and other sustainable technological components such as Artificial Intelligence, blockchain, financial technology, cybersecurity and bigdata analytics.					
FINC	421	Investment	2	2	3
A primer on how to manage money, this course provides students with a survey of securities markets and modern investment instruments available in financial markets including stocks, bonds, convertibles, warrants, futures and option . The course also introduces students to techniques of asset valuation and market efficiency hypotheses. Students gain insight concerning how to evaluate current investments and future opportunities and acquire the skill and know-how necessary to be intelligent investors.					
FINC	427	Derivative Securities	2	2	3
An advanced primer on future contracts and options exploring a wide variety of complex derivatives such as straddles and options of stock index futures.					
FINC	430	Risk Management	2	2	3
The course offers an introduction into the evolving and expanding practice of financial risk management. Risk management is a complex process of identifying, measuring, and controlling risk exposure. The course addresses how to control for market and credit risks. Liquidity and operational risks are discussed. Topics include value at risk, Monte Carlo simulation, scenario analysis, stress testing, credit value at risk, and credit derivatives.					
FINC	431	Portfolio Management	3	0	3
This course explores the theory and practice of portfolio management and valuation. The roles of computer technology and electronic trading are also investigated.					
FINC	432	Islamic Capital Market & Instruments	3	0	3
The course aims to introduce students to the main principles of Islamic capital markets and instruments and to analyse the relationship between Islamic capital markets and instruments and conventional Islamic capital markets and instruments in the Islamic World and the Middle East in particular. The course offers the students to understand the theories and practice of Islamic capital markets and explore their implications on investment and funding corporations and projects to support development in Muslim societies. In particular, the students need to be familiar with the essential requirements of different Islamic modes of business, thus enabling them to appreciate the distinctive characteristics of a capital market environment that adhered to Shariah principles.					
FINC	499	Project in Finance	0	6	3
A structured, pre-approved project in finance ordinarily involving (1) research on a particular topic in finance or (2) reporting on field-work in a finance organization.					
FINC	501	Financial Management	3	0	3

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Course	Code	Course Title	Lec	Lab	Cr
This course combines principles of management of the firm, operations of money and capital markets, discounted cash flows, risk and asset valuation with modern capital structure theories, leasing, working capital policies and mergers and acquisitions.					
FINC	506	International Finance	3	0	3
This course is concerned primarily with a revision of the international monetary environment and financial planning for corporations with overseas operations. It focuses on analysis of the effects of international financial planning on such factors as exchange rate fluctuations, currency restrictions and tax regulations. It gives an examination of financial aspects of multinational business, including foreign investments, trade and transfer of funds. Currency options, futures and swaps as means for currency risk management are also given details.					
FINC	510	Managerial Finance	3	0	3
This course explores basic concepts of finance and provides students perspective on how fin values. Students are introduced to core concepts in finance such as the time value of money and cost of capital.					
FINT	511	Fundamentals of Financial Technology	3	0	3
This course aim to provide an understanding of financial technology theory and applications. The course starts by a new taxonomy of innovations that had affected the financial industry. It will then examine how bitcoin, and hence all blockchain and smart contract applications work, which together with big data techniques are used in FinTech. By the end of these course will provide a full understanding for how, why, and when banks, financial institutions and other firms can benefit from using these technologies as a way of making payments more efficient, improving user experience, tokenizing assets, and setting up secure smart contracts.					
FINT	512	Corporate Finance	3	0	3
This course combines principles of management of the firm, operations of money and capital markets, discounted cash flows, risk and asset valuation with modern capital structure theories, leasing, working capital policies and mergers and acquisitions.					
FINT	513	Blockchain and Cryptocurrencies Technologies	2	2	3
This course introduces students to the Blockchain technology that powers cryptocurrencies. Since Blockchains promise to be as crucial as the internet in shaping how business will be conducted in the future, this course explains the properties and mechanics of Blockchain and cryptocurrencies that make them secure and support other applications than currencies. Other topics covered include the mining, storing and transacting with Bitcoin and altcoins, the anonymity of Bitcoin, the way altcoins or cryptocurrencies touch the real world and interact with politics, law enforcement and regulations, and the future of Blockchain technology, Artificial Intelligence and Digital Privacy.					
FINT	514	Portfolio Theory & Investment Analysis	3	0	3
This course provides you with a critical understanding of techniques used for investments and portfolio management. It covers both the theoretical and the practical applications of investments. Within this context, the course covers topics related to investment environment, capital allocation, portfolio and diversification theory, portfolio selection and optimization, asset pricing models, efficient markets, fixed income, equity markets, and performance evaluation. The course emphasizes case studies and real case scenarios. Students will master theoretical and practical investment topics.					

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Course	Code	Course Title	Lec	Lab	Cr
FINT	515	Big Data Analytics and Machine Learning in Finance	2	2	3
<p>The expansion of social media and the computerization of every element of social and economic activity resulted in the generation of vast volumes of primarily unstructured big data, such as online logs, videos, speech recordings, pictures, e-mails, Tweets, and other forms of communication. Parallel to this, computers are becoming more powerful, and storage is becoming more affordable. We now can reliably and inexpensively store large volumes of data, analyze them effectively, and extract business and socially significant data. This course aims to equip students with a range of most relevant topics that pertain to contemporary analysis practices and are foundational to the emerging field of big data analytics. Students are guided through the theoretical and practical differences between traditional datasets and Big Data datasets. An overview of the initial collection of data will be explored for multiple data sources. The course will examine the basic tools for statistical analysis, such as R or Python and several machine learning algorithms.</p>					
FINT	516	FinTech Ethics and Risks	3	0	3
<p>In this course students will demonstrate understanding of the FinTech ethical principles in general or in application of specialized knowledge, results of research, creative expression, or design processes. Students will also demonstrate an ability to recognize, articulate, and apply Fintech ethical principles in various academic, professional, social, or personal contexts. In addition, through ample case studies, the course attempts to inculcate into students' key ethical principles, standards and ways in which business practitioners address moral problems that commonly arise in the business world. The course provides ample opportunity for students to hone skills in critical thinking and FinTech ethical reasoning as essential components of a manager's decision-making process. The course also highlights the cost to business of unethical behavior and provides a comprehensive overview of corporate social responsibility.</p>					
FINT	517	Cybersecurity & RegTech	2	2	3
<p>This course enables students understanding RegTech and to become more confident and persuasive in student ability to analyze and make recommendations to executives within the finance industry regarding how to react to changes, such as Regulations to digital and cryptocurrencies. The course also allows students learn about how FinTech and RegTech disrupt and transform finance industry, such as challenges in protecting data and security with digital forensics, risk management and corporate governance in banking industry in terms of Know Your Customer (KYC) and Anti Money Laundering (AML), and how governments in different countries take initiatives in FinTech and RegTech.</p>					
FINT	518	Entrepreneurship in FinTech	3	0	3
<p>Total global fintech investment is increasing and there are no signs that growth in this sector will slow down. This course enables the students to learn the latest trends in fintech and how do innovators, entrepreneurs, and other stakeholders see the space developing? The course also explores the general trends in FinTech and how do fintech entrepreneurs identify and assess opportunities in fintech? and what does the lifecycle of a fintech company – from ideation, to investment, to growth and acquisition – look like? This course will provide a strong foundation for those with a working level of knowledge in fintech and who are interested in starting or investing in fintech companies. In this course students initially explore the concept of FinTech entrepreneurship and evaluate themselves in terms of their own entrepreneurial skills with a view to formulating and realizing opportunity nuclei for profitable small FinTech business. Subsequently, students conduct feasibility studies and formulate business plans for feasible FinTech projects.</p>					
FINT	519	Algorithm and High-Frequency Trading	2	2	3
<p>This course is an introduction to quantitative trading strategies based on various statistical methods. It teaches you how to build a robust and automated trading strategy. Topics include methodologies related to statistical arbitrage, factor investing, trend following, momentum, technical trading, and order book dynamics. Emphasis is on developing and empirically evaluating the algorithmic trading strategies based on statistical/mathematical models.</p>					
FINT	558	Research Methodology	2	2	3
<p>A primer on designing and executing a research project using analytic techniques, this course presents both useful quantitative models, drawn from management science, and qualitative methods relevant to research in both business and information technology.</p>					
FINT	599	Dissertation in FinTech	0	6	12

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Course	Code	Course Title	Lec	Lab	Cr
A structured supervised in-depth study on a pre-approved topic in the field of FinTech involving one of three methodologies: (1) a literature-focused study which aims to critically discuss the literature within a specified topic area; (2) a research focused study which aims to draw on practical data to assess critically a specified area or topic; or (3) a practical development study which aims to explore an area or ideas, or demonstrate a concept through appropriate practical development testing and critical analysis. The dissertation engages the student in a progressive course of intellectual discourse involving problem identification, methodology, research, evaluation and recommendation that culminates in the production of manuscript subject to public defense.					
INTR	465	BSAF Internship	0	0	3
This course is taken as a substitute to one course (3 credits hours) from the program core elective courses. Students follow a training program in an organization related to their specializations in accounting or finance. The program aims to provide students with first-hand experience of the day-to-day functions, duties, and operations and to integrate what they have learnt in the classroom with the competencies required in the workplace.					
INTR	466	BSEF Internship	0	0	3
This course is taken as a substitute to one course (3 credit hours) from the program core elective courses. Students follow a training program in an organization related to their specializations of economics or finance. The program aims to provide students with first-hand experience of the day-to-day functions, duties, and operations and to integrate what they have learnt in the classroom with the competencies required in the workplace.					
INTR	467	BSBF Internship	0	0	3
Students follow a training program in an organization related to their specializations. The program aims to provide students with first-hand experience of the day-to-day functions, duties, and operations and to integrate what they have learnt in the classroom with the competencies required in the workplace.					
INTR	468	BSMIS Internship	0	0	3
In this course, student follow a training program in an organization related to their specialization. The program aims to provide students with first-hand experience of the day-to-day functions, duties, and operations and to integrate what they have learnt in the classroom with the competencies required in the workplace. In today's turbulent economic environment, a country workforce is increasingly pivotal to business success. Stemmed from the desire and sense of responsibility that Ahlia University has against the society and their own students, and as part of their vision, of being leaders in the market of higher education, they do understand the need to invest in their capital made of partially their students in order to equip the market with talented workforce. Based on this INTR 424 course was introduced representing a structured opportunity to incorporate academic, professional and personal skill development which enables the student to gain a planned and directed learning experience. It enables the student to integrate knowledge gained through their classroom learning with the competencies made available through actual experience in a professional setting. The internship programme requires a minimum of 240 hours of work at the internship worksite. Students will receive academic credit after a successful completion of the programme. The numbers of credits that are earned by the student as a result of successful completion of the internship programme are 6 credits.					
INTR	469	BSMM Internship	0	0	3
This course focuses on business internships that add a significant real-world component to students' employability. It provides the opportunity for students to earn academic credit while gaining valuable work experience under the mentorship of a business professional in different industry sectors, i.e. services and manufacturing. An individualised assignment arranged with students and different business organisations to practically provide guided experience in their field. Students' internship experiences are assessed via written internship reports that will be evaluated by the students' organisation supervisor and an assigned academic supervisor.					
ITMA	201	Management Information Systems	3	0	3
Understanding the decision-making process and how information is used for decision support in organizations. Elements of decision theory and information theory. Essential practices for providing viable information to the organization. Information system planning and strategies. Human-computer interaction. Societal and ethical issues related to information systems use.					
ITMA	304	Business Data Analytics	3	0	3

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Course	Code	Course Title	Lec	Lab	Cr
<p>Data Science is the study of widespread knowledge extraction from data. Data science uses empirical science, statistics, reporting, analysis, visualization, business intelligence, expert systems, machine learning, databases, data warehousing, data mining and big data tools. This course will introduce students to this fast-growing field and equip them with some of its basic principles and tools and general thinking. Students will learn principles, techniques, and tools they need to solve various facets of data science training, including data collection and integration, exploratory data analysis, predictive modeling, descriptive modeling, data product development, assessment, and effective communication. The focus will be on breadth rather than depth in the treatment of these topics, and emphasis will be placed on the integration and synthesis of concepts and their application to problem solving. Real data sets from a variety of disciplines will be used to make learning contextual.</p>					
ITMA	305	Information System Security	3	0	3
<p>This Course aims at understanding concepts, theories, methodologies, and techniques of Information Systems Security, in both management aspect and technical aspect. The course also exposes students to understand of various types of security incidents and attacks, and learn methods to prevent, detect and react incidents and attacks. Students will also learn basics of application of cryptography which are one of the key technologies to implement security functions. The course also imparts knowledge of internet services, vulnerabilities of computer networks and techniques for protecting data and networks, symmetric and asymmetric cryptography, authentication, malicious software, and issues in privacy.</p>					
ITMA	310	Entrepreneurship and Digital Innovation	3	0	3
<p>This course addresses topics related to the development and management of technology-based start-ups. The following topics are covered: the entrepreneur's position and personality, business strategy, team building and management, digital creative goods, market assessment and designing a business and marketing plan, legal issues such as intellectual property, venture budgeting, and raising capital.</p>					
ITMA	321	E-System Technologies	3	0	3
<p>This course explores some of the technologies and infrastructures required to support e-systems. A secondary thrust of the course explores how these technologies impact consumer-business, business-business and intra-organizational e-business.</p>					
ITMA	323	Management Information Systems II	3	0	3
<p>This course develops a technology management perspective about information technology, asking and answering the question: how do we make the best technology decisions in the context of a dynamic business environment? The course is about technology values and risks, and the strategic importance of effective enterprise decision making about information and information technology infrastructure. Of particular focus is the business aspect of technology decision-making, using case studies and in-class presentations from industry executives and entrepreneurs. Included is technology project analysis, technology leadership considerations, infrastructure management and architectures, electronic commerce issues, the design and implementation of computer-based information systems with emphasis on database and transaction aspects, the basics of database management, architecture of relevant database management systems, design and implementation strategies.</p>					
ITMA	326	Business Cloud Computing	3	0	3
<p>This Course covers how to build a cloud infrastructure based on a cloud computing reference model. The reference model includes five fundamental layers, namely, physical, virtual, control, and service and three cross-layer functions, namely business continuity, security, and service management for building a cloud infrastructure. For each layer and function, this course covers the comprising technologies, components, processes, and mechanisms. This course takes an open approach to describe concepts and technologies. Product examples are included to reinforce the concepts and technologies learnt in this course.</p>					
ITMA	330	Knowledge Management	3	0	3
<p>Knowledge management spans the gamut of knowledge sharing, codification, transfer and generation. Using a socio-technical approach, this course covers the principal processes in knowledge management and underscores the role of IT systems that support the creation, capture, storage and dissemination of expertise and knowledge. Additionally, students explore the nature of technological change, innovation and intellectual capital.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
ITMA	401	E-Commerce	3	0	3
<p>The course presents a survey of consumer and business-to-business electronic commerce models, systems, and technical solutions in the national and global contexts connecting individuals, businesses, governments, and other organizations to each other. It provides an introduction to e-business strategy and the development and architecture of e-business solutions and their technical components that focuses on the linkage between organizational strategy and networked information techniques. The course will cover how businesses and consumers use the Internet to exchange information and initiate transactions. Students gain extensive hands-on experience tackling e-commerce problem- sets in a series of labs in which in-depth exploration of the seven design elements of the customer interface feature prominently.</p>					
ITMA	411	System Analysis & Design	3	0	3
<p>This course introduces students to the concepts and principles of systems analysis and design. It covers all aspects of the systems development life cycle from project identification through project planning and management, requirements identification and specification, process and data modeling, system architecture and security, interface design, and implementation and change management. Object-oriented analysis techniques are introduced. Students will learn to use an upper level CASE (computer-aided software engineering) tool, which will be employed in completing a real-world systems analysis and design project.</p>					
ITMA	412	Managing Enterprise Systems	3	0	3
<p>Companies have been replacing their legacy systems with enterprise systems designed to connect the entire organization, including suppliers and customers, in a web-enabled computing environment that provides information to all participants as needed. This course explores the managerial and technical challenges in implementing enterprise systems and managing an organization with such an interdependent, connected system. From a technological view, students evaluate enterprise system to assess their functional capabilities and limitations. From a managerial view, students employ business cases to develop an understanding of the process of implementing and using enterprise systems effectively in organizations.</p>					
ITMA	414	Business Intelligence	3	0	3
<p>Business Intelligence (BI) and its components are included in this course. The course demonstrates how business intelligence (BI) turns data from massive data sets into intelligence that leads to strategic and tactical business decisions. The Principles of business intelligence (BI) as components and functionality of information systems are also introduced in this course. Data quality and validity, data privacy and protection, data warehousing, predictive reporting, data visualization, and ethical and legal concerns are all covered by BI technologies. It looks at how operational data can be used to build data warehouses, which can then be used to gain new insights into organizational operations using data mining techniques and analytics.</p>					
ITMA	416	Strategic Information Systems Project Management	3	0	3
<p>In this course students can learn the fundamentals of project management, including how to initiate, schedule, execute, track, and control projects, as well as understanding issues in planning and implementing strategic Information Systems within the organization. The course introduces the fundamentals of five project management areas: integration, scope, time, cost, and quality. The course also covers the main managerial aspects and challenges facing strategic management, alignment of IS and business strategy, strategic concepts for IT and business, the IS strategic tools and techniques, and the comprehensive frameworks for IS strategic planning.</p>					
ITMA	418	Artificial Intelligence Applications in Business	3	0	3
<p>This course covers the fundamentals of artificial intelligence (AI) and how to apply various intelligent techniques to solve business problems. Intelligent agents, basic principles of searching, reasoning, and planning, expert systems, advanced techniques such as genetic algorithms, neural networks, and fuzzy logic, and applications of AI techniques to solve various types of business problems are among the topics discussed.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
ITMA	423	Information Systems Auditing	3	0	3
This course describes the principles and procedures of information technology audit and control. Risk assessments principles in accordance with IS audit standards and guidelines, forms of audits to ensure that processes are secured and regulated, risk management methods, monitoring priorities and controls related to Information Systems and audit preparation, audit project management techniques, and standards and procedures for the growth and maintenance of the Business Continuity Plan and testing methods.					
ITMA	427	e-Government Concepts and Implementation	3	0	3
This course provides a socio-technical perspective on e-government and discusses how programs are handled and applied in the sense of public administration. E-government at different levels, from policy and planning to management, implementation, and assessment, theoretical models of e-government, and problems and developments in the field are among the topics discussed. The course also covers the rise of digital government and its increasingly integral role in many government processes and activities, including overseeing fundamental changes at various levels across government, means that it is no longer perceived as just a technology issue.					
ITMA	499	Project in ITMA	0	6	3
A structured, pre-approved project in ITMA ordinarily involving (1) research on a particular topic in ITMA or (2) reporting on field-work in an IT organization. Projects in ITMA ordinarily encompass MIS, data-base management and e-technologies/e-commerce.					
ITMA	570	Management Information Systems	3	0	3
This course promotes an integrated approach to identifying, capturing, retrieving, sharing and evaluating an enterprise's information and knowledge assets. These information and knowledge assets encompass databases, documents, policies and procedures as well as the un-captured, tacit expertise and experience resident in individual workers. This course endows students with real world principles, tactics and strategies for managing information technology in organizational settings.					
MAGT	121	Fundamentals of Management	3	0	3
An overview of management theory and practice. Introducing students to the study of managerial skills, organization structure, management functions, process, and system within an action frame of reference. Managerial concepts and terms related to leadership, employees' motivation, decision making models and strategic management.					
MAGT	310	Quantitative Analysis for Business	3	0	3
Introduction to managerial decision analysis using quantitative tools and spreadsheet modeling. Topics include a general framework for decision analysis, decision tables and trees, linear programming, sensitivity analysis, classical optimization and statistical techniques. Extensive use of applicable decision support software and EXCEL Solver to solve mathematical and business decision models. Emphasis is on applications of quantitative analysis and tools rather than on mathematical theory. Applications are taken from finance, marketing, economics, logistics, and operations management.					
MAGT	322	Production & Operations Management	3	0	3
The course includes the strategic, tactical, and operational issues that arise in the management of production and service operations; product and process design, facilities planning, quality management, materials management, operations planning and scheduling, and emerging technologies in production and service management.					
MAGT	323	Human Resource Management	3	0	3
Overview of human resource management theory. The course focuses on the HRM practices and their importance to business organizations. In specific, it discusses the conceptual definitions and their application to business settings. Issues of job analysis, forecasting employee needs, recruitment and selection, training and development, performance management and appraisal, compensations, ethics and labor relations management are key topics for HRM learners to understand.					
MAGT	324	Organizational Behavior & Leadership Development	3	0	3

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Course	Code	Course Title	Lec	Lab	Cr
This course is an introduction to the principles of Organization Behavior (OB) and Leadership Development. Focus is made on understanding and analyzing individual and group behavior in organizations and how leaders implement strategy to impact people. Students learn to integrate theory and concepts with current business practices and management issues. Included are such topics as: personality dynamics, attitudes and emotions, motivation, perception, communication, leadership, teamwork and interpersonal skills.					
MAGT	325	Strategic Leadership and Change Management	3	0	3
This Course enables students to learn strategic leadership best practices and their application to the change management process in order to effectively lead business organizations. Key topic areas in strategic leadership and change management are covered such as: Understanding and diagnosing the need for change, leadership strategy, leading and enabling change, and managing the change process.					
MAGT	331	Business Simulation	3	0	3
This course develops business simulation models using the EXCEL environment and a business simulation program as aids to corporate decision-making. Decisions span marketing, finance, operations and management. Students participate in a computerized business simulation program.					
MAGT	412	International Business	3	0	3
This course provides a comprehensive overview of the environment of international business and to the operation of international firms especially in the context of emerging markets. Major topics include basic concepts of world trade and investment problems, the nature of international business, economic theory and international business operations as well as strategies and tactics for dealing with special problems and challenges arising in the global market.					
MAGT	414	Quality Management	3	0	3
This course will provide an oversight on the Management of Quality Operations within an organization; it will address quality tools, concepts and theories to enable the student to apply quality evaluations and measures. As part of this course, management and leadership characteristics required to derive quality management systems will be provided. Once students successfully complete this course, they must be able to critically evaluate their quality management systems and analyze their status, and provide recommendations for decision making to improve their quality management system.					
MAGT	416	Project Management	3	0	3
The organization, planning and controlling of projects and provides practical knowledge on managing project scope, schedule and resources. Topics include: project life cycle, work breakdown structure and Gantt charts, network diagrams, scheduling techniques and resource allocation decisions. Concepts are applied through projects and tutorials using project management software.					
MAGT	423	Strategic Management	3	0	3
The course provides an introduction to strategic planning covering key concepts and techniques, organizational mission, goals, objectives and scope of operations. Topics such as: environmental scanning, strategy formulation and implementation with special reference to functional application in marketing, personnel, finance, and other areas are covered.					
MAGT	424	Entrepreneurship & Innovation	3	0	3
The course provides an overall view about major schools of entrepreneurship thought and the process approaches to the study of entrepreneurship. It also covers issues related to individuals and corporate entrepreneurial mind-set beside the concept of ethics and social responsibility. Further to that, the course will expose the students to the processes of creativity and innovation, major types of innovation, method to initiate new ventures, development of new ventures business plan and strategic planning for entrepreneurial initiatives.					
MAGT	430	Supply Chain Management	3	0	3
Analysis of the entire flow of information, material, and services from suppliers through factories and warehouses to the end customer including logistics, supplier selection and inventory management by case studies, optimization and simulation.					

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Course	Code	Course Title	Lec	Lab	Cr
MAGT	499	Project in Management	0	6	3
A structured pre-approved project in management or marketing ordinarily involving (1) research on a particular topic in management or (2) reporting on field-work in a managerial organization.					
MAGT	551	Operations & Quality Management	3	0	3
Quality in both operations and production are keys to achieving competitiveness in the global marketplace. An examination of those issues forms the heart of this course, where you will learn the principles of Total Quality Management and how it is implemented at all levels of an organization. Other important topics addressed by this course include forecasting, technology management, and capacity planning and materials management.					
MAGT	552	Decision Analysis & Business Forecasting	3	0	3
Topic may include: decision-making under uncertainty, decision trees, multi-criteria decision-making, data envelopment analysis (DEA), analytical hierarchy process (AHP), principles and methods of forecasting including an evaluation of: the reliability of existing forecasting techniques, national and international trends and the role of business forecasting in managerial planning. The use of time series methods including exponential smoothing and Box-Jenkins (ARIMA) techniques for business and economics forecasting are introduced.					
MAGT	558	Research Methodology	2	2	3
A Primer on designing and executing a research project using analytic techniques, this course presents both useful quantitative models, drawn from management science, and qualitative methods relevant to research in both business and information technology.					
MAGT	560	Human Resource Management	3	0	3
The course emphasizes the role of Human resources as the most important asset in the organization. It explains the importance of proactive human resources management for organizational performance and highlights the alternative views of human resources management. It also explains the concept of strategic human resources management and the importance of fitting human resources practices to business strategy. Topics draw from different disciplines to explain the principles of human resources planning, recruitment and selection, training and development, career development, job analysis and job design, performance management and performance appraisal. The course also covers areas related to employees' compensation, protection, incentive plans and reward system as well as the management of International human resources.					
MAGT	561	Strategic Management	3	0	3
The course covers the strategic management process and corporate strategy: the concept of strategy and its relationship to performance, competitive advantage, and profitability; and the main components of the strategic management process including analysis of both external and internal environments. Students gain an appreciation of how organizations can build competitive advantage using different levels of strategy in different contexts spanning the global environment. Concepts such as integration, diversification, acquisitions and business ethics are evaluated through the lens of corporate strategy.					
MAGT	564	Leadership in Organizations	3	0	3
An introduction leadership. Its practices associated theory and current research. Presenting modern thought and practices related to leadership and core competencies of successful leaders, this course introduces the leadership challenge in organizations and focuses on how to improve leadership effectiveness. Major theories and research on leadership and its relationship to management are inculcated and then students have the opportunity to address and debate controversies and different views about leadership effectiveness and essential characters of effective leaders. Students examine effective and ineffective behaviors through the lens of various models of leadership including transformational leadership. Experiential exercise, case studies and role playing techniques are employed to demonstrate leadership skills in leading teams and leading change.					
MAGT	567	Entrepreneurship & Family Business Management	3	0	3

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Course	Code	Course Title	Lec	Lab	Cr
<p>In this course, students cultivate conceptual and applied skills requisite to developing and managing an economically successful small business. Entrepreneurial talents are focused and practical decision making skills are developed through experiential activities in small businesses. Student initially explore the concept of entrepreneurship and evaluate themselves in terms of their own entrepreneurial skills with a view to formulating and realizing opportunity nuclei for profitable small business. Subsequently, students conduct feasibility studies and formulate business plans for feasible projects.</p>					
MAKT	201	Principles of Marketing	3	0	3
<p>This course serves as an introduction to marketing in general, and the marketing process in particular. Students will develop a thorough understanding of the marketing concept/process, the marketplace and the differences between consumer and business markets. They will also learn how to design a customer-driven marketing strategy which employs the marketing mix, whilst keeping pace with digital age developments linked to marketing activities.</p> <p>يعد هذا المقرر بمثابة مقدمة للتسويق بشكل عام، وعملية التسويق. سيقوم الطلاب بتطوير فهم شامل لمفهوم / عملية التسويق ، والسوق ، والاختلافات بين أسواق المستهلك والأعمال. سيتعلمون أيضا كيفية تصميم استراتيجية تسويق يحركها العملاء توظف المزيج التسويقي ، مع مواكبة تطورات العصر الرقمي المرتبطة بأنشطة التسويق</p>					
MAKT	310	Consumer Behaviour	3	0	3
<p>This course covers a comprehensive study of behavior models and concepts to help understand, evaluate, and predict consumer behavior in terms of marketing implications. Determinants of consumer behavior are explored to gain understanding of the complex forces as they affect the market place. The course's emphasis is on the understanding of the processes that influence the acquisition, consumption, and disposition of consumer goods and services.</p>					
MAKT	320	Marketing of Financial Services	3	0	3
<p>A comprehensive study of key issues that surround the marketing of financial services focusing on how banks and other financial institutions employ marketing practices to ensure sustained and profitable growth utilizing such techniques such as: product positioning, segmentation, and relationship management and retention. The course also provides insight into launch of innovative financial products and delves into legal and ethical framework in which financial service marketing is conducted.</p>					
MAKT	321	Marketing Research	3	0	3
<p>This course is an introductory analysis of the fundamental of the marketing research focusing on different types of marketing research (qualitative and quantitative) as well as on complex issues at each stage of the research process. This course covers research used in marketing decision making with primary emphasis on methods and techniques used in collecting, processing and utilization of information. Topics include research design, sources of information, questionnaire design, sampling, data collection and analysis.</p>					
MAKT	322	Sales Management	3	0	3
<p>A comprehensive study of selling and the field of sales management that help to understand comprehensively the selling process, strategic field sales management, the sales organizations' structure, profiling and recruiting, selecting and hiring sales people. The course is intended also to provide through understanding of the process of developing and reinforcing sales force training programs including motivation and compensation of sales force. In addition the course should provide the student with the capability to understand and implement the strategic positioning process, leadership styles, Forecasting and budgeting, and evaluation of sales force performance.</p>					
MAKT	331	Industrial Marketing	3	0	3
<p>Focusing on methods of marketing decision-making in industrial, government and high-tech markets, planning and implementing business-to-business marketing strategies with an emphasis on segmenting markets, managing channel relationships, and creating customer value through continuous improvement and re-engineering receives center stage. This course emphasizes the unique nature of marketing high technology in its application of the basic elements of marketing strategy – market segmentation and targeting, marketing mix elements – to the context of high technology goods and services. Students develop effective strategic, marketing plans for high technology products.</p>					
MAKT	332	Advertising & Promotions Management	3	0	3

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Course	Code	Course Title	Lec	Lab	Cr
This course is a comprehensive survey of basic principles of advertising and promotion. The course will include the study of promotion practices and theories and the effects of advertising and promotion in the firm, the economy and society. The course covers advertising history, the impact of advertising on society, and ethical and regulatory issues. The process of creating and placing advertising is explored including advertising objectives, budgeting, media planning and mix, creative objectives and strategy, copy execution and production, and copy testing.					
MAKT	412	International Marketing	3	0	3
This course examines the impact of economic, cultural, political, legal and other environmental influences on international marketing. Within this context, how to identify and analyze worldwide marketing opportunities, and examine product, pricing, distribution and promotion strategies will be discussed. Students are expected to read current periodicals and journals to keep abreast of current international developments. Problems of distribution and marketing in foreign countries are covered including foreign markets surveys, promotion by government and private agencies, structural organization, marketing channels, foreign operations, foreign licensing, selection of marketing policies, techniques and financial instruments of foreign trade.					
MAKT	416	Service Marketing	3	0	3
Service organizations require a distinctive approach to marketing strategy- both in its development and execution. Focusing on non-financial service marketing of such commercially diverse enterprises as transportation companies, hospitals, consultancies, and educational institutions, this course identifies best practices in the area of marketing management and service quality through a case-study approach. Focusing on the process of planning, organizing, and implementing the marketing effort in service organizations, the course explores the distinctive aspects of service marketing. Special attention is paid to service positioning in the marketplace and determining the optimal marketing mix in a service organization.					
MAKT	423	Digital and Social Media Marketing	3	0	3
This course exposes students to the constantly changing nature of digital and social media marketing. It explores the origins of the discipline in the context of how the marketing practices of today have transformed with the introduction and advancements of social and digital technologies, which in turn have empowered consumers with an emphasis on both opportunities and risk to organisations. The course examines the leading edge of technology and practice, and how these technologies impact a whole range of other disciplines, such as traditional marketing, management, international business, and business strategy. It exposes students to both theoretical and practical knowledge needed to develop a sound digital marketing strategy utilising various digital and social media marketing concepts and tools.					
MAKT	425	Strategic Marketing Management	3	0	3
Fundamental understanding of the marketing strategy planning process within firms, marketing management problem encountered by senior marketing managers, marketing opportunity assessment, segmentation, competitive positioning and integration of product / service, price, promotion, and distribution.					
MAKT	431	Customer Relationship Management	3	0	3
This course examines customer relationship management (CRM) as key strategic process for organizations. Composed of people, technology, and processes, CRM ideally optimizes the selection of identification, acquisition growth and retention of desired customers to maximize profit. CRM discussions and projects will address both organizational customers and consumers/households. Often organizations that invest heavily in CRM experience a high failure rate owing to the flaws in CRM strategy implementation. The pitfalls as well as the completion of a CRM strategic plan will be addressed in depth through the course, culminating in the completion of a CRM strategic plan. In addition to the CRM strategic planning, student expert presentations and some hand-on analysis will be used to accomplish the course objectives.					
MAKT	499	Project In Marketing	0	6	3
A structured pre-approved project in marketing ordinarily involving (1) research on a particular topic in marketing or (2) reporting on field-work in a marketing organization.					
MAKT	519	Marketing Management	3	0	3

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Course	Code	Course Title	Lec	Lab	Cr
<p>The course explores a wide variety of topics in marketing and analysis of marketing opportunities through the case method: building customer satisfaction, value and retention; winning markets through market-oriented strategic planning, gathering information and measuring market demand, analyzing consumer markets and buyer behavior, competitor analysis, identifying market segments and selecting target markets, positioning and differentiating the market offering through product life-cycle and developing new market offerings. Special emphasis is placed on analytical methods in solving marketing problems.</p>					
MSFA	501	Forensic Accounting & the Legal Environment	3	0	3
<p>This course explores the forensic accountant's role in today's dynamic business environment. Topics covered include fraud detection and fraud investigation techniques, valuation of closely held businesses, lost profits analyses, and various types of litigation support services. Fundamental legal concepts governing expert witness testimony are also examined, and learners are required to quantify economic damages in cases. By the end of the course learners will gain critical knowledge and understand both the pervasiveness and the causes of fraud and white-collar crime in our society, examine the types of fraud and fraud schemes that affect business enterprises, explore methods of fraud detection and prevention, and increase their ability to recognize potential fraudulent situations.</p>					
MSFA	502	Computer Forensics & Auditing	3	0	3
<p>This course provides an overview of computer forensics and auditing related crime issues facing businesses and the criminal justice system. Demonstrations and hands-on practice will reinforce topics such as how computers are used in crime, Computer forensic basics, including chain of custody and evidence handling, Investigative issues to know about before hiring a forensic investigator, Managing forensics in electronic discovery, How cyber-firefighters defend against cybercrime and other malicious online activity, Emerging standards of care in the handling of electronic evidence and finally; Trends and issues affecting the future of the information revolution and society as a whole.</p>					
MSFA	503	Corporate Governance and Ethics	3	0	3
<p>Corporate governance and business ethics are areas of rapidly growing importance. Governance sets out the rules and regulations and work on ensuring such rules are in place. It focuses on a range of issues concerning the proper management of organizations. The course aims to develop critical knowledge and understanding of the underlying concepts of corporate governance, and business ethics. It is designed to foster understanding of the ethical influences on economic, financial, managerial, and environmental aspects of business. It develops an ability to critically analyze ethical issues in business and beyond.</p>					
MSFA	504	Fraud and Financial Crime Investigation	2	2	3
<p>This course develops the critical understanding of the types of fraudulent financial transactions incurred in accounting records. Topic covers will be accounting and auditing theory, fraud schemes, internal controls to deter fraud and other auditing and accounting matters. This course includes questions about interviewing, taking statements, obtaining information from public records, tracing illicit transactions, evaluating deception and report writing.</p>					
MSFA	505	Cyber Forensics and Security	2	2	3
<p>The availability of information technology has made it possible for business and industry to operate more effectively and efficiently, but it has also given criminals access to a brand-new kind of crime: digital crime. The aim of this course is to fill the new and increasing need for critical knowledge and experts in the detection, correction, and conviction of digital crimes. This emerging field applies scientific techniques to the gathering, examination, interpretation, and presenting of prospective evidence to courts. It is based on computer digital forensic and computer security technology. These are the ideas learners will gain in this course. Law enforcement and the intelligence community have historically employed computer digital forensics extensively for the prosecution or protection of individuals.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
MSFA	506	Research Methodology	2	2	3
A primer on designing and executing a research project using analytic techniques, this course presents both useful quantitative models, drawn from business and accounting sciences, and qualitative methods relevant to research in business, forensic accounting, and information technology. The learners will gain critical knowledge and understanding of various research methods that could be professionally applied to investigate complex issues in forensic accounting. The learner will be able to apply professional level of skills in relation to research methods and critically extend existing knowledge.					
MSFA	507	Risk Management	3	0	3
This course delves into the significance of effective financial and operational risk management strategy as a necessity for organizational sustainability. It aims to provide learners with a solid theoretical foundation as well as the opportunity to gain the necessary risk management skills. It includes a thorough examination of the risk management components: risk identification, risk analysis, response planning, risk mitigation, and risk monitoring. Topics include, but are not limited to, risk analysis in organizations, as well as tools and instruments used to manage those risks.					
MSFA	508	Digital Criminology	3	0	3
This course will provide learners with professional skills to critically evaluate the impact of technologies on crime and justice. The course will cover topics related to charge of new crimes, regulations, security frameworks and the impact of digital transformation on court procedures. The learner will gain critical knowledge and understanding in relation to digital criminology definitions to support critical judgements and decision making in the criminal justice system. At the end of this course the learner will be able to provide professional judgment of digital criminology cases based on evidence-based critical synthesis.					
MSFA	509	Fraud Prevention Techniques	2	2	3
This course will develop the learners critical understanding of reasons people commit fraud and ways to prevent it. This course will cover topics including segregation of duties, internal control, enterprise risk management, crime causation, white-collar crime, occupational fraud, fraud prevention, fraud risk assessment, and the Association of Certified Fraud Examiners (ACFE) Code of Professional Ethics. At the end of this course the learners will gain critical knowledge and professional level of skills to Interpret fraud cases.					
MSFA	510	Expert Witnessing and Dispute Resolution	3	0	3
The use of forensic accountants as expert witnesses has proliferated in both civil and criminal litigation. Learners gain insight into the technicalities of expert forensic testimony. Forensic accounting experts must understand the limitations of their involvement in legal proceedings and be familiar with civil and criminal procedures in jurisdictions where they are called upon to provide forensic accounting expertise. A moot court environment is used to demonstrate the experience of appearing in a formal hearing, and students are asked to also prepare or critique an expert report in mock civil and criminal cases in which forensic accounting evidence is pivotal to legal outcome.					
MSFA	599	Dissertation in Forensic Accounting	0	24	12
This course will provide a structured supervised in-depth study on a pre-approved topic in the field of Forensic Accounting involving one of three methodologies: (1) a literature-focused study which aims to critically discuss the literature within a specified topic area; (2) a research focused study which aims to draw on practical data to assess critically a specified area or topic; or (3) a practical development study which aims to explore an area or ideas, or demonstrate a concept through appropriate practical development testing and critical analysis. The dissertation engages the learner in a progressive course of intellectual discourse involving problem identification of complex issues related to forensic accounting, methodology, critical analysis and research, evaluation and recommendation that culminates in the production of manuscript subject to defense.					
STAT	510	Business Statistics	3	0	3
This course introduces applied statistics for business and management with topics in descriptive statics, estimation, hypothesis testing, analysis of variance, simple regression and correlation, and time series forecasting. The various tools learned will be applied through the use of worksheet computer applications and realistic interpretation of output. The course is designed to acquaint the student with issues in methods of data analysis in the real world. Examples arise from finance, marketing and other functional areas of business research.					

Ahlia University - Course Descriptions

Course	Code	Course Title	Lec	Lab	Cr
COLLEGE OF ENGINEERING					
ECCE	201	Electric Circuits	2	2	3
This course provides electrical circuit analyses. It includes the following topics: electrical circuits' overview, basic laws: Ohm's, KVL, KCL, and Power calculations, Resistive circuits: voltage and current divider rules. Dependent sources. Circuit analysis techniques: Nodal and Mesh analysis. Network theorems: Thevenin's Norton's, Source transformation, Superposition, Maximum power transfer. Transient analysis of RC, RL and RLC circuits, Sinusoids & phasors, impedance & admittance, AC mesh & nodal analysis, AC power analysis.					
ECCE	203	Digital Logic	2	2	3
This course introduces concepts and ideas of Digital Logic Design. It covers: numbering systems, Boolean algebra, Logic Gates and combinational logic circuits analysis, combinational network design). MSI Integrated circuits in combinational networks design, and sequential circuits analysis and design. Introduction to basic PLDs, CPLDs, and FPGAs. Introduction to State machines and System design with State machines using VHDL.					
ECCE	221	Electronic Circuits	2	2	3
This course introduces Analog electronics devices and some relevant concepts of digital Electronics. It includes topics such as: diodes (diode concepts, rectifier and wave shaping circuits), Bipolar Junction Transistors (BJT's), Field Effect Transistors (JFET, MOSFET), DC biasing VI characteristics. Operational Amplifiers and active filters. TTL and CMOS Logic Digital-to-Analog and Analog-to-Digital converters.					
ECCE	303	Computer Architecture and Organization	2	2	3
This course introduces the organization and architecture of computer systems hardware; It includes : instruction set principles and examples ; Complex and Reduced Instruction sets computers (CISC and RISC) ; addressing modes; register transfer notation; performance evaluation and processor design ; Control Unit, Pipelining , Microprogramming, Memory Hierarchy, Cache and Virtual Memories, Fixed point and floating point arithmetic.					
ECCE	323	Microprocessors	2	2	3
This is an introductory course to Microprocessors architecture and programming that builds up on the knowledge gained from the Computer architecture and Organization course (ECCE 303). Topics include Assembly language programming, Microprocessor architecture, Instruction type and Addressing modes, Memory Interfacing and synchronization, I/O mapping. Input /Output data transfer (Handshaking, Interrupts, DMA), Programmable Interface devices and Application Examples.					
ECCE	324	Principles of Control Systems	2	2	3
The course introduces the theory of LTI control Systems. Topics include: Review of Laplace Transforms. Mathematical modeling of physical control systems. Transfer functions, Signal flow graphs. State space analysis. Transient response of first and second order systems. Stability of control systems: Routh criterion, Root locus, Frequency response methods, Nyquist stability criterion. Compensation techniques. Z transform and Introduction to digital control. Control systems applications with MATLAB are included to illustrate the concepts.					
ECCE	326	Digital Logic Design	2	2	3
This course provides a modern introduction to logic design and the basic building blocks used in digital systems. Topics include modular design of combinational and sequential circuits, finite state machine design, control and datapath design, modern digital design techniques using hardware description languages and programmable logic devices (FPGA, CPLD), introduction to VHDL design styles (data flow, behavioral, structural), simulation and synthesis of digital systems with VHDL. Students also learn to use industrial EDA tools such as XILINIX and ModelSim for VHDL synthesis and simulation.					

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Course	Code	Course Title	Lec	Lab	Cr
ECCE	403	Embedded Systems	2	2	3
This course builds on the knowledge gained from the Microprocessor courses (ECCE 323). It focuses on embedded microprocessor-based systems. It covers Microcontroller hardware architecture. High level programming and real time operating systems for embedded systems. Software and hardware tradeoffs. Memory interfacing. I/O interfacing techniques for devices such as input/output peripherals, sensor/actuator devices, UARTS, digital and analog I/O, timers and interrupts.					
ECCE	413	Internet of Things	2	2	3
This course covers the basic building blocks of the Internet of Things and develops the necessary skills required to design and implement IoT products and services. Students will be able to use sensors and an Arduino microcontroller to read data from physical world and control actuators. Use python to program a Single Board Computer (Raspberry Pi) to perform more complex embedded program. Learn the principal application protocols for the transfer of sensor data, for example, MQTT and CoAP and infrastructure for IoT: LoRa-Wan, 6LoWPAN, 5G and SigFox.					
ECCE	424	Cyber Security	2	2	3
This course will cover the most important concepts of cyber security, including topics such as cryptography, software security, malicious software, network security and intrusion detection. Learners would gain knowledge of various cyber security terminologies, technologies, protocols, threat analysis, security principles, security mechanisms, web security, policies, forensics, incidence response, and methods/practices to secure systems.					
ECCE	425	Engineering Management	3	0	3
The course introduces advanced engineering management with professional engineers to provide a technical solution and a cost and resource-effective solution. In addition, an engineer must make things happen, which manages the end-to-end processes that can lead to the transformation of a technical solution to reality. Professional Engineers are unlikely to remain in a technical position for long and will rapidly progress into some management activity. Thus, there is a need to bridge the gap between engineers and business people to meet the demands of the highly competitive engineering industry using a toolkit for future engineers.					
ECCE	443	Applied Robotics	2	2	3
The Course introduces robotics-related technologies, including computer programming methodologies, data acquisition methods for sensors (such as infrared and optical imagers) and control methods for actuators and servo motors via microcontrollers. In addition, the course covers maintaining robotic system in terms of troubleshooting and servicing. The course addresses advanced robotic topics, such as computer Vision and Artificial intelligent that leads to innovative and futuristic robotic systems.					
ECCE	451	Machine Learning	2	2	3
Machine Learning is the study of how to build computer systems that learn from experience. This course on Machine Learning will explain how to build systems that learn and adapt using real-world applications. Some of the topics to be covered include concept learning, natural networks, genetic algorithms, reinforcement learning, instance-based learning, and so forth.					
ECCE	452	Computer Vision	2	2	3
This course aims to provide students with the fundamentals of Computer Vision including Image Processing and classification. Topics include: Digital Images and their Properties, Image Formation, Image Acquisition, Image Segmentation and Boundary Extraction, Feature Detection and Matching, Image Classification, Scene Matching and Detection, Object Recognition, Motion Estimation, Tracking, and Classification, Computer vision applications.					
ECCE	499	Major Project	0	6	3
Each student is required to select a theoretical and/or a practical problem related to his major area, and works under the supervision of a faculty member. All stages of project development should be emphasized including problem identification, library search, planning, design and/or construction of equipment upon completion of the project, the student must submit a final written report outlining the various phases of the project and make an oral presentation.					

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Course	Code	Course Title	Lec	Lab	Cr
ECTE	201	Data Networks	2	2	3
This course introduces data communication networking. It includes: foundational principles of computer networks, architecture of data communication systems, OSI model, protocols and mechanisms used in the TCP/IP protocol suite, including the operation of both wide-area and local-area networks.					
ECTE	224	Signals & Systems	2	2	3
This course gives an overview of continuous-time signals and systems. It covers: Basic characteristics of signals, Fourier analysis of continuous -time signals, properties of Linear Time-Invariant (LTI) systems, The Convolution integral, Impulse and step responses of LTI systems, concept of Transfer Function including basic properties of Laplace, and applications of signals and systems concepts in control and signal processing.					
ECTE	314	Communication Systems I	2	2	3
This course introduces and emphasizes essential analytical tools and theories of communication systems. It covers mainly analog communication: analog modulation (AM, FM, PM); frequency division multiplexing and filtering; A/D and D/A conversions (sampling theory, PAM, Quantization, PCM, and Delta modulation).					
ECTE	322	Antenna and Wave Propagation	2	2	3
To introduce students to antennas and propagation for wireless communications as well as the analysis and design of antennas. The course begins with a review of vector calculus and coordinate transformations. It covers fundamental concepts of electrostatics, magnetostatics, electromagnetic induction and electromagnetic waves. Students gain knowledge of Maxwell's Equations and learn how to apply them to solve practical electromagnetic fields problems. Other concepts such as waveguides, resonant cavities, antennas, and radiation patterns are also introduced in this course.					
ECTE	324	Communication Systems II	2	2	3
This course builds on the knowledge gained from the previous communication course (ECTE 314). It focuses on digital communication: digital modulation (ASK, FSK, PSK, QAM); transmission of digital data over baseband channel (line coding, block coding, scrambling); error detection and correction (hamming distance, linear block codes, cyclic codes, checksum, forward error correction)					
ECTE	328	Mobile Application Development	2	2	3
The Course introduces an in-depth review of concepts, design strategies, tools and Application Programme Interfaces (APIs) needed to create, test and deploy advanced applications for mobile phones and occasionally connected mobile devices. Topics include: design of mobile user interfaces, Activities, handling notifications, user interface design, user interface building, inter-process communication, data processing, content providers, background services, geo-location and mapping, networking and web services, telephony, messaging, peer-to-peer communication. The target computing environment changes overtime; currently the course explores the Android Operating System and its supporting SDK.					
ECTE	329	Computer Networks	2	2	3
This course focuses on the underlying concepts and technologies of computer networking. Topics covered include standards; transmission basics and media; TCP/IP protocol; network topologies; network hardware, switching, routing, and virtual networks; and network applications such as e-mail and the Web, peer-to-peer file sharing.					
ECTE	349	Network Routing & Switching	2	2	3
Network Routing & Switching course will enable the learners with advanced skills, knowledge and understanding to install, operate, configure, and verify IPv4 and IPv6 Small to Medium Enterprise networks, including configuring a LAN switch, configuring an IP router, identifying basic security threats, understanding redundant topologies, troubleshooting common network issues, connecting to a wide-area network (WAN), configuring EIGRP and OSPF, understanding WAN technologies.					
ECTE	406	Multimedia Communications	2	2	3

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Course	Code	Course Title	Lec	Lab	Cr
This course introduces technologies for multimedia communications. The course considers each part of a multimedia application, i.e. voice, video, and data individually, and how to effectively represent multimedia data, including text, image, audio and video. Covering different issues related to general behaviors, format, representation, multimedia coding standards, including Huffman coding, JPEG/JPEG-2000, H.26x, MPEG, encoding-decoding techniques, and telecommunication media requirements.					
ECTE	414	WAN Technology	2	2	3
This course discusses typical Wide Area Network (WAN) technologies along with survey on existing services and applications. WAN router configuration and troubleshooting skills will be included. Topics to be covered include Fundamental WAN devices, Routers, Switches, authentication, PAP, CHAP, WAN Tunneling and VPN.					
ECTE	421	Network Design & Security	2	2	3
This course provides an overall scheme for designing secure multimedia networks. It covers the following concepts: application requirements analysis, switching technology, traffic modeling, QoS, network security.					
ECTE	424	Wireless Communications	2	2	3
This course introduces Modern wireless communication principles and techniques. It focuses on Cellular communication fundamentals (design, interference and capacity, trunking and traffic models, air interface, propagation models and mechanisms, large/small scale fading, diversity techniques); spread spectrum coding; current and future wireless systems and standards; an introduction to optical communication.					
ECTE	450	Digital Signal Processing	2	2	3
This course presents the theory and practice of digital signal processing. it covers: Discrete-time signals, sampling and reconstruction of signals, time and frequency analysis of discrete-time signals and systems, Z-transform applications to signal processing; discrete Fourier transform: properties, applications and computation methods with emphasis on fast Fourier transform; analysis and design of digital filters and DSP applications. The course concludes with a brief introduction to 2-D signal (image) processing.					
ECTE	454	Satellite and Space Communications	2	2	3
This course covers topics such as Introduction and Background, Orbital Aspects and Launching, Spacecraft Subsystems, Link Budgets, Modulation, Multiple Access & On-board Processing, Coding, Frequency & Propagation Aspects, Earth Station Technology & VSATs, Non-Geosynchronous Orbits (NGSO), Applications (GPS, Mobile, Internet, etc.)					
ECTE	472	Software-Defined Radio	2	2	3
This course covers all aspects of SDR technology. Specifically it includes an overview of modern wireless systems, transceiver architectures, baseband signal processing algorithms, analog-to-digital converters, radio front-end components, digital hardware architectures, software architectures, software architectures, middleware and the Software Communications Architecture (SCA), cognitive devices and networks, standardization bodies, software-defined radio products and services.					
ECTE	474	Optical Communications	2	2	3
The course provides an overview of optical communication system (from source to destination) with a particular focus on physical and protocol parts of optical systems. Topics include Optics and wave propagation for fiber optics, light emitting diodes and diode lasers, optical fiber, optical amplifiers, dispersion, wavelength multiplexing, detectors and noise, system architecture for optical communication. Students will then learn and understand the point-to-point optical communication principles and will be introduced to the WDM concept. Finally, GMPLS protocol will be briefly discussed.					
ECTE	499	Major Project	0	6	3

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Course	Code	Course Title	Lec	Lab	Cr
Each student is required to select a theoretical and/or a practical problem related to his major area, and works under the supervision of a faculty member. All stages of project development should be emphasized including problem identification, library search, planning, designing and/or building of equipment. Upon completion of the project, the student must submit a final written report outlining the various phases of the project and give an oral presentation.					
IERM	498	Research Methods in Information Technology & Engineering	3	0	3
The course introduces the essential aspects of designing, supporting, and conducting a research project. It enables students to develop capacity to conduct small, simple research projects while at the university. The course spans multiple elements including time management, writing and presentation skills, literature search and general considerations for experiment design and planning.					
INTR	461	BSCCE Internship	0	0	3
The main objective of the internship is to integrate the concepts that students learn in the computer and communication engineering programme with practical experience by providing a training that supplements and complements classroom work.					
INTR	462	BSMNE Internship	0	0	3
The main objective of the Internship is to integrate the concepts that students learn in the Mobile and Network Engineering programme with practical experience by providing a training program that supplements and complements classroom work.					
COLLEGE OF INFORMATION TECHNOLOGY					
ETHC	392	Ethics and Professional Practice in IT and Engineering	3	0	3
The course explores and discusses key ethical, legal and professional issues and responsibilities in computing and other related fields. It examines emergent technologies within frameworks that highlight their ethical, legal and social implications. Topics include privacy, confidentiality, security, intellectual property, software piracy, cybercrime, digital identity, software reliability, risk and safety and professional standards of conduct and codes of ethics. The students critically examine current and relevant research and particular case studies to enhance their understanding of the subject. The students learn that careers in IT and Computer Engineering are not purely technical professions but ones with moral, legal and social implications that impact the everyday lives of professionals.					
INTR	463	BSIT Internship	0	0	3
In today's turbulent economic environment, a country workforce is increasingly pivotal to business success. Stemmed from the desire and sense of responsibility that Ahlia University has against the society and their own students, and as part of their vision, of being leaders in the market of higher education, they do understand the need to invest in their capital made of partially their students in order to equip the market with talented workforce. Based on this INTR 463 course was introduced, representing a structured opportunity to incorporate academic, professional and personal skills development which enables the student to gain a planned and directed learning experience. It enables the student to integrate knowledge gained through their classroom learning with the competencies made available through actual experience in a professional setting. The internship programme requires a minimum of 240 hours of work at the internship worksite. Students will receive academic credit after a successful completion of the programme. The numbers of credits that are earned by the student as a result of successful completion of the internship programme are 3 credits.					

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Course	Code	Course Title	Lec	Lab	Cr
INTR	464	BSMS Internship	0	0	3
<p>In Today's turbulent economic environment, a country workforce is increasingly pivotal to business success. Stemmed from the desire and sense of responsibility that Ahlia University has against the society and their own students, and as part of their vision, of being leaders in the market oh higher education, they do understand the need to invest in their capital made of partially their students in order to equip the market with talented workforce. Based on INTR 464 course was introduced, representing a structured opportunity to incorporate academic, professional and personal skills development which enables the student to gain a planned and directed learning experience. It enables the student to integrate knowledge gained through their classroom learning with the competencies made available through actual experience in a professional setting. The internship programme requires a minimum of 240 hours of work at the internship worksite. Students will receive academic credit after a successful completion of the programme. The numbers of credits that are earned by the student as a result of successful completion of the internship programme are 3 credits.</p>					
ITCS	101	Introduction to Computers & IT	2	2	3
<p>This course is an introduction to computers and information technology. The aim of the course is to introduce computers (their uses, development, components, hardware and software) to the students and to teach them how to use MS Office.</p>					
<p>هذا المقرر مقدمة في الحاسوب وتكنولوجيا المعلومات. الهدف من المقرر هو تقديم أجهزة الكمبيوتر (استخداماتها وتطويرها ومكوناتها وأجهزتها وبرامجها) للطلاب وتعليمهم كيفية استخدام مايكروسوفت أوفيس</p>					
ITCS	121	Computer Programming	2	2	3
<p>This is an introductory course in programming using Visual Basic. Topics include elementary data types and structures, arithmetic and logical operators, declarations and input/output and control structures. Emphasis is placed on the development of problem-solving skills.</p>					
ITCS	122	Introduction to Programming Techniques	2	2	3
<p>This course introduces the fundamental concepts of programming. The covered topics are primitive data types and operators, input/output, control statements, methods and functions, arrays and strings, classes and objects, and an introduction to Java applications and object-oriented design techniques. Emphasis is placed on the development of problem-solving skills.</p>					
ITCS	201	Object-Oriented Programming I	2	2	3
<p>This course emphasizes on object-oriented programming techniques using Java. It covers the implementation of object oriented concepts, such as: classes, objects, inheritance and polymorphism.</p>					
ITCS	209	Discrete Structures	3	0	3
<p>The course covers the fundamental concepts of discrete mathematics that are widely used in information technology and engineering. The covered topics are logic and mathematical reasoning, sets, functions, counting and combinatorial techniques, graphs and trees.</p>					
ITCS	214	Computer Systems	3	0	3
<p>This course is an introduction to the fundamental concepts of computer systems and their performance analysis. It explores how computers execute programs and manipulate data. Topics covered include: data representation of primitive data types, machine-level programming, digital logic, memory organization and management, I/O devices and storage devices. In addition, it covers the techniques used to improve computer performance and to solve its problems.</p>					
ITCS	221	Object-Oriented Programming II	2	2	3
<p>This course is built on the information gained from the previous Java programming courses. It concentrates on modelling the GUI and advanced software programming issues such as: Java Applets, Multimedia (applets and applications) and Multithreading.</p>					

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Course	Code	Course Title	Lec	Lab	Cr
ITCS	222	Visual Programming	2	2	3
This course introduces Windows programming environment. Students learn how to write and develop programs with a polished graphical user interface (GUI) using event-driven programming language, which is Visual Basic. Topics include data types and structures, arithmetic and logical operators, declarations and input/output, control structures, and functions. Emphasis is placed on the development of problem-solving skills.					
ITCS	224	Data Structures	2	2	3
This course introduces different data structures such as: arrays, linked list, stacks, queues, hash tables, and graphs. It covers the design and analysis of different algorithms to manipulate these data structures, such as: create, traverse, delete data, and insert data. The students will implement the data structure algorithms and apply them using a programming language.					
ITCS	303	Design and Analysis of Algorithms	2	2	3
The course covers classical techniques and paradigms used in the design and analysis of algorithms. Some of the covered techniques are induction and recursion, divide and conquer, dynamic programming, and greedy approach. Techniques like backtracking and randomization are also introduced to deal with NP-Complete problems. Students will be able to practice their skills on many well-known algorithms and data structures designed to solve practical problems.					
ITCS	305	Internet Services & Securities	3	0	3
The course focuses on the key aspects of Internet security. It imparts knowledge of internet services, vulnerabilities of computer networks and techniques for protecting data and networks, symmetric and asymmetric cryptography, authentication, malicious software, and issues in privacy.					
ITCS	313	Software Engineering I	2	2	3
This course is to give a clear understanding of the concepts of software engineering. It imparts knowledge of developing a software system from scratch, different software process models, software requirement engineering, and software design with object oriented technology using UML.					
ITCS	323	Database Systems: Design and Application	2	2	3
This course provides a comprehensive knowledge of database (DB) development and management by using database management systems (DBMS). It details the concepts necessary for designing, implementing and using database systems. Topics include database and file system, database design, relational data model, normalization of relations and data modeling using entity-relationship diagrams.					
ITCS	327	Software Engineering II	3	0	3
The aim of this course is to hone skills in developing and testing of code, executing a program, and improving software's performance or locating certain types of faults. Students actively participate in the main software development activities that straddle the production of an initial implementation and the delivery of the complete system. The following topics are covered: software implementation, software testing in the broader context of software engineering, Software Quality that testing aims to achieve, Control flow testing, and Data flow testing.					
ITCS	335	IT Infrastructure	2	2	3
This Course provides the fundamental networking skills required to deploy and support Network Operating System (NOS) in most organizations. It covers IP fundamentals, remote access technologies, and more advanced content including Software Defined Networking. This course is intended for existing IT professionals who have some networking knowledge and experience and are looking for a single course that provides insight into core and advanced networking technologies in NOS.					
ITCS	336	Database Administration I	2	2	3
This course gives students critical knowledge and expertise on administrating the industry's most advanced database management system (Oracle). This includes: installing Oracle Database 11g, controlling the databases, backup and recovery and administrating users security.					

Ahlia University - Course Descriptions

Course	Code	Course Title	Lec	Lab	Cr
ITCS	341	System Administration I	2	2	3
This course provides broad knowledge and experience for IT professional. Student will have the knowledge required to assemble components based on customer requirements, install, configure PCs and software for end users, and understand the basics of networking, properly and safely.					
ITCS	401	Software Project Management	2	2	3
The course focuses on the key aspects of software project management. It develops the ability of managing software projects, including organizing the software development team; selecting the best approach and tailoring the process model; estimating software cost and schedule; planning and documenting the plan; risk management and resource allocation.					
ITCS	404	Information Security Engineering	2	2	3
This course is to cover technical and administrative aspects of Information Security and Assurance. Topics covered: Information Security Concepts, The Need for Security, Security Services and Mechanisms, Security System Development, and Security Mechanisms, such as: Cryptographic systems, Information Hiding, Entity Authentication, and Digital Signature.					
ITCS	409	Operating Systems	3	0	3
This course is to cover the concepts, structure, and functions of operating system (OS). Students will learn how an operating system provides an environment in which users can execute programs in a convenient and efficient manner. Topics covered include computer system and OS structure; process management: process, threads, CPU scheduling, process synchronization, deadlocks; memory management; mass storage management, and file systems.					
ITCS	413	Intelligent Systems	2	2	3
This course is to cover the specialist theory, concepts, and methods of intelligent systems. It enables students to solve complex problems using various Artificial Intelligence (AI) techniques, and to develop effective intelligent systems using range of AI tools. It covers the concepts of Intelligent agent and problem formulation; search-based problem solving techniques, such as A*; knowledge-based problem solving techniques: knowledge representation, knowledge reasoning, and expert systems.					
ITCS	422	Distributed Systems	2	2	3
The course focuses on the key aspects of distributed systems. It imparts knowledge of distributed systems principles, design, and implementation. It covers transparency in a distributed system, architectures, processes, virtualization, RPC, message passing, communication, quality of service, and naming.					
ITCS	425	Web Engineering	2	2	3
Modern web applications are complex systems; therefore, a systematic approach is required for developing web-based information systems. This course is to study the concepts, methods, and techniques needed for developing web-based applications. Topics covered: concepts and architecture of web-based information systems, web system development phases, web technologies and the desired quality characteristics of web applications.					
ITCS	427	Mobile Computing	2	2	3
This course is to cover the concepts and technologies of mobile computing such as 2G/3G/4G networks, and mobile applications development. It imparts knowledge of mobile communication architectures and related communication protocols in addition to location management and messaging. The course also covers the mobile applications development tools and techniques needed to create efficient and effective mobile applications.					

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Course	Code	Course Title	Lec	Lab	Cr
ITCS	431	Introduction to Data Analytics	2	2	3
<p>This course will introduce students to data analytics and equip them with some of its basic principles and tools. Students will learn concepts, techniques, and tools they need to deal with various facts of data analytics. Topics that will be covered include data formats, loading, and cleaning; data storage in relational and non-relational stores; data governance, data analysis using supervised and unsupervised learning using standard tools. In addition, this course would enable students to identify, locate, analyze, and report on business data sources both qualitatively and quantitatively.</p>					
ITCS	435	Database Administration II	2	2	3
<p>This course provides critical information on diagnostic resources, globalization support, managing resources, flashback databases and recovering from user errors. It also provides details on maintaining and management of memory as well as automating tasks with the scheduler.</p>					
ITCS	441	System Administration II	2	2	3
<p>This course provides critical knowledge and experience for IT professionals. Student will have the knowledge required to assemble components based on customer requirements, install, configure and maintain devices, PCs and software for end users, understand the basics of networking and security/forensics, properly and safely diagnose, resolve and document common hardware and software issues while applying troubleshooting skills. Student will also provide appropriate customer support; understand the basics of virtualization, desktop imaging, and deployment.</p>					
ITCS	442	Virtualization	2	2	3
<p>This course is designed primarily for IT professionals who have some experience with NOS. It is designed for professionals who will be responsible for managing storage servers and computing elements by using NOS, and who need to understand the scenarios, requirements, and storage and compute options that are available and applicable to NOS.</p>					
ITCS	443	Security Services	2	2	3
<p>Instructor-led course teaches IT professionals how to deploy and configure Active Directory Domain Services (AD DS) in a distributed environment, how to implement Group policy, how to perform backup and restore, and how to monitor and troubleshoot Active Directory-related issues with NOS. Additionally, this course teaches students how to deploy other Active Directory server roles, such as Active Directory Federation Services (AD FS) and Active Directory Certificate Services (AD CS). This course is primarily intended for existing IT professionals who have some AD DS knowledge and experience and who aim to develop knowledge about identity and access technologies in NOS.</p>					
ITCS	444	Cloud Services Implementation	2	2	3
<p>This course teaches IT professionals how to provide and manage services in cloud services. Students will learn how to implement infrastructure components, such as virtual networks, virtual machines, containers, web and mobile apps, and storage in the cloud. Students also will learn how to plan for and manage cloud identity, and configure cloud identity integration with on-premises Active Directory domains.</p>					
ITCS	452	Advanced Mobile Computing	2	2	3
<p>This course will provide students with both broad and in-depth knowledge, and a critical understanding of advanced mobile computing from different viewpoints: infrastructures, principles and theories, technologies, and applications in different domains. In addition, this course emphasizes concepts pertains to Mobile Adhoc Network and Wireless Sensor Network and different applications based on routing protocols. The course will provide an advanced in-depth overview of the mobile computing subject area, including the latest research. This course aims at the discovery of comprehensive and important issues in mobile computing and communications.</p>					

Ahlia University - Course Descriptions

Course	Code	Course Title	Lec	Lab	Cr
ITCS	499	Major Project	0	6	3
Each student is required to select a theoretical and/or a practical problem related to his major area, and works under the supervision of a faculty member. All stages of project development should be emphasized including problem identification, library search, planning, design and/or construction of equipment upon completion of the project, the student must submit a final written report outlining the various phases of the project and make an oral presentation.					
ITCS	509	Artificial Intelligence	3	0	3
This course focuses on solving real world problems using techniques and methods of Artificial Intelligence (AI) from a computer science perspective and familiarizes students with the present and future of AI. This course is to cover two types of problem solving approaches: search-based and knowledge-based. The course is also to explore advanced AI techniques, such as ANN, EC, and fuzzy logic.					
ITCS	511	Advanced Database Systems	3	0	3
This course explores databases as the underlying framework of information system which store, manipulate and retrieve data with particular emphasis on the relational model and relational systems. Students are expected to design and implement a relational database within the concept of an information system using appropriate analysis and modeling techniques and a modern Database Management System as well as to understand RDBMS, advantages and disadvantages of different query languages and concurrency control and basic query processing.					
ITCS	514	Object Oriented Software Engineering	3	0	3
This course focuses on object-oriented approach necessary to solve advanced and complex real-world problems. It is to understand a range of specialized theories, principles and concepts of object-orientation; object oriented software development process; the use of object-oriented design tools such as UML for modeling problem solutions. Topics include: Problem analysis and specification of software requirements; object-oriented design; reusability and design patterns; unit testing; advanced software development methodology such as Adaptive Object-Oriented Software Development.					
ITCS	515	Business Intelligence	3	0	3
Business intelligence (BI) refers to the science of using advanced analysis and reporting tools to discover the necessary information used by an organization to make sound decisions. In this course, students will learn how to maximize business advantage by locating, extracting and dispersing information. Moreover, students will be introduced to some BI software and tools such as Microsoft BI. The covered topics include business intelligence framework, infrastructure, and current techniques used to extract, transform, and analyze business data, and to discover knowledge to support business decision-making.					
ITCS	518	Mobile Application Development	3	0	3
The course discusses the principles of design and development for mobile device applications. Students will learn how to develop, simulate, and test Android applications. The topics covered include Android platform; mobile hardware; cell networks; mobile architectures, operating systems, languages, development environments and simulators, and user interfaces; location-based services; data storage and retrieval.					
ITCS	520	Big Data Analytics	3	0	3
This course covers foundational techniques and tools required for data science and big data analytics. The course focuses on concepts, principles, and techniques applicable to any technology environment and industry with emphasis on systems and algorithms for large-scale advanced data analysis. Topics covered include concepts and algorithms for building big data systems, data analytics lifecycle, basic and advanced analytics methods, and emerging big data technology and tools					
ITCS	526	Cloud Computing	3	0	3
This course provides an overview of cloud computing that uses Internet as the platform. It discusses cloud concepts and capabilities across the various available service models including: Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS), and Software-as-a-Service (SaaS). In addition; it covers accessing cloud system, cloud computing security and performance.					

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Course	Code	Course Title	Lec	Lab	Cr
ITCS	527	Advanced Networking	3	0	3
This course is to describe the advanced concepts of networking, Networking and interconnectivity, Application networking services such as design the architecture and services of email systems and describe the role of networking in file service applications, network management, and wireless and mobile networking.					
ITCS	528	Cyber Security	3	0	3
This course is to critically understand the advanced techniques of security systems development, different mechanisms used to protect the elements of information systems and specifically transmitted, stored, and processed data. Mechanisms, such encipherment, authentication, and information hiding.					
ITCS	529	Parallel and Distributed Systems	3	0	3
This course covers the architecture and enabling technologies of parallel and distributed systems and their innovative applications. It will cover scalable multiprocessors, distributed clusters, P2P networks, computational Grids, and virtual machines. The course aims to acquaint students with state-of-the-art supercomputers and distributed systems for high-performance computing, e-commerce, and web-scale Internet applications.					
ITCS	530	Bioinformatics Computing	3	0	3
Bioinformatics is the study of the structure and function of genes and proteins through the use of computational analysis, statistics, and pattern recognition and the use of databases, search and web-based interfaces to store, annotate and retrieve gene, protein and other information. This course focuses on the computing aspects of Bioinformatics. It introduces the broad frontiers of bioinformatics topics from fundamental algorithms to practical tools. Course topics include an overview of some bioinformatics resources, pattern matching, sequence alignment, gene prediction, fragment assembly, multiple alignment, phylogeny, statistical and machine learning approaches.					
ITCS	535	Internet of Things (IOT)	3	0	3
This course will give students a theoretical and practical grounding in Internet of Things (IoT), covering IoT systems architecture, hardware platforms, embedded programming and debugging, networking paradigms for IoT, secure operation, cloud integration, and simple data analytics. The course enables the students to design, build, evaluate, document, and demonstrate an IoT prototype.					
ITCS	538	Machine Learning	3	0	3
This is an advanced course on machine learning, focusing on recent advances in machine learning algorithms in different learning types, such as supervised, unsupervised and reinforcement. The course covers advanced machine learning algorithms and techniques, such as neural networks, classification of data, automatic regression and unsupervised model fitting. Applications are, for example, image and speech analysis, medical imaging, and exploratory data analysis in natural science and engineering.					
ITCS	539	Digital Forensics	3	0	3
This course involves the investigation of computer-related crimes with the goal of obtaining evidence to be presented in a court of law. It will help the students to learn the principles and techniques for digital forensics investigation and the spectrum of available computer forensics tools. It emphasizes the core forensics procedures to ensure court admissibility of evidence, as well as the legal and ethical implications. In addition, Students will learn the forensic investigation on Windows operating systems with different file systems, forensic procedures, review and analyze forensics reports.					
ITCS	550	Research Methods & Modeling	3	0	3
The course provides knowledge and skills in useful qualitative and quantitative research methods with the aim of enabling Master students to carry out their independent research and to execute and plan their research projects in IT and Computer Science. Particular focus of the course is to enable students to independently do literature review, to formulate their research problem, to conceptualize their research design and to write their final report. It also familiarizes students with Ahlia University guidelines for Master dissertation.					

Ahlia University - Course Descriptions

Course	Code	Course Title	Lec	Lab	Cr
ITCS	599	Dissertation in Information Technology & Computer Science	0	24	12
A structured supervised in-depth study on a pre-approved topic in the field of information technology can entail one of three methodologies: (1) a literature-focused study which aims to critically discuss the literature within a specified topic area; (2) a research focused study which aims to draw on practical data to assess critically a specified area or topic; or (3) a practical software development study which aims to explore an area or ideas, or demonstrate a concept through appropriate software development testing and critical analysis. The dissertation engages the student in a progressive course of intellectual discourse involving problem identification, methodology, research, evaluation and recommendation that culminates in the production of manuscript subject to public defense.					
ITFN	500	Object Oriented Programming	3	0	3
An intensive course on object-oriented programming (OOP) paradigm and advanced techniques of the Java language. Topics include: Java, Object Model, Classes and Objects, Constructors and Destructors, Inheritance, Virtual Functions and Polymorphism, Operator Overloading, Exceptions, Generic Programming and Standard Template Library.					
ITFN	501	Data Structures & Algorithms	3	0	3
This course emphasizes data structures and the development and analysis of their associated algorithms. Data structures and algorithms from a major component of any software system. Students learn to make intelligent decisions about alternative techniques, choosing from existing data structures and algorithms or designing his/her own when necessary. Topics span: asymptotic analysis of algorithms, methods for proving correctness, software implementation of data structures and their associated algorithms.					
ITFN	502	System Architecture	3	0	3
To discover systems architecting as a critical part of IT systems engineering development. In this course, students will learn the classic methods associated with systems architecting and extend those concepts to complex systems. Gain the skills necessary to apply practical management methods, focusing on the role of the systems architect on a development team.					
ITMS	201	Introduction to Multimedia Systems	3	0	3
This Course focuses on the theories, elements, and hardware/software components of multimedia systems. And this course emphasis on topics relevant to the study and construction of multimedia systems such as digital image editing, digital sound, and video editing, animation, web page development, and interactive presentations. Overall, the aim of the course would be to cover all aspects related to multimedia systems and applications ranging from basic concepts and fundamentals to more advanced discussions on the state-of-the-art in this field.					
ITMS	205	Internet Applications and Services	2	2	3
This course focuses on designing and implementing websites using HTML5 and CSS3. Students get hands-on practice working with fundamentals through superior techniques to get the most out of their experience by teaching them the basics coding for web design, HTML5 and CSS3. In addition, students learn the new features of HTML5 and CSS3 styles.					
ITMS	302	Human Computer Interaction	2	2	3
The course is intended to introduce the concepts of human-computer interaction (HCI), a discipline concerned with the design, evaluation, and implementation of interactive computing systems for human use and with the study of major phenomena surrounding them. It will cover theories of human psychology, human information processing, user interface design principles, information presentation, and issues involved in using technologies for different purposes.					
ITMS	307	Multimedia Softwares I	2	2	3
This course is to cover the concepts and technologies as two dimensional: one dimension introduces the students to the essential practical packages such as the world of digital video, video-capture card, a quick tour of Premiere, Premiere editing video and transitions, a quick tour of Photoshop, adjusting color in images, automatically fixing colors, working with text. The other dimension illustrates the multimedia project management process theoretically.					
ITMS	313	Game Development I	2	2	3

Ahlia University - Course Descriptions

Course	Code	Course Title	Lec	Lab	Cr
This course introduces the principles and essential concepts of game programming using C#. The following concepts will be addressed: data types, logic flow control, conditions, loops, file I/O, functions, classes and objects. The course explores game-related concerns such as the game loop, rules, and game object design and implementation. During the course, students will be introduced to modern game platforms, and the effect of their differences, evolution, and limitations, on game programming. Through this course, the student will be able to develop and implement 2D games through the gained tools and techniques. Students will experience the complete game development lifecycle using a high-level game development framework C# to design and develop a computer game.					
ITMS	325	Web Applications Design	2	2	3
This course introduces students to the basic concepts and terminology of dynamic web sites. Students will have a better understanding of the different disciplines that collectively make up dynamic web sites: client side scripting (JavaScript) and server side scripting (PHP).					
ITMS	327	Multimedia Softwares II	2	2	3
This course builds on the knowledge gained from a previous course (ITMS 307). The students will practice mainly two dimension graphs and animation professional software's. The course will cover vector graphics and sound processing, how it works and how to create them using the appropriate software					
ITMS	335	Web Programming I	2	2	3
This course provides students with the knowledge and skills needed to understand, Core Programming, Object-Oriented Programming, General Software Development, Web Applications, Desktop Applications, Databases, Build the User Interface by Using HTML5, and Format the User Interface by Using CSS, Code by Using JavaScript.					
ITMS	341	Digital Marketing Technologies	2	2	3
Through this course, the students will acquire the ability to develop website planning, development and Search Engine Optimization strategy. The course will help the participant execute Keyword search, understand the tools to find keywords (paid and free); and learn Google Adwords. During the course, students will actually plan SEO of a website, set up the SEO process; learn about Content Marketing, on-page, and off-page optimization; the tools for Webmaster as well as Mobile SEO. In addition, during this course, the students will learn about the opportunities for targeted advertising in social media and how to execute advertising campaigns that resonate with the audience.					
ITMS	347	Video Post Production	2	2	3
This course introduces students to the basic concepts and terminology of video post-production as it is used in film and games. Students will have a better understanding of how stories are constructed in the editing room using various editing styles. Through demonstrations and hands-on experience, students will learn advanced editing techniques. To further enhance projects, students will create animated motion graphics using After Effects. Strong emphasis is placed on post-production techniques that improve the sound and image quality of the videos.					
ITMS	350	Desktop Publishing	2	2	3
This course introduces students to the basic concepts and terminology of desktop publishing. Students will have a better understanding of desktop publishing design and production techniques. Through demonstrations and hands-on experience, students will learn how to design and create attractive publications					
ITMS	351	Graphics and Multimedia	2	2	3
This course is to cover the concepts and technologies as two dimensional: one dimension introduces the students to the essential practical packages such as the world of digital video, video-capture card, a quick tour of Premiere, Premiere editing video and transitions. The other dimension deals with vector graphics					
ITMS	421	Web Programming II	2	2	3

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Course	Code	Course Title	Lec	Lab	Cr
This course provides an introduction to HTML5, CSS3, and JavaScript. This course helps students gain basic HTML5/CSS3/JavaScript programming skills. This course is an entry point into both the Web application and Windows Store apps training paths. The course focuses on using HTML5/CSS3/JavaScript to implement programming logic, define and use variables, perform looping and branching, develop user interfaces, capture and validate user input, store data, and create well-structured application.					
ITMS	426	3D Graphics Softwares	2	2	3
This course introduces students to the basic concepts and terminology of 3D computer graphics as it is used in film, visual effects, games, and animation. Students will have a better understanding of the different disciplines that collectively make up 3D computer graphics production. It will also give students a foundation for 3D Animation and 3D Game Development					
ITMS	432	Game Development II	2	2	3
This course focuses on gameplay interaction, artificial intelligence, networking and the use of industry standard middleware, game engines, and APIs. The students will develop a critical approach to the study of gameplay, interaction, and design. Through this course, the student will be able to develop and implement 3D games through the gained tools and techniques.					
ITMS	435	Web Programming III	2	2	3
This course introduces students to develop advanced ASP.NET MVC applications using .NET Framework 4.5 tools and technologies. The focus will be on coding activities that enhance the performance and scalability of the Web site application. ASP.NET MVC will be introduced and compared with Web Forms so that students know when each should/could be used.					
ITMS	436	Multimedia Applications	2	2	3
This course introduces the principles and essential concepts of Multimedia Applications. Through this course the student will be guided to implement (theoretically and practically) the gained tools and techniques from previous courses in designing and producing a multimedia application					
ITMS	437	Cloud Services Development	2	2	3
This course introduces students to learn how to design and develop services that access local and remote data from various data sources. Students will also learn how to develop and deploy services to hybrid environments, including on-premises servers and Windows Azure					
ITMS	445	Modelling and Animating characters in 3D	2	2	3
This course introduces students to the basic concepts and terminology of 3D characters modeling and animating as it is used in film, and games. Students will have a better understanding of the different disciplines that collectively make up 3D characters. It will also give students a foundation for 3D characters modeling and animating					
ITMS	499	Major Project	0	6	3
Each associate diploma student is required to select a theoretical and/or a practical problem related to his major area, and works under the supervision of a faculty member. All stages of project development should be emphasized including problem identification, library search, planning, design and/or construction of equipment upon completion of the project, the student must submit a final written report outlining the various phases of the project and make an oral presentation.					
ITMS	523	Multimedia Information Systems	3	0	3
This course constitutes an approach to multimedia information systems that are concerned with the capture, storage and presentation of information in a variety of forms, including text, image, video and audio. It presents a general overview of electronic multimedia documents, a deep coverage of XML and XML Databases with particular focus on: (1) developing skills in the design and management of multimedia information systems projects; (2) employing evaluation techniques for multimedia authoring systems and multimedia user interfaces; and (3) developing an understanding of the current state of multimedia applications and their impact on organizations					