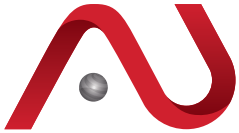

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BAHRAIN

COURSE DIRECTORY 2017/18

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PROGRAMMES OFFERED BY THE COLLEGE

The college of Arts & Science offered the following Programmes:

- Bachelor's Degree in Interior Design (BSID)
- Bachelor's Degree in Mass Communication & Public Relations (BSMCPR)
- Master's Degree in Mass Communication & Public Relations (MSMCPR)

In addition the college has the following three departments that offer

service courses to other programmes:

- Mathematical sciences
- Foreign languages
- Arabic and general studies

BACHELOR'S DEGREE IN

INTERIOR DESIGN (BSID)

Interior design is both an art and a science, involving the adaptation of natural and human-made environments to cultural, social, economic and behavioural activities, and to the physiological and psychological attributes of people. Different interior design dynamics apply to public as opposed to private buildings, and the focus of interior design space shifts to satisfy group and individual needs. The quality of the interior environment is determined by how well it satisfies the users' needs and their preferences for functions, materials, and aesthetics.

An appropriate and practical interior design entails :

- The service of the needs, functions and requirements of its users;
- The provision of a sense of place within both public and private spaces for group and individual activities;
- The assessment of the appropriate and sustainable use, maintenance, and conservation of resources and finishing materials;
- The inclusion of community, owners, users, designers, planners and contractors as active and timely participants in the design process.

The Interior Design programme focuses initially on basic architectural and design principles and then shifts to issues of people and space. Implementing critical analysis, creative design and evaluation of how interior architecture meets the needs of people are the essence of this programme. Within the instructional setting of design studios, students learn about the dynamic interactions between people and space in commercial, institutional, healthcare, retail and residential facilities. Students develop competency in specific interior design subject areas as they learn how to creatively make the world a better place for people.

Degree Features :

- The programme is 4 years in length
- The number of credits required to graduate are 134, including a graduation project
- The programme is taught in English

Career Opportunities:

The BSID is a four year full time professional degree designed to enable graduates to obtain entry-level positions as professional interior designers or as consultants to such diverse private sector employers as architectural firms, retail companies, hotel groups and hospitals.

BACHELOR'S DEGREE IN INTERIOR DESIGN (BSID)

FIRST YEAR (35 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
INTD	100	ENGINEERING DRAWING	1	4	3	
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
MATH	103	MATHEMATICS (I)	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
INTD	103	FREEHAND DRAWING	0	6	3	
INTD	102	INTRODUCTION TO DESIGN	1	4	3	
ITCS	121	COMPUTER PROGRAMMING	2	2	3	ITCS 101
MATH	104	MATHEMATICS (II)	3	0	3	MATH 103
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2	0	2	
		TOTAL PER SEMESTER			**17**	

SECOND YEAR (33 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	201	ACADEMIC ENGLISH (III)	3	0	3	ENGL 102
INTD	200	DESIGN THEORY	3	0	3	
INTD	203	DESIGN WORKSHOP	1	4	3	INTD 102
INTD	204	DESIGN DRAWING (I)	1	4	3	INTD 100
INTD	206	HISTORY OF ART & DESIGN	3	0	3	
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	202	ACADEMIC ENGLISH (IV)	3	0	3	ENGL 201
INTD	209	COLOUR THEORY & PRACTICE	0	3	3	
INTD	208	VISUAL TRAINING	0	6	3	INTD 103
INTD	211	DESIGN DRAWING (II)	1	4	3	INTD 204
MAGT	121	FUNDAMENTALS OF MANAGEMENT	3	0	3	
		TOTAL PER SEMESTER			**15**	

BACHELOR'S DEGREE IN INTERIOR DESIGN (BSID)

THIRD YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTD	300	DESIGN STUDIO (I)	1	4	3	INTD 211
INTD	303	MATERIALS & APPLICATION IN DESIGN	3	0	3	
INTD	304	LIGHTING & ACOUSTICS	3	0	3	
INTD	305	COMPUTER APPLICATION IN DESIGN (I)	1	4	3	INTD 204
INTD	306	BUILDING SYSTEM & INTERIOR CODES	3	0	3	INTD 303
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTD	310	DESIGN STUDIO (II)	1	4	3	INTD 300
INTD	307	LANDSCAPE DESIGN	1	4	3	INTD 300
INTD	308	COMPUTER APPLICATION IN DESIGN (II)	1	4	3	INTD 305
MAKT	201	PRINCIPLES OF MARKETING	3	0	3	MAGT 121
ETHC	394	ETHICS AND PROFESSIONAL PRACTICE IN INTERIOR DESIGN	3	0	3	INTD 310 AND COMPLETION OF AT LEAST 66 CREDITS
		TOTAL PER SEMESTER			**15**	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	411	BSID INTERNSHIP	0	12	6	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
		TOTAL PER SEMESTER			**6**	

FOURTH YEAR (30 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTD	400	DESIGN STUDIO (III)	1	4	3	INTD 310
INTD	405	COMPUTER APPLICATION IN DESIGN (III)	0	6	3	INTD 308
IDRM	498	RESEARCH METHODS IN INTERIOR DESIGN	3	0	3	INTD 310 AND COMPLETION OF AT LEAST 90 CREDITS
XXXX	XXX	FREE ELECTIVE	X	X	3	
INTD	407	PORTFOLIO DEVELOPMENT	0	6	3	INTD 400
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTD	409	DRAWINGS & SPECIFICATIONS (I)	1	4	3	INTD 306
INTD	499	PROJECT IN INTERIOR DESIGN	X	X	3	IDRM 498 & ETHC 394
XXXX	XXX	FREE ELECTIVE	X	X	3	
HU/SS	XXX	HUMANITIES / SOCIAL SCIENCES	X	X	3	
INTD	410	DESIGN STUDIO (IV)	1	4	3	INTD 400
		TOTAL PER SEMESTER			**15**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTD	330	STAGE PLANNING	0	6	3	
INTD	334	COMICS & ANIMATION	0	6	3	
INTD	336	FINE ART STUDIO	0	6	3	
INTD	337	HISTORIC RESTORATION	0	3	3	
INTD	338	PHOTOSHOP	0	6	3	
INTD	341	ISLAMIC ART & DESIGN	0	6	3	

BACHELOR'S DEGREE IN

MASS COMMUNICATION AND PUBLIC RELATIONS (BSMCPR)*

The Bachelor's Degree in Mass Communication & Public Relations (BSMCPR) is specifically designed for those students whose career objective is to become media-related professionals. Students can concentrate on either mass communication or public relations. Students who opt for a specialization in Mass Communication will be equipped to assume a variety of positions in media organizations ranging from journalism to broadcasting. Alternately, students who opt for a specialization in Public Relations will be equipped to assume positions as public relations associates at advertising firms and as staff members in public relations departments in corporations and government organizations.

Degree Features :

- The programme is 4 years in length
- The number of credits required to graduate are 134, including a graduation project
- The programme is taught in Arabic

Career Opportunities:

Many career options are available for graduates with a degree in Mass Communication & PR. Advertising / Marketing – advertising sales-person, designer, graphics and production specialist, Information specialist, marketing communications trainee, media buyer or planner, promotion representative, publicity director.

Business – business manager, customer service manager, information specialist, research analyst, public relations manager. Broadcasting and Production – Broadcast technician, director, disc jockey, engineer, film editor, lighting director, news director, newscaster, producer, production manager or supervisor, programme director, script-writer, sound mixer, special effects specialist, station manager, technical director, video graphics artist.

** The Admission of the new students to the programme is suspended by the decision of the Higher Education Council (HEC).*

BACHELOR'S DEGREE IN MASS COMMUNICATION AND PUBLIC RELATIONS (BSMCPR)*

FIRST YEAR (32 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
MASC	101	PRINCIPLES OF COMMUNICATION	3	0	3	
MATH	103	MATHEMATICS (I)	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
MAGT	121	FUNDAMENTALS OF MANAGEMENT	3	0	3	
MATH	104	MATHEMATICS (II)	3	0	3	MATH 103
PREL	101	INTRODUCTION TO PUBLIC RELATIONS	3	0	3	
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2	0	2	
		TOTAL PER SEMESTER			**17**	

SECOND YEAR (33 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	201	ACADEMIC ENGLISH (III)	3	0	3	ENGL 102
HU/SS	XXX	HUMANITIES/ SOCIAL SCIENCES	X	X	3	
MASC	201	INTRODUCTION TO JOURNALISM & PRINT MEDIA	3	0	3	
MASC	204	INTRODUCTION TO RADIO & TELEVISION	3	0	3	
MAKT	201	PRINCIPLES OF MARKETING	3	0	3	MAGT 121
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	202	ACADEMIC ENGLISH (IV)	3	0	3	ENGL 201
MASC	202	THEORIES OF MASS COMMUNICATION	3	0	3	MASC 101
MASC	203	PUBLIC SPEAKING	3	0	3	MASC 101
PREL	220	PUBLIC OPINION	3	0	3	MASC 101
PREL	240	ADVERTISING	3	0	3	MAKT 201
		TOTAL PER SEMESTER			**15**	

** The Admission of the new students to the programme is suspended by the decision of the Higher Education Council (HEC).*

BACHELOR'S DEGREE IN MASS COMMUNICATION AND PUBLIC RELATIONS (BSMCPR)*

THIRD YEAR (39 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	310	DIGITAL JOURNALISM	2	2	3	ITCS 101
MASC	320	GRAPHICS & MULTIMEDIA	2	2	3	ITCS 101
MASC	330	POLITICAL COMMUNICATION	3	0	3	PREL 220
MCPR	360	COMMUNICATION RESEARCH METHODS	3	0	3	MASC 101 & STAT 101
PREL	320	ORGANIZATIONAL COMMUNICATION & CONSUMER BEHAVIOR	3	0	3	MAKT 201
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	340	RADIO PRODUCTION	2	2	3	MASC 204
MASC	350	DIGITAL PHOTOGRAPHY & AUDIO-VIDEO	2	2	3	MASC 320
PREL	340	INTEGRATED MARKETING COMMUNICATION	3	0	3	MAKT 201
PREL	350	THE PRACTICE OF PUBLIC RELATIONS	3	0	3	PREL 101
ETHC	393	ETHICS AND PROFESSIONAL PRACTICE IN MASS COMMUNICATION AND PUBLIC RELATIONS	3	0	3	MASC 202 AND COMPLETION OF AT LEAST 66 CREDITS
XXXX	XXX	FREE ELECTIVE	X	X	3	
		TOTAL PER SEMESTER			**18**	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	412	BSMCPR INTERNSHIP	0	12	6	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
		TOTAL PER SEMESTER			**6**	

FOURTH YEAR (30 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	410	MEDIA TRANSLATION	3	0	3	ENGL 202
MASC	420	USING MULTIMEDIA & WEBCASTING	2	2	3	MASC 320
MPRM	498	RESEARCH METHODS IN MASS COMMUNICATION & PUBLIC RELATIONS	3	0	3	MCPR 360 AND COMPLETION OF AT LEAST 66 CREDITS
PREL	440	INTERNATIONAL COMMUNICATION	3	0	3	PREL 350
XXXX	XXX	FREE ELECTIVE	X	X	3	
		TOTAL PER SEMESTER			**15**	

** The Admission of the new students to the programme is suspended by the decision of the Higher Education Council (HEC).*

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	440	MASS MEDIA & SOCIETY	3	0	3	MASC 202
MASC	450	GRAPHIC & INTERNET SITE DESIGN	2	2	3	MASC 420
PREL	460	SPECIAL EVENTS & PROTOCOL	3	0	3	PREL 350
MASC	430	TV PRODUCTION	2	2	3	MASC 204
MASC/ PREL*	499	PROJECT IN MASC OR PREL	X	X	3	ETHC 393 AND MPRM 498
		TOTAL PER SEMESTER			**15**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	351	NEWS WRITING & REPORTING	3	0	3	MASC 201 & MASC 204
MASC	370	MEDIA & LAW	3	0	3	MASC 101
MASC	380	PERSUASION	3	0	3	MASC 202
MASC	390	DESIGN & LAY-OUT OF PRINT MEDIA	2	2	3	MASC 351
PREL	365	MEDIA PRODUCTION FOR PUBLIC RELATIONS	2	2	3	PREL 350
PREL	375	SPECIALIZED PUBLIC RELATIONS	3	0	3	PREL 101

** The Admission of the new students to the programme is suspended by the decision of the Higher Education Council (HEC).*

MASTER'S DEGREE IN

MASS COMMUNICATION AND PUBLIC RELATIONS (MSMCPR)*

MSMCPR is a two year full time professional degree providing undergraduate degree holders with the skills necessary to secure mid-level or higher positions in mass communication and public relations.

The MSMCPR is appropriate for current professionals in media industry wishing to enhance their promotion potential in their chosen career track, non-media managers wishing to move into communication or public relations positions, and seasoned senior level media executives wishing to obtain an academic background in the field of MCPR which would enable them to improve the effectiveness of their media decision-making.

All students holding a recognized Bachelor's degree in any academic field are eligible to apply for the MSMCPR. Please note that the language of instruction in this programme is approximately 70% Arabic and 30% English.

The Master's Degree in Mass Communication & Public Relations requires completion of 36 credits. Every candidate must complete the core courses (18 credits) and choose two courses (six credits) from a list of elective courses. Students with no undergraduate background in media studies, journalism and communication will be required to take two foundation courses before proceeding to the core courses. To complete the graduation requirements, all candidates must write a dissertation equivalent to 12 credits either in the area of mass communication or public relations.

It should be noted that the dissertation is publicly defended before an examining committee, one member of which is a specially appointed external examiner, unaffiliated with Ahlia University, who holds a PhD applicable to the field of mass communication or public relations.

** The Admission of the new students to the programme is suspended by the decision of the Higher Education Council (HEC).*

MASTER'S DEGREE IN MASS COMMUNICATION AND PUBLIC RELATIONS (MSMCPR)

ORIENTATION (0 CREDITS)

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	502	BASIC CONCEPTS IN MASS COMMUNICATION	3	0	3	
PREL	502	BASIC CONCEPTS IN PUBLIC RELATIONS	3	0	3	
		TOTAL PER SEMESTER			**6**	

FIRST YEAR (18 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	511	CONTEMPORARY TRENDS IN COMMUNICATION THEORIES	3	0	3	
MASC	512	NEWS WRITING IN ARABIC & ENGLISH	3	0	3	
MCPR	520	RESEARCH METHODS IN MASS COMMUNICATION & PR	3	0	3	
		TOTAL PER SEMESTER			**9**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MCPR	525	SEMINAR IN CONTEMPORARY COMMUNICATION RESEARCH	3	0	3	MASC 511
MCPR	530	PUBLIC OPINION FORMATION & MEASUREMENT	3	0	3	
PREL	511	MODERN THEORIES IN PUBLIC RELATIONS	3	0	3	
		TOTAL PER SEMESTER			**9**	

SECOND YEAR (18 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC/PREL	(I) 5XX	ELECTIVE (I) IN MASC OR PREL	X	X	3	
MASC/PREL	(II) 5XX	ELECTIVE (II) IN MASC OR PREL	X	X	3	
		TOTAL PER SEMESTER			**6**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC/PREL*	599	DISSERTATION IN MASC OR PREL - TRACK 1	X	X	12	
		TOTAL PER SEMESTER			**12**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	513	NEWSPAPER EDITING & LAYOUT	2	2	3	MASC 512
MASC	514	ARAB & INTERNATIONAL MEDIA	3	0	3	
MASC	515	ELECTRONIC JOURNALISM	3	0	3	
MASC	535	MASS MEDIA & INFORMATION TECHNOLOGY	3	0	3	
MASC	545	POLITICAL COMMUNICATION	3	0	3	
MASC	560	TELEVISION & RADIO PRODUCTION	3	0	3	
MASC	580	MEDIA ETHICS & LAWS	3	0	3	
PREL	512	THE ART OF ADVERTISING	3	0	3	
PREL	515	PUBLIC RELATIONS & INFORMATION CAMPAIGNS	3	0	3	
PREL	516	MEDIA PRODUCTION FOR PUBLIC RELATIONS	2	2	3	
PREL	520	PUBLIC RELATIONS MANAGEMENT	3	0	3	PREL 511

** The Admission of the new students to the programme is suspended by the decision of the Higher Education Council (HEC).*

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Dr. Salah Mahdi Al Hamad

BRUNEL PHD WR PROGRAMME

Dr. Tillal Abdellatif Eldabi
Director of PhD WR Programme

PROGRAMMES OFFERED BY THE COLLEGE

The College of Business and Finance provides a high quality educational experience and develops students into successful business professionals in their chosen career fields.

PROGRAMMES

- Bachelor's Degree in Accounting and Finance (BSAF)
- Bachelor's Degree in Banking and Finance (BSBF)
- Bachelor's Degree in Economics and Finance (BSEF)
- Bachelor's Degree in Management Information Systems (BSMIS)
- Bachelor's Degree in Management and Marketing (BSMM)
- Master's Degree in Business Administration (MBA)
- Master's Degree in Engineering Management
  in collaboration with the George Washington University - USA
- PhD (WR) Degree in Management Studies & Research
  in collaboration with Brunel University London

Ahlia University's College of Business and Finance is organized into five undergraduate programmes and one postgraduate programme. The first year of study for undergraduate business majors at Ahlia comprises a uniform core curriculum; in the second year some divergence in core curricula appears, particularly in the case of the BSMIS where technical programming courses are required. In the third and fourth years, all the undergraduate programmes are separated into particular and unique subject streams.

BACHELOR'S DEGREE IN

ACCOUNTING AND FINANCE (BSAF)

This course is designed to provide the students with knowledge and learning in the various areas of accounting. Beside the theory, the course will also introduce the students to the practical side of accounting thus preparing them for the real life work and practice. This will be backed by field trips to different industries and business.

Over four years, the course will gradually introduce the students to different fields of accounting within the following main areas:

- Financial Accounting
- Managerial Accounting
- Auditing

The first and second years of the course will have strong emphasis on the principles and intermediate accounting, while the following two years will concentrate on the advanced, theoretical and international areas of accounting. During these years, students will also be exposed to managerial accounting which introduces them to management and decision making. This will include case studies, visiting speakers and real life assignments. The students will also be introduced to the general standards of accounting, including the IFRS.

Degree Features :

- Students will gain solid background and key skills in accounting, both theoretical and practical experience. They will also gain a range of transferable business skills which are usually required by employers.
- The students will have a great opportunity for self-development through placement, exchange programmes and elective choice.
- The course will run over four years.
- The programme is taught in English.
- In total, a student needs 134 credits to graduate and will include a graduation project.

Career Opportunities :

Accounting graduates are much sought by different business and industries, both in the public and the private sectors. With such wide area, a student can choose his/her career with one of the large number of business within these two sectors, locally and abroad.

A degree in accounting will also lead to further professional qualifications (ACCA, CMA…) which are sought by large corporations including the big 4 firms of auditing.

BACHELOR'S DEGREE IN ACCOUNTING AND FINANCE (BSAF)

FIRST YEAR (32 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
ECON	101	PRINCIPLES OF MICROECONOMICS	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
MATH	103	MATHEMATICS (I)	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	101	ACCOUNTING (I)	3	0	3	
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
ITCS	121	COMPUTER PROGRAMMING	2	2	3	ITCS 101
MAGT	121	FUNDAMENTALS OF MANAGEMENT	3	0	3	
MATH	104	MATHEMATICS (II)	3	0	3	MATH 103
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2	0	2	
		TOTAL PER SEMESTER			**17**	

SECOND YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	201	ACCOUNTING (II)	3	0	3	ACCT 101
ECON	102	PRINCIPLES OF MACROECONOMICS	3	0	3	
ENGL	201	ACADEMIC ENGLISH (III)	3	0	3	ENGL 102
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
ITMA	201	MANAGEMENT INFORMATION SYSTEMS	3	0	3	MAGT 121
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
BANK	221	BANK MANAGEMENT (I)	3	0	3	ECON 102
ENGL	202	ACADEMIC ENGLISH (IV)	3	0	3	ENGL 201
FINC	211	FINANCIAL MANAGEMENT (I)	3	0	3	ACCT 101
HU/SS	XXX	HUMANITIES/ SOCIAL SCIENCES	X	X	3	
MAKT	201	PRINCIPLES OF MARKETING	3	0	3	MAGT 121
STAT	202	BUSINESS STATISTICS	3	0	3	STAT 101
		TOTAL PER SEMESTER			**18**	

BACHELOR'S DEGREE IN ACCOUNTING AND FINANCE (BSAF)

THIRD YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	301	MANAGERIAL ACCOUNTING	3	0	3	ACCT 201
ACCT	311	INTERMEDIATE ACCOUNTING (I)	3	0	3	ACCT 201
BANK	302	MONEY & BANKING	3	0	3	ECON 102
ECON	301	BUSINESS LAW	3	0	3	LAW 101 OR COMPLETION OF AT LEAST 66 CREDITS
FINC	312	FINANCIAL MANAGEMENT (II)	3	0	3	FINC 211
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	312	INTERMEDIATE ACCOUNTING (II)	3	0	3	ACCT 311
ACCT	320	INTERMEDIATE COST ACCOUNTING	3	0	3	ACCT 301
FINC	322	INTERNATIONAL FINANCE	3	0	3	FINC 312
FINC	323	INSURANCE & REINSURANCE	3	0	3	FINC 312
ETHC	391	ETHICS AND PROFESSIONAL PRACTICE IN BUSINESS	3	0	3	COMPLETION OF AT LEAST 66 CREDITS
		TOTAL PER SEMESTER			**15**	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	421	BSAF INTERNSHIP	0	12	6	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
		TOTAL PER SEMESTER			**6**	

FOURTH YEAR (30 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
BFRM	498	RESEARCH METHODS IN BUSINESS & FINANCE	3	0	3	STAT 202 AND COMPLETION OF AT LEAST 90 CREDITS
ECON	421	MONETARY AND FINANCIAL SYSTEMS	3	0	3	BANK 302
FINC	421	INVESTMENT	2	2	3	FINC 312
ACCT	321	AUDITING	3	0	3	ACCT 201
XXXX	XXX	FREE ELECTIVE	X	X	3	
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	402	CONTEMPORARY ISSUES IN ACCOUNTING	3	0	3	ACCT 312
ACCT	403	ADVANCED ACCOUNTING	3	0	3	ACCT 312
FINC	431	PORTFOLIO MANAGEMENT	3	0	3	FINC 421
ACCT/FINC*	499	PROJECT IN ACCOUNTING OR FINANCE	X	X	3	ETHC 391 & BFRM 498
XXXX	XXX	FREE ELECTIVE	X	X	3	
TOTAL PER SEMESTER					**15**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	341	ACCOUNTING SYSTEMS	3	0	3	ACCT 301 OR ACCT 312
ACCT	404	INTERNATIONAL ACCOUNTING	3	0	3	ACCT 312
ACCT	422	ADVANCED AUDIT AND ASSURANCE	3	0	3	ACCT 321
FINC	327	PERSONAL FINANCE	3	0	3	FINC 211
FINC	328	REAL ESTATE FINANCE	3	0	3	FINC 211
FINC	427	DERIVATIVE SECURITIES	2	2	3	FINC 312
FINC	428	FINANCIAL FORECASTING	2	2	3	STAT 202

BACHELOR'S DEGREE IN

BANKING AND FINANCE (BSBF)

Bahrain is considered the hub of banking and financial services in the GCC countries. These financial services are highly competitive and rapidly changing not only in Bahrain but also in every modern economy. The programme is structured around the two fields of banking and finance. The BSBF degree has a very high banking component (Conventional as well as Islamic) and there is a direct application of economics and finance to banking. Finance is the study of how investors allocate their assets over time under conditions of certainty and uncertainty. A key point in finance, which affects decisions, is the time value of money, which states that a unit of currency today is worth more than the same unit of currency tomorrow. Finance aims to price assets based on their risk level, and expected rate of return.

The aims of the Banking and Finance Programme at Ahlia University are:

- To provide a high-quality undergraduate Banking and Finance education that serves the needs of Bahrain and the global market.
- To achieve excellence enhanced by research and interaction with the financial related fields.

Degree Features :

- The programme is 4 years in length
- The number of credits required to graduate are 134, including a graduation project
- The programme is taught in English
- The programme includes a great opportunity for self-development through work placements and exchange programmes with our exchange partners from around the world.

Career Opportunities :

- The employment opportunities for our graduates are as follows:
- Finance departments of all types of corporations in all sectors,
- Financial units of international trade companies,
- Financial institutions that provide insurance, auditing, customs clearance and storage services,
- Banking, financial consulting and training institutes,
- Finance divisions of universities and research related institutes,
- Conventional and Islamic banks.

BACHELOR'S DEGREE IN BANKING AND FINANCE (BSBF)

FIRST YEAR (32 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
ECON	101	PRINCIPLES OF MICROECONOMICS	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
MATH	103	MATHEMATICS (I)	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	101	ACCOUNTING (I)	3	0	3	
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
ITCS	121	COMPUTER PROGRAMMING	2	2	3	ITCS 101
MAGT	121	FUNDAMENTALS OF MANAGEMENT	3	0	3	
MATH	104	MATHEMATICS (II)	3	0	3	MATH 103
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2	0	2	
		TOTAL PER SEMESTER			**17**	

SECOND YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECON	102	PRINCIPLES OF MACROECONOMICS	3	0	3	
ENGL	201	ACADEMIC ENGLISH (III)	3	0	3	ENGL 102
FINC	211	FINANCIAL MANAGEMENT (I)	3	0	3	ACCT 101
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
ITMA	201	MANAGEMENT INFORMATION SYSTEMS	3	0	3	MAGT 121
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	201	ACCOUNTING (II)	3	0	3	ACCT 101
BANK	221	BANK MANAGEMENT (I)	3	0	3	ECON 102
ENGL	202	ACADEMIC ENGLISH (IV)	3	0	3	ENGL 201
HU/SS	XXX	HUMANITIES/ SOCIAL SCIENCES	X	X	3	
MAKT	201	PRINCIPLES OF MARKETING	3	0	3	MAGT 121
STAT	202	BUSINESS STATISTICS	3	0	3	STAT 101
		TOTAL PER SEMESTER			**18**	

BACHELOR'S DEGREE IN BANKING AND FINANCE (BSBF)

THIRD YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	311	INTERMEDIATE ACCOUNTING (I)	3	0	3	ACCT 201
BANK	302	MONEY & BANKING	3	0	3	ECON 102
BANK	311	BANK MANAGEMENT (II)	3	0	3	BANK 221
FINC	312	FINANCIAL MANAGEMENT (II)	3	0	3	FINC 211
ETHC	391	ETHICS AND PROFESSIONAL PRACTICE IN BUSINESS	3	0	3	COMPLETION OF AT LEAST 66 CREDITS
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
BANK	321	INTERNATIONAL BANKING	3	0	3	BANK 221
BANK	330	ESSENTIALS OF ISLAMIC BANKING	3	0	3	BANK 221
FINC	322	INTERNATIONAL FINANCE	3	0	3	FINC 312
FINC	323	INSURANCE & REINSURANCE	3	0	3	FINC 312
MAKT	320	MARKETING OF FINANCIAL SERVICES	3	0	3	MAKT 201
		TOTAL PER SEMESTER			**15**	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	422	BSBF INTERNSHIP	0	12	6	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
		TOTAL PER SEMESTER			**6**	

FOURTH YEAR (30 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
BANK	401	CORPORATE BANKING LAW & PRACTICE	3	0	3	ECON 301 OR BANK 311
BANK	410	CREDIT ANALYSIS AND LENDING	2	2	3	FINC 322
BFRM	498	RESEARCH METHODS IN BUSINESS & FINANCE	3	0	3	STAT 202 AND COMPLETION OF AT LEAST 90 CREDITS
FINC	421	INVESTMENT	2	2	3	FINC 312
XXXX	XXX	FREE ELECTIVE	X	X	3	
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
BANK/FINC*	499	PROJECT IN BANKING OR FINANCE	X	X	3	ETHC 391 AND BFRM 498
ECON	420	PUBLIC FINANCE	3	0	3	ECON 102 AND COMPLETION OF AT LEAST 90 CREDITS
FINC	430	RISK MANAGEMENT	2	2	3	BANK 410
FINC	431	PORTFOLIO MANAGEMENT	3	0	3	FINC 421
XXXX	XXX	FREE ELECTIVE	X	X	3	
		TOTAL PER SEMESTER			**15**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
BANK	331	ISLAMIC COMMERCIAL LAW	3	0	3	
FINC	327	PERSONAL FINANCE	3	0	3	FINC 211
FINC	328	REAL ESTATE FINANCE	3	0	3	FINC 211
FINC	427	DERIVATIVE SECURITIES	2	2	3	FINC 312
FINC	428	FINANCIAL FORECASTING	2	2	3	STAT 202
FINC	432	ISLAMIC CAPITAL MARKET & INSTRUMENTS	3	0	3	BANK 330

BACHELOR'S DEGREE IN

ECONOMICS AND FINANCE (BSEF)

The programme is designed to provide students with up-to-date academic and technical skills in the fields of economics, finance and business. The BSEF degree enables students to become professionals in commercial fields, especially in such vital areas as financial institutions and markets, government services, corporations and international organizations. The programme is structured to build links between various fields of business and finance to qualify students to meet the challenges of employment and compete in the market place. Furthermore, the programme aims to help students in acquiring basic knowledge and understanding of the contemporary social and political systems and their impact on the economy.

In the first two years of the programme, students are offered foundation courses aiming at strengthening their theoretical knowledge in economics, finance and other business related subjects at both domestic and global levels. The courses taken also enrich students' understanding of the functioning of various markets and the role that business plays in the overall development of society. During the last two years of the programme, students follow specialized courses in several fields of business studies including money, investment, econometrics, international business, business law, international finance and industrial organization.

Degree Features :

- The programme is 4 years in length.
- The programme is taught in English.
- The number of credits required to graduate are 134 including a graduation project.
- The programme includes a great opportunity for self-development through work placements and exchange programmes with our exchange partners from around the world.

Career Opportunities :

Graduates with economic and finance background are successful in wide variety of careers including public sectors, private enterprises, international institutions, and multinational corporations. Students can opt for postgraduate degrees in economics and finance after completing their undergraduate degree so they can also work in academic institutions by contributing to both teaching and research. In addition, careers in economic and finance stream offer jobs in the financial world, consulting, marketing and global markets.

BACHELOR'S DEGREE IN ECONOMICS AND FINANCE (BSEF)

FIRST YEAR (32 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
ECON	101	PRINCIPLES OF MICROECONOMICS	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
MATH	103	MATHEMATICS (I)	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECON	102	PRINCIPLES OF MACROECONOMICS	3	0	3	
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
ITCS	121	COMPUTER PROGRAMMING	2	2	3	ITCS 101
MAGT	121	FUNDAMENTALS OF MANAGEMENT	3	0	3	
MATH	104	MATHEMATICS (II)	3	0	3	MATH 103
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2	0	2	
		TOTAL PER SEMESTER			**17**	

SECOND YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	101	ACCOUNTING (I)	3	0	3	
ECON	201	INTERMEDIATE MICROECONOMIC THEORY	3	0	3	ECON 101
ENGL	201	ACADEMIC ENGLISH (III)	3	0	3	ENGL 102
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
ITMA	201	MANAGEMENT INFORMATION SYSTEMS	3	0	3	MAGT 121
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	201	ACCOUNTING (II)	3	0	3	ACCT 101
ECON	202	INTERMEDIATE MACROECONOMICS THEORY	3	0	3	ECON 102
ENGL	202	ACADEMIC ENGLISH (IV)	3	0	3	ENGL 201
FINC	211	FINANCIAL MANAGEMENT (I)	3	0	3	ACCT 101
HU/SS	XXX	HUMANITIES / SOCIAL SCIENCES	X	X	3	
STAT	202	BUSINESS STATISTICS	3	0	3	STAT 101
		TOTAL PER SEMESTER			**18**	

BACHELOR'S DEGREE IN ECONOMICS AND FINANCE (BSEF)

THIRD YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
BANK	302	MONEY & BANKING	3	0	3	ECON 102
ECON	301	BUSINESS LAW	3	0	3	LAW 101 OR COMPLETION OF AT LEAST 66 CREDITS
ECON	303	INTERNATIONAL ECONOMICS	3	0	3	ECON 202
FINC	312	FINANCIAL MANAGEMENT (II)	3	0	3	FINC 211
ETHC	391	ETHICS AND PROFESSIONAL PRACTICE IN BUSINESS	3	0	3	COMPLETION OF AT LEAST 66 CREDITS
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
BANK	401	CORPORATE BANKING LAW & PRACTICE	3	0	3	ECON 301 OR BANK 311
ECON	321	ECONOMETRICS	3	0	3	STAT 202 AND ECON 202
FINC	322	INTERNATIONAL FINANCE	3	0	3	FINC 312
FINC	323	INSURANCE & REINSURANCE	3	0	3	FINC 312
MAGT	310	QUANTITATIVE ANALYSIS FOR BUSINESS	3	0	3	STAT 202
		TOTAL PER SEMESTER			**15**	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	423	BSEF INTERNSHIP	0	12	6	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
		TOTAL PER SEMESTER			**6**	

FOURTH YEAR (30 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECON	410	INDUSTRIAL ORGANIZATION	3	0	3	ECON 201
ECON	420	PUBLIC FINANCE	3	0	3	ECON 102 & COMPLETION OF AT LEAST 90 CREDITS
BFRM	498	RESEARCH METHODS IN BUSINESS & FINANCE	3	0	3	STAT 202 AND COMPLETION OF AT LEAST 90 CREDITS
MAGT	412	INTERNATIONAL BUSINESS	3	0	3	ECON 102 AND COMPLETION OF AT LEAST 90 CREDITS
XXXX	XXX	FREE ELECTIVE	X	X	3	
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECON	421	MONETARY AND FINANCIAL SYSTEMS	3	0	3	BANK 302
FINC	421	INVESTMENT	2	2	3	FINC 312
ECON/FINC*	499	PROJECT IN ECONOMICS OR FINANCE	X	X	3	ETHC 391 AND BFRM 498
BANK	410	CREDIT ANALYSIS AND LENDING	2	2	3	FINC 322
XXXX	XXX	FREE ELECTIVE	X	X	3	
TOTAL PER SEMESTER					**15**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECON	310	ISLAMIC ECONOMICS	3	0	3	ECON 101 OR ECON 102 OR CULT 102
ECON	322	LABOR ECONOMICS	3	0	3	ECON 201
ECON	324	ECONOMIC DEVELOPMENT AND GROWTH	3	0	3	ECON 202
FINC	327	PERSONAL FINANCE	3	0	3	FINC 211
FINC	328	REAL ESTATE FINANCE	3	0	3	FINC 211
FINC	427	DERIVATIVE SECURITIES	2	2	3	FINC 312
FINC	428	FINANCIAL FORECASTING	2	2	3	STAT 202

BACHELOR'S DEGREE IN

MANAGEMENT INFORMATION SYSTEMS (BSMIS)

The programme aims to prepare graduates for meeting the informational challenges of the 21st century enterprise in the information age. The programme focuses on providing students with required knowledge and skills in the areas of business information and information technology that prepares students to pursue a career in business in general and business information systems in particular. The programme provides the student with the necessary analytical skills which will make them a competent employee in any type of organization. The programme core skills include system analysis & design, E-commerce, managing enterprise systems, knowledge management, database management systems, and computer systems. Additionally, other soft skills are also obtainable in this programme including communication skills, presentation skills and teamwork skills.

The first two years will focus on the acquisition of fundamental knowledge in information technology, management information systems, management and finance. During the last two years of the programme the student will be able to acquire in-depth knowledge in managing information systems and the required skills at an advanced level. Towards the final year, the student has the opportunity to choose subject for their graduation project and under careful supervision of our faculty members, the student will be given the chance to apply what they have learnt in this programme before starting their professional career.

During the programme, the student has opportunity to choose elective modules which are available to enhance their academic performance and explore many business information systems.

Degree Features :

- You will gain sufficient knowledge and competencies for a career in management information systems.
- You will have the opportunity to discuss many business information issues with experienced faculty members.
- The programme is 4 years in length.
- The programme is taught in English.
- The number of credits required to graduate are 134 including a graduation project.
- The programme includes a great opportunity for self-development through work placements and exchange programmes with our exchange partners from around the world.

Career Opportunities :

Graduates from this programme can choose between wide ranges of important careers as professionals working in management information systems, management and many more areas. The employment opportunities include positions such as system analyst, information system manager, programme specialist and IT consultant. In addition, students can pursue higher education (MSc, MBA and PhD).

BACHELOR'S DEGREE IN MANAGEMENT INFORMATION SYSTEMS (BSMIS)

FIRST YEAR (32 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
MATH	103	MATHEMATICS (I)	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	101	ACCOUNTING (I)	3	0	3	
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
ITCS	122	INTRODUCTION TO PROGRAMMING TECHNIQUES	2	2	3	ITCS 101
MAGT	121	FUNDAMENTALS OF MANAGEMENT	3	0	3	
MATH	104	MATHEMATICS (II)	3	0	3	MATH 103
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2	0	2	
		TOTAL PER SEMESTER			**17**	

SECOND YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	201	ACCOUNTING (II)	3	0	3	ACCT 101
ECON	101	PRINCIPLES OF MICROECONOMICS	3	0	3	
ENGL	201	ACADEMIC ENGLISH (III)	3	0	3	ENGL 102
ITCS	201	OBJECT-ORIENTED PROGRAMMING (I)	2	2	3	ITCS 122
ITCS	214	COMPUTER SYSTEMS	3	0	3	ITCS 101
ITMA	201	MANAGEMENT INFORMATION SYSTEMS	3	0	3	MAGT 121
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECON	102	PRINCIPLES OF MACROECONOMICS	3	0	3	
ENGL	202	ACADEMIC ENGLISH (IV)	3	0	3	ENGL 201
FINC	211	FINANCIAL MANAGEMENT (I)	3	0	3	ACCT 101
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
ITMS	205	INTERNET APPLICATIONS AND SERVICES	2	2	3	ITCS 101
ITCS	222	VISUAL PROGRAMMING	2	2	3	ITCS 122
		TOTAL PER SEMESTER			**18**	

BACHELOR'S DEGREE IN MANAGEMENT INFORMATION SYSTEMS (BSMIS)

THIRD YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECTE	201	DATA NETWORKS	2	2	3	ITCS 101
ITCS	305	INTERNET SERVICES & SECURITIES	3	0	3	ITMS 205
ITCS	323	DATABASE SYSTEMS: DESIGN AND APPLICATION	2	2	3	ITCS 222
MAGT	322	PRODUCTION & OPERATIONS MANAGEMENT	3	0	3	STAT 101
STAT	202	BUSINESS STATISTICS	3	0	3	STAT 101
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITMS	325	WEB APPLICATIONS DESIGN	2	2	3	ITMS 205
ITMA	330	KNOWLEDGE MANAGEMENT	3	0	3	ITMA 201
ETHC	391	ETHICS AND PROFESSIONAL PRACTICE IN BUSINESS	3	0	3	COMPLETION OF AT LEAST 66 CREDITS
MAGT	310	QUANTITATIVE ANALYSIS FOR BUSINESS	3	0	3	STAT 202
MAGT	323	HUMAN RESOURCE MANAGEMENT	3	0	3	MAGT 121
		TOTAL PER SEMESTER			**15**	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	424	BSMIS INTERNSHIP	0	12	6	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
		TOTAL PER SEMESTER			**6**	

FOURTH YEAR (30 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
BFRM	498	RESEARCH METHODS IN BUSINESS & FINANCE	3	0	3	STAT 202 AND COMPLETION OF AT LEAST 90 CREDITS
HU/SS	XXX	HUMANITIES/ SOCIAL SCIENCES	X	X	3	
ITMA	411	SYSTEM ANALYSIS & DESIGN	3	0	3	ITCS 323
MAGT	416	PROJECT MANAGEMENT	3	0	3	MAGT 322
XXXX	XXX	FREE ELECTIVE	X	X	3	
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITMA	401	E-COMMERCE	3	0	3	ITCS 101
ITMA	412	MANAGING ENTERPRISE SYSTEMS	3	0	3	ITCS 323
MAGT	423	STRATEGIC MANAGEMENT	3	0	3	MAGT 121 AND COMPLETION OF AT LEAST 90 CREDITS
ITMA	499	PROJECT IN ITMA	X	X	3	BFRM 498 AND ETHC 391
XXXX	XXX	FREE ELECTIVE	X	X	3	
TOTAL PER SEMESTER					**15**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITMA	321	E-SYSTEM TECHNOLOGIES	3	0	3	ITCS 202
ITMA	323	MANAGEMENT INFORMATION SYSTEMS (II)	3	0	3	ITMA 201

BACHELOR'S DEGREE IN

MANAGEMENT AND MARKETING (BSMM)

The programme focuses on Management and Marketing as two important business disciplines for the planning and application of strategies and techniques. In this programme you will be able to grasp sufficient knowledge and competencies for a career in management or marketing. It will provide you with analytical skills necessary when you are employed in any type of organizations. Core skills include management skills, marketing skills, research skills, finance skills, human resource management and many others. Additionally, other soft skills are also obtainable in this programme including communication skills, presentation skills and teamwork skills.

The focus for the first and second years will be on the acquisition of fundamental knowledge in management, marketing, management information system, human resource management and finance. In the third and fourth years the student will be able to acquire in-depth knowledge and necessary skills at a more advanced level in management and marketing. In the final year, you will have the opportunity to choose a project, under careful supervisor of our faculty members, which will give you the chance to apply what you have learnt in this programme before starting your professional career.

During the programme, you will have the opportunity to choose elective modules which are made available to you to enhance your academic performance and explore many business areas which are of interest to you.

Degree Features :

- You will gain sufficient knowledge and competencies for a career in management or marketing.
- You will have the opportunity to discuss many business issues with experienced faculty members.
- The programme is four years in length.
- You need to take 134 credits to complete the programme, including a graduation project.
- The programme is taught in English.
- The programme includes a great opportunity for self-development through work placements and exchange programmes with our exchange partners from around the world.

Career Opportunities :

Graduates from this programme can choose between wide ranges of important careers. They can be professionals and work in management, marketing, sales, customer service and many more areas. The employment opportunities include positions such as supervisors and managers, marketers, brand managers, product developers, event managers and public relations managers. In addition, students can pursue higher education (MSc, MBA and PhD).

BACHELOR'S DEGREE IN MANAGEMENT AND MARKETING (BSMM)

FIRST YEAR (32 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
ECON	101	PRINCIPLES OF MICROECONOMICS	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
MATH	103	MATHEMATICS (I)	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	101	ACCOUNTING (I)	3	0	3	
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
ITCS	121	COMPUTER PROGRAMMING	2	2	3	ITCS 101
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
MATH	104	MATHEMATICS (II)	3	0	3	MATH 103
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2	0	2	
		TOTAL PER SEMESTER			**17**	

SECOND YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	201	ACCOUNTING (II)	3	0	3	ACCT 101
ECON	102	PRINCIPLES OF MACROECONOMICS	3	0	3	
ENGL	201	ACADEMIC ENGLISH (III)	3	0	3	ENGL 102
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
HU/SS	XXX	HUMANITIES/ SOCIAL SCIENCES	X	X	3	
MAGT	121	FUNDAMENTALS OF MANAGEMENT	3	0	3	
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	202	ACADEMIC ENGLISH (IV)	3	0	3	ENGL 201
FINC	211	FINANCIAL MANAGEMENT (I)	3	0	3	ACCT 101
XXXX	XXX	FREE ELECTIVE	X	X	3	
ITMA	201	MANAGEMENT INFORMATION SYSTEMS	3	0	3	MAGT 121
MAKT	201	PRINCIPLES OF MARKETING	3	0	3	MAGT 121
STAT	202	BUSINESS STATISTICS	3	0	3	STAT 101
		TOTAL PER SEMESTER			**18**	

BACHELOR'S DEGREE IN MANAGEMENT AND MARKETING (BSMM)

THIRD YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	301	MANAGERIAL ACCOUNTING	3	0	3	ACCT 201
ECON	301	BUSINESS LAW	3	0	3	LAW 101 OR COMPLETION OF AT LEAST 66 CREDITS
MAGT	322	PRODUCTION & OPERATIONS MANAGEMENT	3	0	3	ITCS 101 & STAT 101
MAGT	323	HUMAN RESOURCE MANAGEMENT	3	0	3	MAGT 121
MAKT	310	CONSUMER BEHAVIOUR	3	0	3	MAKT 201
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MAGT	310	QUANTITATIVE ANALYSIS FOR BUSINESS	3	0	3	STAT 202
MAGT	324	ORGANIZATIONAL BEHAVIOR & LEADERSHIP DEVELOPMENT	3	0	3	MAGT 323
MAGT/MAKT*	331	BUSINESS SIMULATION / INDUSTRIAL MARKETING	X	X	3	STAT 202 AND MAKT 201
MAKT	322	SALES MANAGEMENT	3	0	3	MAKT 201
ETHC	391	ETHICS AND PROFESSIONAL PRACTICE IN BUSINESS	3	0	3	COMPLETION OF AT LEAST 66 CREDITS
		TOTAL PER SEMESTER			**15**	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	425	BSMM INTERNSHIP	0	12	6	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
		TOTAL PER SEMESTER			**6**	

FOURTH YEAR (30 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MAGT/MAKT*	412	INTERNATIONAL BUSINESS/INTERNATIONAL MARKETING	X	X	3	ECON 102 OR MAKT 201 AND COMPLETION OF AT LEAST 90 CREDITS
MAGT	414	QUALITY MANAGEMENT	3	0	3	STAT 202
MAGT/MAKT*	416	PROJECT MANAGEMENT/SERVICE MARKETING	X	X	3	MAGT 322 OR MAKT 310
BFRM	498	RESEARCH METHODS IN BUSINESS & FINANCE	3	0	3	STAT 202 AND COMPLETION OF AT LEAST 90 CREDITS
ITMA	401	E-COMMERCE	3	0	3	ITCS 101
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MAGT	423	STRATEGIC MANAGEMENT	3	0	3	MAGT 121 AND COMPLETION OF AT LEAST 90 CREDITS
MAGT/MAKT*	424	ENTREPRENEURSHIP & INNOVATION / NEW PRODUCT DEVELOPMENT	X	X	3	MAGT 324 OR MAKT 321 AND COMPLETION OF AT LEAST 90 CREDITS
MAKT	421	MARKETING STRATEGY	3	0	3	MAKT 201 AND COMPLETION OF AT LEAST 90 CREDITS
MAGT/MAKT*	499	PROJECT IN MANAGEMENT AND MARKETING	X	X	3	ETHC 391 AND BFRM 498
XXXX	XXX	FREE ELECTIVE	X	X	3	
		TOTAL PER SEMESTER			**15**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MAGT	430	SUPPLY CHAIN MANAGEMENT	3	0	3	MAGT 322
MAGT	431	ADVANCED SPREADSHEET MODELING FOR MANAGERS	3	0	3	MAGT 310 & MAGT 331
MAKT	320	MARKETING OF FINANCIAL SERVICES	3	0	3	MAKT 201
MAKT	321	MARKETING RESEARCH	3	0	3	STAT 202
MAKT	332	ADVERTISING & PROMOTIONS MANAGEMENT	3	0	3	MAKT 201
MAKT	431	CUSTOMER RELATIONSHIP MANAGEMENT	3	0	3	MAKT 310 AND COMPLETION OF AT LEAST 66 CREDITS

MASTER'S DEGREE IN

BUSINESS ADMINISTRATION (MBA)

Ahlia University has offered its MBA programme since 2001/2003 and has developed it ti match curriculam offered by leading business schools with a view to further enhancing the attractiveness of its sought-after graduates for executive positions in the Arabian Gulf region.

The aim of the MBA Programme:

- To equip students with opportunity to develop analytical skills and technical expertise in the area of business administration
- To provide students with a framework to critically understand key functional areas of Management in a real world setting.
- To provide students with competence in applying a range of tools, skills, approaches techniques of relevance to a wide variety of operational setting. "Learning by doing" (experiential learning).
- To develop student's leadership potential through a variety of soft skills such as effective communication, teamwork, global thinking and change management.
- To provide students with opportunity to develop lifelong learning skills, autonomy and professional leadership, including sensitivity to ethical issues and social responsibility to contribute to businesses and society at large.

The programme objectives are to produce graduates who:

- Have high quality management education through experiential learning in a collegial and intellectually stimulating environment.
- Have sound scientific knowledge, basic professional skills and practice techniques as described by the academic, professional and statutory bodies.
- Produce graduates who are distinguished by their professional competence, humanistic outlook and uncompromising ethics.
- Have skills in critical thinking and innovation, ability to work in teams and readiness to meet the challenges of globalization.
- Are capable of leading and contributing to the economic growth of Bahrain and the Middle East region.
- Have the knowledge and expertise to meet the demands of current and future employment including working and communicating in a multidisciplinary environment.

The MBA programme consists 36 credits; 18 credits (6 courses) are core courses, 6 credits (2 courses) are core elective courses, and either a 12-credit dissertation (track 1) or two elective courses (6 credits) plus a 6-credit dissertation (track 2). The curriculum is designed to facilitate student learning in a systematic and balanced fashion. Core courses provide students with functional skills in particular fields of business, except for the business research methods course, which provides analytical and quantitative skills cutting across functions. Functional core courses provide a mix of theory and practice. Recently, the "mix" between theory and practice was recalibrated away from the former and towards the latter with Managerial Economics replacing Economic

Theory and Managerial Accounting replacing Accounting Theory. In juxtaposition to these, the elective core courses, in addition to providing a strong foundation for deeper analysis in the subsequent component of the programme, provide a venue in which interrelationships among several functional business areas can be assessed.

Students are required to complete a dissertation in a topic chosen from a variety of fields including: accounting, economics, banking, finance, management (human resources as well as operational), marketing and MIS. Students have the option to write either a dissertation track 1 (xxxx 599, 12 credits) or a dissertation track 2 (xxxx 595, 6 credits) in their specialization area. Where the student chooses to do a track 2 dissertation, two more elective courses (6 credits) chosen from the student's specialization are required.

MASTER'S DEGREE IN BUSINESS ADMINISTRATION (MBA)

FOUNDATION COURSES (PRE-MBA NON-CREDIT COURSES*)

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	501	ACCOUNTING	3	0	3	
FINC	509	FINANCE	3	0	3	
MAGT	501	QUANTITATIVE METHODS	3	0	3	

*** NOT COUNTED TOWARDS THE 36 CREDITS NECESSARY FOR THE MBA DEGREE.**

CORE COURSES (18 CREDITS)

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	522	MANAGERIAL ACCOUNTING	3	0	3	ACCT 500 OR EQUIVALENT
ECON	520	MANAGERIAL ECONOMICS	3	0	3	
FINC	501	FINANCIAL MANAGEMENT	3	0	3	FINC 500 OR EQUIVALENT
ITMA	570	MANAGEMENT INFORMATION SYSTEMS	3	0	3	
MAGT	550	RESEARCH METHODS & MODELING	3	0	3	MAGT 500 OR EQUIVALENT
MAKT	511	MARKETING MANAGEMENT	3	0	3	

CORE-ELECTIVE COURSES: STRATEGY COMPONENT **

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MAGT	551	OPERATIONS AND QUALITY MANAGEMENT	3	0	3	MAGT 500 O EQUIVALENT
MAGT	561	STRATEGIC MANAGEMENT	3	0	3	
MAGT	562	COMPETITION, INNOVATION AND STRATEGY	3	0	3	
MAGT	563	ENTREPRENEURSHIP AND SMALL BUSINESS STRATEGY	3	0	3	

**** STUDENTS HAVE TO CHOOSE ANY TWO COURSES FROM EITHER THE STRATEGY COMPONENT OR THE INTERNATIONAL MANAGEMENT COMPONENT.**

CORE-ELECTIVE COURSES: INTERNATIONAL MANAGEMENT COMPONENT**

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECON	532	INTERNATIONAL BUSINESS & MNCS	3	0	3	
FINC	506	INTERNATIONAL FINANCE	3	0	3	FINC 501

**** STUDENTS HAVE TO CHOOSE ANY TWO COURSES FROM EITHER THE STRATEGY COMPONENT OR THE INTERNATIONAL MANAGEMENT COMPONENT.**

MASTER'S DEGREE IN BUSINESS ADMINISTRATION (MBA)

COMPULSORY RESEARCH (6 OR 12 CREDITS)

IT IS COMPULSORY TO OPT FOR EITHER TRACK#1(12 CREDITS) OR TRACK#2 (6 CREDITS) DISSERTATION. IF THE STUDENT CHOOSES TRACK#2 DISSERTATION, TWO MORE COURSES (6 CREDITS) HAVE TO BE CHOSEN FROM THE SET OF ELECTIVE COURSES.

TRACK # 1 DISSERTATION (12 CREDITS)*

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	599	DISSERTATION IN ACCOUNTING - TRACK 1	0	24	12	21 CORE CREDITS INCLUDING MAGT 550
ECON	599	DISSERTATION IN ECONOMICS - TRACK 1	0	24	12	21 CORE CREDITS INCLUDING MAGT 550
BANK	599	DISSERTATION IN BANKING - TRACK 1	0	24	12	21 CORE CREDITS INCLUDING MAGT 550
FINC	599	DISSERTATION IN FINANCE - TRACK 1	0	24	12	21 CORE CREDITS INCLUDING MAGT 550
ITMA	599	DISSERTATION IN ITMA - TRACK 1	0	24	12	21 CORE CREDITS INCLUDING MAGT 550
MAGT	599	DISSERTATION IN MANAGEMENT - TRACK 1	0	24	12	21 CORE CREDITS INCLUDING MAGT 550
MAKT	599	DISSERTATION IN MARKETING - TRACK 1	0	24	12	21 CORE CREDITS INCLUDING MAGT 550

*** A STUDENT CAN REGISTER IN THE DISSERTATION COURSE XXXX 599 IF THE FOLLOWING CONDITIONS ARE SATISFIED: THE STUDENT (1) COMPLETED SUCCESSFULLY AT LEAST 21 CREDIT HOURS INCLUDING MAGT 550 – RESEARCH METHODS AND MODELING, (2) RECEIVED A GRADE OF B OR MORE IN MAGT 550, AND (3) ATTAINED A CGPA OF AT LEAST 3.0.**

TRACK # 2 DISSERTATION (6 CREDITS)*

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	595	DISSERTATION IN ACCOUNTING - TRACK 2	0	12	6	21 CORE CREDITS INCLUDING MAGT 550
BANK	595	DISSERTATION IN BANKING - TRACK 2	0	12	6	21 CORE CREDITS INCLUDING MAGT 550
ECON	595	DISSERTATION IN ECONOMICS - TRACK 2	0	12	6	21 CORE CREDITS INCLUDING MAGT 550
FINC	595	DISSERTATION IN FINANCE - TRACK 2	0	12	6	21 CORE CREDITS INCLUDING MAGT 550
ITMA	595	DISSERTATION IN ITMA - TRACK 2	0	12	6	21 CORE CREDITS INCLUDING MAGT 550
MAGT	595	DISSERTATION IN MANAGEMENT - TRACK 2	0	12	6	21 CORE CREDITS INCLUDING MAGT 550
MAKT	595	DISSERTATION IN MARKETING - TRACK 2	0	12	6	21 CORE CREDITS INCLUDING MAGT 550

*** A STUDENT CAN REGISTER IN THE DISSERTATION COURSE XXXX 595 IF THE FOLLOWING CONDITIONS ARE SATISFIED: THE STUDENT (1) COMPLETED SUCCESSFULLY AT LEAST 24 CREDIT HOURS INCLUDING MAGT 550 – RESEARCH METHODS AND MODELING, (2) RECEIVED A GRADE OF B OR MORE IN MAGT 550, AND (3) ATTAINED A CGPA OF AT LEAST 2.8.**

MASTER'S DEGREE IN BUSINESS ADMINISTRATION (MBA)

ELECTIVE COURSES (6 CREDITS)

IF THE STUDENT CHOOSES TRACK#2 DISSERTATION, TWO MORE COURSES (6 CREDITS) HAVE TO BE CHOSEN FROM THE SET OF ELECTIVE COURSES.

ACCOUNTING AND ECONOMICS

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ACCT	520	ACCOUNTING THEORY AND PRACTICE	3	0	3	ACCT 522
ACCT	521	FINANCIAL REPORTING AND CONTROL	3	0	3	ACCT 500 OR EQUIVALENT
ACCT	523	ADVANCED TOPICS IN ACCOUNTING	3	0	3	ACCT 522
ACCT	524	AUDITING THEORY AND POLICY	3	0	3	ACCT 500 OR EQUIVALENT
ECON	530	ECONOMIC THEORY	3	0	3	ECON 520

BANKING AND FINANCE

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
BANK	541	ISLAMIC BANKING	3	0	3	
FINC	502	FINANCIAL ANALYSIS	3	0	3	FINC 501
FINC	505	CAPITAL BUDGETING AND PROECT EVALUATION	3	0	3	FINC 501
FINC	507	FINANCIAL MODELING AND OPTIMIZATION	3	0	3	FINC 501
FINC	508	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	3	0	3	FINC 501

MANAGEMENT (OPERATIONAL AND HR) AND MARKETING

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MAGT	551	OPERATIONS AND QUALITY MANAGEMENT	3	0	3	MAGT 500 OR EQUIVALENT
MAGT	552	DECISION ANALYSIS AND BUSINESS FORECASTING	3	0	3	MAGT 500 OR EQUIVALENT
MAGT	554	STATISTICAL INFERENCE IN MANAGERIAL DECISION MAKING	3	0	3	MAGT 500
MAGT	555	OPERATIONS MANAGEMENT STRATEGY	3	0	3	MAGT 500 OR EQUIVALENT
MAGT	560	HUMAN RESOURCE MANAGEMENT	3	0	3	
MAGT	561	STRATEGIC MANAGEMENT	3	0	3	
MAGT	563	ENTREPRENEURSHIP AND SMALL BUSINESS STRATEGY	3	0	3	
MAGT	564	LEADERSHIP IN ORGANIZATIONS	3	0	3	
MAGT	565	ORGANIZATIONAL BEHAVIOUR	3	0	3	
MAKT	515	NEW PRODUCT DEVELOPMENT	3	0	3	MAKT 511

MANAGEMENT INFORMATION SYSTEMS

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITMA	571	ADVANCED E-COMMERCE	3	0	3	ITMA 570
ITMA	574	SYSTEM PROJECT MANAGEMENT	3	0	3	ITMA 570

MASTER'S DEGREE IN

ENGINEERING MANAGEMENT

IN COLLABORATION WITH THE GEORGE WASHINGTON UNIVERSITY

The Engineering Management and Systems Engineering (EMSE) Off-Campus Programs Office at the George Washington University (GWU), USA, offers a Master of Science Degree Program in Engineering Management in the Kingdom of Bahrain at Ahlia University that is designed to develop leaders for technically oriented organizations and prepare them for the future. The GW/AU Master's program in Engineering Management teaches employees of engineering, business, and technical organizations to complement technical knowledge with managerial skills. The GW Department of Engineering Management and Systems Engineering in collaboration with Ahlia University brings its well-established education programs to a convenient location in the Middle East.

The field of Engineering Management with a focus on Engineering and Technology Management (E&TM) bridges the gap between engineering and management. It involves the overall management of organizations oriented to manufacturing, construction, engineering, and technology or production. E&TM enables engineers to function more effectively in the business environment. A Master of Science Degree in engineering management provides a technical-based alternative to traditional MBA programs. Practitioners specialize in such areas as management of technology, product and process, quality, organizational management, operations management, program management or marketing and finance.

Degree Features :

- The Program is offered by GWU EMSE Off-campus Office and hosted by Ahlia University.
- It is an integrated program of research and teaching offered to staff and managers of technology in industry, government, and international entities.
- The Program provides understanding of managerial roles, analysis of the diverse functions of technological organizations, and instruction in modern management techniques and tools as they apply to formulating and executing decisions in engineering, technical and scientific organizations.
- The Program curriculum requires 11 graduate-level courses totalling 36 credit hours.
- The Program contains two types of course requirements in its master's curriculum—core course requirements (12 credits) and focus course requirements (18 credits) including a research project dissertation (6 credits).
- Core course requirements are taken by all students in the Master of Science Degree program.
- Focus course requirements address specialized topics that together provide the level of detail necessary for management proficiency in particular engineering environments.

Career Opportunities :

Graduates from the Master of Science Degree in Engineering Management are practitioners in several management fields such as technology management, project management, product and process management, quality management, organizational management, operations management, program management or marketing and finance. The program is offered to managers of technology in industry, government, and international entities. The program provides understanding of managerial roles, analysis of the diverse functions of technological organizations, and instruction in modern management techniques and tools as they apply to formulating and executing decisions in engineering, as well as technical and scientific organizations.

MASTER OF SCIENCE DEGREE IN ENGINEERING MANAGEMENT

CORE COURSES (12 CREDITS)

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
EMSE	6001	THE MANAGEMENT OF TECHNICAL ORGANIZATIONS	6	0	3	
EMSE	6410	SURVEY OF FINANCE AND ENGINEERING ECONOMICS	6	0	3	
EMSE	6020	DECISION MAKING WITH UNCERTAINTY	6	0	3	
EMSE	6801	SYSTEMS ENGINEERING I	6	0	3	

FOCUS COURSES (18 CREDITS)

FIVE COURSES ARE TO BE CHOSEN FROM THE FOLLOWING IN ADDITION TO THE RESEARCH METHODS COURSES EMSE 6992 WHICH IS A PREREQUISITE FOR THE COMPULSORY RESEARCH COURSE EMSE 6995.

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
EMSE	6850	QUANTITATIVE MODELS IN SYSTEMS ENGINEERING	6	0	3	
EMSE	6005	ORGANIZATIONAL BEHAVIOR FOR THE ENGINEERING MANAGER	6	0	3	
EMSE	6820	PROGRAM AND PROJECT MANAGEMENT	6	0	3	
EMSE	6790	LOGISTICS PLANNING	6	0	3	
EMSE	6770	TECHNIQUES OF RISK ANALYSIS AND MANAGEMENT	6	0	3	
EMSE	6026	TECHNICAL ENTERPRISES	6	0	3	
EMSE	6035	MARKETING OF TECHNOLOGY	6	0	3	
EMSE	6505	KNOWLEDGE MANAGEMENT (I)	6	0	3	
EMSE	6992	SPECIAL TOPICS: RESEARCH METHODS FOR THE EM	6	0	3	

RESEARCH (6 CREDITS)

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
EMSE	6995	RESEARCH	0	12	6	EMSE 6992

PHD (WR) DEGREE IN

MANAGEMENT STUDIES & RESEARCH

IN COLLABORATION WITH BRUNEL UNIVERSITY LONDON

Brunel Business School, UK, is working in partnership with Ahlia University, Bahrain, to deliver the prestigious PhD (Without Residence) programme in Bahrain. The programme was launched in 2007 and is helping to create a new generation of scholars and business leaders, benefiting society by developing a research culture and assisting the evolution from a knowledge-consuming society to a knowledge-producing society.

UNIQUE OPPORTUNITY

A research degree in Doctor of Philosophy (PhD) in Management Studies Research from a UK university with an international reputation is a highly sought-after qualification. However, until very recently, studying for a UK doctorate meant spending at least three years in the UK and anyone who was unable to do this would not be able to achieve their dream of gaining a UK based PhD. This doctoral programme represents a unique opportunity to gain a UK PhD and be part of Brunel Business School while remaining in Bahrain.

RESEARCH EXPERTISE

Research in Brunel Business School has grown substantially in both quantity and quality in research years. In REF2014 Brunel Business School was ranked 20th department in the UK in research intensity, up from 65th place in REF2008. Today over 85% of the Brunel Business School staff are research-active, working in a research community of six well-focused research groups, all with international profiles and collaborative research initiatives. Ahlia University staff are also developing a vibrant research-oriented community. Together Brunel and Ahlia are cooperating to produce a strong inter-institutional research environment. You should therefore be assured that you will be offered all the support, guidance, research experience and expertise to help you to successfully complete your PhD.

WHY CHOOSE THE AHLIA-BRUNEL RESEARCH DEGREE PROGRAMME?

Brunel is a well established, research-led university with an international reputation, while Ahlia University is a much younger institution. However, Ahlia views research as an integral part of our policy and philosophy because we believe there should be two sides to a university: teaching and learning on the one hand, and research on the other. Choosing this research degree programme means that you benefit in many ways from both universities :

- The programme represents a unique opportunity for anyone who is unable to spend three years abroad – maybe due to work or family commitments – to study in Bahrain and be examined and awarded a PhD by a UK university with an international reputation.
- The programme has been judged to meet the standards set by the UK's Quality Assurance Agency (the organisation responsible for upholding academic standards and quality of higher education in the UK)
- Students can choose from a wide range of research topics – research interests of the programme's academic staff span all the main areas of business and management research http://www.brunel.ac.uk/bbs/research/research-groups
- Students will have access to the research expertise of Brunel Business School academics without having to leave Bahrain: members of Brunel Business School have published extensively and are recognised as leaders in a range of research fields
- Students will receive support from academics at Ahlia University and be entitled to make full use of Ahlia's facilities.

HOW THE PROGRAMME WORKS

- Students will be based at Ahlia University and have full access to all of Ahlia's facilities including its extensive library
- Students will be assigned two academic supervisors who will support and guide them during the PhD programme.
- Students will be nominally attached to a research centre within Brunel Business School
- Students will be encouraged to attend conferences and to disseminate their research

- Brunel Business School regularly runs seminars and workshops in Bahrain to help students with their study and research skills
- The only time students will need to go to Brunel will be for their viva voce at the end of the PhD.

SUCCESSFULLY COMPLETING YOUR PhD

The key requirements for obtaining a PhD are:

- Discovery of novel findings – which should be of a standard sufficient for publication in peer-reviewed academic journals;
- A broad and in depth understanding of the research field including relevant methodologies, an ability to critically discuss research, its implications and limitations;
- Preparation of a well written and presented thesis describing the background to the student's work, the methods used, observations made and critical discussion in the context of the broader field.

SUPPORT FROM YOUR SUPERVISORS

To support students in their research, each student will be assigned two supervisors. One of the supervisors will be an academic from Ahlia University; the other will be an academic from Brunel Business School. Whilst PhD students are expected to work independently, the role of the supervisors will be to provide guidance and direction throughout the time as a PhD student. The Ahlia supervisor will be on hand for face to face meetings and students will have regular contact with the Brunel supervisor by email and other online communication means.

ENTRY REQUIREMENTS

Applicants are normally expected to hold a good honours degree in a relevant academic discipline and you should also have successfully completed a Master's degree.

If English is not your first language and you have not previously been taught in English, you will be expected to demonstrate proficiency in English. Brunel University recognises a range of qualifications.

For further details, visit:

www.brunel.ac.uk/international/languagerequirements

MODE OF STUDY

Full-time only. Students are expected to complete their PhD in 3 years. Assessment is based on the submitted thesis and its oral defence in a viva voce. This will be held at Brunel University London in the UK and will be conducted under Brunel regulations.

HOW TO APPLY

Please send your initial queries to phdwr@ahlia.edu.bh To apply, you need to upload the completed application form and supporting documents available by visiting this site:

PhD-WR in Management Studies offered by Brunel University.

https://evision.brunel.ac.uk/urd/sits.urd/run/siw_ipp_lgn.login?process=siw_ipp_app&code1=MGTRESDFTD&code2=0001

You will need to support your application with a detailed research proposal and two references. Please take particular care to ensure that your personal statement (Section 19) fully explains why you are interested in studying for a PhD, how a PhD will contribute to your future career plans and why you have chosen Brunel's PhD without residence programme at Ahlia University. Supporting documents required are as follows:

- Your research proposal
- Your CV
- Your Passport
- Authenticated copies of your academic qualifications

IF YOU WOULD LIKE TO KNOW MORE PLEASE CONTACT US:

Tel : +973 1729 8973, +973 1731 3524

Mobile : +973-33997734 | Email : phdwr@ahlia.edu.bh

COLLEGE OF
ENGINEERING

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The Mobile and Network Engineering undergraduate programme focuses on wireless mobile communications and network engineering and provides students with the knowledge and skills so important for a career in the rapidly changing mobile and networking industry. Through this programme, students acquire an in-depth knowledge in wireless and mobile communications, data networks and network design, mobile device programming, modern digital and analogue communication systems, and multimedia service convergences.

The Computer and Communications Engineering undergraduate programme focuses on computer and communication engineering concepts and applications. The programme provides exposure to diverse cutting-edge technologies spanning computer architecture, microprocessors, embedded systems, digital signal processing, and modern digital and analogue communication systems. A significant feature of the two Bachelor of Science Degree programmes offered by Ahlia University's College of Engineering is the inclusion of professional courses such as the ones offered by Cisco required by the job market in the engineering sector. These job-oriented courses have been woven into the main curriculum to prepare students who take up jobs that need special skills. Ahlia University College of Engineering students will therefore be able to achieve international certification; an opportunity made available by these courses.

The Cisco Professional Certificate (CCN) is integrated into the two Engineering programmes. With this certification, students will be able to build a functional configuration to support the specified network operational requirements. The certificate track consists of four linked courses: the first two are core courses (CCNA - Track) inserted within the third year of the programme; and the remaining two courses (CCNP - Track) are elective.

The College of Engineering also contributes with four courses to the Master of Science in Information Technology and Computer Science (MITCS) programme offered by the College of Information Technology.

PROGRAMMES

- Bachelor's degree in Mobile and Network Engineering (BSMNE)
- Bachelor's degree in Computer and Communication Engineering (BSCCE)

BACHELOR'S DEGREE IN

MOBILE AND NETWORK ENGINEERING (BSMNE)

The Mobile and Network Engineering undergraduate programme focuses on wireless mobile communications and network engineering and provides students with the knowledge and skills so important for a career in the rapidly changing mobile and networking industry. Through this programme, students acquire an in-depth knowledge in wireless and mobile communications, data networks and network design, mobile device programming, modern digital and analogue communication systems, and multimedia service convergences.

The Cisco Professional Certificate (CCN) is integrated into this programme. With this certification, students will be able to build a functional configuration to support the specified network operational requirements. The certificate track consists of four linked courses. The first two (CCNA - Track) are compulsory inserted within the third year of the programme; and the remaining two courses (CCNP - Track) are elective.

Degree Features :

- The programme is 4 years in length.
- The programme is taught in English.
- The number of credits required to graduate is 134 including a graduation project.
- The programme includes a great opportunity for self development through work placements and exchange programmes with our exchange partners from around the world.
- Inclusion of professional courses such as the CISCO Professional Certifications (CCNA & CCNP)

Career Opportunities :

Mobile Communications Engineer, Network Engineer, Mobile Network Planning Engineer, RF Cellular Engineer, and Network / IT administrator.

BACHELOR'S DEGREE IN MOBILE AND NETWORK ENGINEERING (BSMNE)

FIRST YEAR (35 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
MATH	101	CALCULUS (I)	3	0	3	MATH 050 OR MATH 052 OR MATH 053 OR MATH 055
PHYS	101	GENERAL PHYSICS (I)	3	0	3	MATH 050 OR MATH 052 OR MATH 053 OR MATH 055
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	MATH 050 OR MATH 052 OR MATH 053 OR MATH 055
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
ITCS	122	INTRODUCTION TO PROGRAMMING TECHNIQUES	2	2	3	ITCS 101
MATH	102	CALCULUS (II)	3	0	3	MATH 101
PHYS	102	PHYSICS (II)	2	2	3	PHYS 101
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2	0	2	
		TOTAL PER SEMESTER			**17**	

SECOND YEAR (33 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	201	ELECTRIC CIRCUITS	2	2	3	PHYS 102 & MATH 102
MATH	201	DISCRETE MATHEMATICS	3	0	3	MATH 101
MATH	205	DIFFERENTIAL EQUATIONS	3	0	3	MATH 102
ITCS	201	OBJECT-ORIENTED PROGRAMMING (I)	2	2	3	ITCS 122
ENGL	201	ACADEMIC ENGLISH (III)	3	0	3	ENGL 102
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	221	ELECTRONIC CIRCUITS	2	2	3	ECCE 201
ITCS	224	DATA STRUCTURES	2	2	3	ITCS 201
ECTE	224	SIGNALS & SYSTEMS	2	2	3	MATH 205
ECCE	203	DIGITAL LOGIC	2	2	3	ITCS 101
MATH	221	LINEAR ALGEBRA	3	0	3	MATH 101
ENGL	202	ACADEMIC ENGLISH (IV)	3	0	3	ENGL 201
		TOTAL PER SEMESTER			**18**	

BACHELOR'S DEGREE IN MOBILE AND NETWORK ENGINEERING (BSMNE)

THIRD YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	303	COMPUTER ARCHITECTURE AND ORGANIZATION	2	2	3	ECCE 203
ECTE	314	COMMUNICATION SYSTEMS (I)	2	2	3	ECTE 224 & ECCE 221
MATH	311	COMPLEX ANALYSIS	3	0	3	MATH 102
ITCS	221	OBJECT-ORIENTED PROGRAMMING (II)	2	2	3	ITCS 201
ECTE	329	COMPUTER NETWORKS	2	2	3	ITCS 214 OR ECCE 203
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECTE	324	COMMUNICATION SYSTEMS II	2	2	3	ECTE 314
ECTE	349	NETWORK ROUTING & SWITCHING	2	2	3	ECTE 329
ECTE	328	MOBILE APPLICATION DEVELOPMENT	2	2	3	ITCS 221 & ECTE 329
STAT	302	APPLIED PROBABILITY	3	0	3	STAT 101 & MATH 102
ETHC	392	ETHICS AND PROFESSIONAL PRACTICE IN IT AND ENGINEERING	3	0	3	COMPLETION OF AT LEAST 66 CREDITS
PHYS	321	ELECTROMAGNETICS THEORY	3	0	3	MATH 205 AND MATH 311
		TOTAL PER SEMESTER			**18**	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	462	BSMNE INTERNSHIP	0	0	3	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
		TOTAL PER SEMESTER			**3**	

FOURTH YEAR (30 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
XXXX	XXX	TECHNICAL ELECTIVE 1	X	X	3	
ECON	424	ENGINEERING ECONOMICS	3	0	3	COMPLETION OF AT LEAST 90 CREDITS
IERM	498	RESEARCH METHODS IN INFORMATION TECHNOLOGY & ENGINEERING	3	0	3	COMPLETION OF AT LEAST 90 CREDITS
ITCS	409	OPERATING SYSTEMS	3	0	3	ECCE 303 OR ITCS 303
ECTE	450	DIGITAL SIGNAL PROCESSING	2	2	3	ECTE 224
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECTE	421	NETWORK DESIGN & SECURITY	2	2	3	ECTE 349
ECTE	424	WIRELESS COMMUNICATIONS	2	2	3	ECTE 324 & PHYS 321
ECTE	499	MAJOR PROJECT	X	X	3	IERM 498 & ETHC 392
XXXX	XXX	TECHNICAL ELECTIVE 2	X	X	3	
HU/SS	XXX	HUMANITIES/ SOCIAL SCIENCES	X	X	3	
TOTAL PER SEMESTER					**15**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECTE	405	MULTIMEDIA COMMUNICATIONS	3	0	3	ECTE 450
ECTE	472	SOFTWARE-DEFINED RADIO	2	2	3	ECTE 324
ECTE	474	OPTICAL COMMUNICATIONS	2	2	3	ECTE 324
ITCS	422	DISTRIBUTED SYSTEMS	2	2	3	ITCS 409

BACHELOR'S DEGREE IN

COMPUTER AND COMMUNICATION ENGINEERING (BSCCE)

The Computer and Communications Engineering undergraduate programme focuses on computer and communication engineering concepts and applications. The programme provides exposure to diverse cutting-edge technologies spanning computer architecture, microprocessors, embedded systems, digital signal processing, and modern digital and analogue communication systems.

The Cisco Professional Certificate (CCN) is integrated into this programme. With this certification, students will be able to build a functional configuration to support the specified network operational requirements. The certificate track consists of four linked courses. The first two courses (CCNA - Track) are compulsory inserted within the third year of the programme, and the remaining two courses (CCNP - Track) are elective.

Degree Features :

- The programme is taught in English
- The programme is 4 years in length
- 134 credits are required to graduate, including a graduation project
- The programme includes a great opportunity for self-development through work placements and exchange programmes with our exchange partners from around the world.
- Inclusion of professional courses such as CISCO Professional Certifications (CCNA & CCNP)

Career Opportunities :

Telecommunication Engineer, Communication Networks Engineer, Computer Engineer and other career prospects in such growth areas as Telecommunications and Internet technology, Automotive and Traffic Technology, etc.

BACHELOR'S DEGREE IN COMPUTER AND COMMUNICATION ENGINEERING (BSCCE)

FIRST YEAR (35 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
MATH	101	CALCULUS (I)	3	0	3	MATH 050 OR MATH 052 OR MATH 053 OR MATH 055
PHYS	101	GENERAL PHYSICS (I)	3	0	3	MATH 050 OR MATH 052 OR MATH 053 OR MATH 055
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	MATH 050 OR MATH 052 OR MATH 053 OR MATH 055
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
ITCS	122	INTRODUCTION TO PROGRAMMING TECHNIQUES	2	2	3	ITCS 101
MATH	102	CALCULUS (II)	3	0	3	MATH 101
PHYS	102	PHYSICS (II)	2	2	3	PHYS 101
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2	0	2	
		TOTAL PER SEMESTER			**17**	

SECOND YEAR (33 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	201	ELECTRIC CIRCUITS	2	2	3	PHYS 102 & MATH 102
MATH	201	DISCRETE MATHEMATICS	3	0	3	MATH 101
MATH	205	DIFFERENTIAL EQUATIONS	3	0	3	MATH 102
ITCS	201	OBJECT-ORIENTED PROGRAMMING (I)	2	2	3	ITCS 122
ENGL	201	ACADEMIC ENGLISH (III)	3	0	3	ENGL 102
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	221	ELECTRONIC CIRCUITS	2	2	3	ECCE 201
ITCS	224	DATA STRUCTURES	2	2	3	ITCS 201
ECCE	203	DIGITAL LOGIC	2	2	3	ITCS 101
ECTE	224	SIGNALS & SYSTEMS	2	2	3	MATH 205
MATH	221	LINEAR ALGEBRA	3	0	3	MATH 101
ENGL	202	ACADEMIC ENGLISH (IV)	3	0	3	ENGL 201
		TOTAL PER SEMESTER			**18**	

BACHELOR'S DEGREE IN COMPUTER AND COMMUNICATION ENGINEERING (BSCCE)

THIRD YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	303	COMPUTER ARCHITECTURE AND ORGANIZATION	2	2	3	ECCE 203
MATH	311	COMPLEX ANALYSIS	3	0	3	MATH 102
ECTE	314	COMMUNICATION SYSTEMS (I)	2	2	3	ECTE 224 & ECCE 221
ECCE	326	DIGITAL LOGIC DESIGN	2	2	3	ECCE 203
ECTE	329	COMPUTER NETWORKS	2	2	3	ITCS 214 OR ECCE 203
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	323	MICROPROCESSORS	2	2	3	ECCE 303
HU/SS	XXX	HUMANITIES/ SOCIAL SCIENCES	X	X	3	
ETHC	392	ETHICS AND PROFESSIONAL PRACTICE IN IT AND ENGINEERING	3	0	3	COMPLETION OF AT LEAST 66 CREDITS
ECTE	324	COMMUNICATION SYSTEMS (II)	2	2	3	ECTE 314
STAT	302	APPLIED PROBABILITY	3	0	3	STAT 101 & MATH 102
PHYS	321	ELECTROMAGNETICS THEORY	3	0	3	MATH 205 & MATH 311
		TOTAL PER SEMESTER			**18**	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	461	BSCCE INTERNSHIP	0	0	3	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
		TOTAL PER SEMESTER			**3**	

FOURTH YEAR (30 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	403	EMBEDDED SYSTEMS	2	2	3	ECCE 323
ECTE	450	DIGITAL SIGNAL PROCESSING	2	2	3	ECTE 224
IERM	498	RESEARCH METHODS IN INFORMATION TECHNOLOGY & ENGINEERING	3	0	3	COMPLETION OF AT LEAST 90 CREDITS
XXXX	XXX	TECHNICAL ELECTIVE 1	X	X	3	
ECON	424	ENGINEERING ECONOMICS	3	0	3	COMPLETION OF AT LEAST 90 CREDITS
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITCS	409	OPERATING SYSTEMS	3	0	3	ECCE 303 OR ITCS 303
ECCE	499	MAJOR PROJECT	X	X	3	IERM 498 & ETHC 392
ECTE	424	WIRELESS COMMUNICATIONS	2	2	3	ECTE 324 & PHYS 321
ECTE	405	MULTIMEDIA COMMUNICATIONS	3	0	3	ECTE 450
XXXX	XXX	TECHNICAL ELECTIVE 2	X	X	3	
TOTAL PER SEMESTER					**15**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	324	PRINCIPLES OF CONTROL SYSTEMS	2	2	3	ECTE 224 & MATH 205
ECCE	451	MACHINE LEARNING	2	2	3	STAT 302 & MATH 205
ECCE	452	COMPUTER VISION	2	2	3	ITCS 224
ECTE	474	OPTICAL COMMUNICATIONS	2	2	3	ECTE 324

COLLEGE OF

INFORMATION TECHNOLOGY

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DEPARTMENT OF INFORMATION TECHNOLOGY

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Dr. Wasan Shakir Awad	
Ms. Jenan Moosa	
Mrs. Khadija Atiya Almohsen	

PROGRAMMES OFFERED BY THE COLLEGE

The Information Technology programmes prepare students to be proficient not only in a wide variety of computer programmes but also in the design, implementation and use of information technology. The programmes impart thorough knowledge of the components of computer systems and develop expertise in programming languages, software engineering, databases and multimedia technology, In addition to advance topics such as cloud computing and big data.

A significant feature of the College's Bachelor's Degree programmes is the inclusion of professional courses from Oracle and Microsoft which are required by the job market in the IT sector. These job-oriented courses have been woven into the main curriculum to prepare students who take up jobs which need special skills. Ahlia University IT College students will be thus able to achieve international certification, through their study on these courses.

PROGRAMMES

- Bachelor's Degree in Information Technology (BSIT)
- Bachelor's Degree in Multimedia Systems (BSMS)
- Master's Degree in Information Technology and Computer Science (MITCS)
- Doctoral of Philosophy (PhD-WR) in Information Systems and Computing Studies, offered by Brunel University London

BACHELOR'S DEGREE IN

INFORMATION TECHNOLOGY (BSIT)

The Information Technology undergraduate programme (BSIT) prepares students to be proficient not only in a wide variety of computer programmes but also in the design, implementation and use of information technology. The programme imparts thorough knowledge of the components of computer systems, and develops expertise in programming languages, advanced applications, databases expert systems, software engineering and information security. A significant feature of our undergraduate programme is that it incorporates the Oracle 10g Database Administrator Professional Certificate in the structure of its curriculum. The Professional Certificate is integrated into the BSIT programme with an aim to create Data Base Administrators in Oracle 10g version. Oracle Database Administrators manage the industry's most advanced information systems. This certification advances the success as an Oracle professional in the area of database administration. The certificate track consists of four inter-dependent courses: the first is a compulsory course in the third year of the programme; the other three are included in the list of electives. Upon completion of these four courses, the student will be an Oracle certified professional in the area of database administration.

Aims of the Programme

- To provide students with critical competences and cutting-edge skills of core information technologies of human computer interaction, information management, programming, networking, and web systems and technologies.
- To enable students to critically analyze, identify, and solve real-world problems; to design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs; to manage information; to effectively integrate IT-based solutions into the user environment.

To instill in students a keen appreciation of, and to demonstrate, professionalism and ethical behavior, including responsible teamwork, creativity and communication skills with professional attitudes, and to prepare them for the complex actual work environment and for life-long learning.

Degree Facts :

The programmes aim to provide IT graduates with the skills and knowledge to take on appropriate professional position in Information Technology upon graduation and grow into leadership positions or pursue research or graduate studies in the field.

- The programme is 4 years in length.
- The number of credits required to graduate is 134, including a graduation project.
- The programme is taught in English.
- The programme includes a great opportunity for self-development through work placements and exchange programmes with our exchange partners from around the world.

Career Opportunities :

Graduates can enter a wide range of roles such as Software engineer, Systems analyst, Business analyst, Technical support, Network engineer, Technical consultant, Technical sales, Project manager, Web developer, and Software tester.

BACHELOR'S DEGREE IN INFORMATION TECHNOLOGY (BSIT)

FIRST YEAR (32 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
ITCS	101	INTRODUCTION TO COMPUTER & IT	2	2	3	
MATH	101	CALCULUS (I)	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
HUMR	101	PRINCIPALES OF HUMAN RIGHTS	2	0	2	
PHYS	131	PHYSICS I FOR INFORMATION TECHNOLOGY	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**17**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
ITCS	122	INTRODUCTION TO PROGRAMMING TECHNIQUES	2	2	3	ITCS 101
MATH	102	CALCULUS (II)	3	0	3	MATH 101
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**15**	

SECOND YEAR (33 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	201	ACADEMIC ENGLISH (III)	3	0	3	ENGL 102
MATH	202	CALCULUS (III)	3	0	3	MATH 102
ITCS	201	OBJECT-ORIENTED PROGRAMMING (I)	2	2	3	ITCS 122
XXXX	XXX	FREE ELECTIVE	X	X	3	
ITCS	209	DISCRETE STRUCTURES	3	0	3	MATH 102
ITMS	205	INTERNET APPLICATIONS AND SERVICES	2	2	3	ITCS 101
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	202	ACADEMIC ENGLISH IV	3	0	3	ENGL 201
ITCS	221	OBJECT-ORIENTED PROGRAMMING (II)	2	2	3	ITCS 201
ITCS	214	COMPUTER SYSTEMS	3	0	3	ITCS 101
ITCS	222	VISUAL PROGRAMMING	2	2	3	ITCS 122
ITCS	224	DATA STRUCTURES	2	2	3	ITCS 201
		TOTAL PER SEMESTER			**15**	

BACHELOR'S DEGREE IN INFORMATION TECHNOLOGY (BSIT)

THIRD YEAR (39 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITCS	303	DESIGN AND ANALYSIS OF ALGORITHMS	2	2	3	ITCS 224 & ITCS 209
ITCS	313	SOFTWARE ENGINEERING (I)	2	2	3	ITCS 201
ITCS	323	DATABASE SYSTEMS: DESIGN AND APPLICATION	2	2	3	ITCS 222
ITMS	302	HUMAN COMPUTER INTERACTION	2	2	3	ITCS 222
HU/SS	XXX	HUMANITIES/ SOCIAL SCIENCES	X	X	3	
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ETHC	392	ETHICS AND PROFESSIONAL PRACTICE IN IT AND ENGINEERING	3	0	3	COMPLETION OF AT LEAST 66 CREDITS
ITCS	327	SOFTWARE ENGINEERING (II)	3	0	3	ITCS 313
ECTE	329	COMPUTER NETWORKS	2	2	3	ITCS 214
ITCS	333	INTRODUCTION TO SQL (ODBA - 1)	2	2	3	ITCS 323
ITCS	3XX	MAJOR ELECTIVE	2	2	3	
XXXX	XXX	FREE ELECTIVE	X	X	3	
		TOTAL PER SEMESTER			**18**	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	441	BSIT INTERNSHIP	0	12	6	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
		TOTAL PER SEMESTER			**6**	

FOURTH YEAR (30 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITCS	404	INFORMATION SECURITY ENGINEERING	2	2	3	ITCS 327
ITCS	401	SOFTWARE PROJECT MANAGEMENT	2	2	3	ITCS 327
ITCS	409	OPERATING SYSTEMS	3	0	3	ITCS 214 OR ECCE 303
IERM	498	RESEARCH METHODS IN INFORMATION TECHNOLOGY & ENGINEERING	3	0	3	COMPLETION OF AT LEAST 90 CREDITS
ITMA	401	E-COMMERCE	3	0	3	ITCS 101
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITCS	425	WEB ENGINEERING	2	2	3	ITMS 205 & ITCS 327
ITCS	413	INTELLIGENT SYSTEMS	2	2	3	ITCS 303
ITCS	4XX	MAJOR ELECTIVE	2	2	3	
ITCS	427	MOBILE COMPUTING	2	2	3	ECTE 329 & ITCS 221
ITCS	499	MAJOR PROJECT	X	X	3	ETHC 392 & IERM 498
		TOTAL PER SEMESTER			**15**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITCS	334	INTRODUCTION TO PL/SQL (ODBA - 2)	2	2	3	ITCS 333
ITCS	341	SYSTEM ADMINISTRATION (I)	2	2	3	ITCS 214
ITCS	422	DISTRIBUTED SYSTEMS	2	2	3	ITCS 409
ITCS	433	DATABASE ADMINISTRATION I (ODBA - 3)	2	2	3	ITCS 334
ITCS	434	DATABASE ADMINISTRATION II (ODBA - 4)	2	2	3	ITCS 433
ITCS	441	SYSTEM ADMINISTRATION (II)	2	2	3	ITCS 341
ITMS	351	GRAPHICS AND MULTIMEDIA	2	2	3	ITMS 205

BACHELOR'S DEGREE IN

MULTIMEDIA SYSTEMS (BSMS)

The Multimedia Systems undergraduate programme aims to provide the student with an understanding of both the theoretical and practical aspects of distributed systems while focusing on the challenging area of multimedia. The programme is designed to train students on how computers obtain, manipulate and represent visual media. The programme also develops expertise in the production of technically advanced professional presentations including integrated pictures, audio, video, 3-D and 4-D graphics and computer animations.

The Microsoft Certified Technology Specialist (MCTS) certification is embedded in the BDSM programme. The MCTS technology specialist certifications enable professionals to target specific technologies and to distinguish themselves by demonstrating in-depth knowledge and expertise in their specialized fields. This certification track consists of four inter-dependent courses: the first is a compulsory course in the third year of the programme; the other three are included in the list of electives.

Degree Features :

- The programme is 4 years in length.
- The programme is taught in English.
- The number of credits required to graduate is 134, these credits include a graduation project.
- The programme includes a great opportunity for self development through work placements and exchange programmes with our exchange partners from around the world.
- Inclusion of professional courses such as Microsoft Certified Technology Specialist (MCTS).

Career Opportunities :

Graduates can enter a wide range of roles such as Web Developer, Web Designer, Video Editor, Sound Editor, 3D Graphic Designer, 3D Modeler, and 2D Graphic Designer.

BACHELOR'S DEGREE IN MULTIMEDIA SYSTEMS (BSMS)

FIRST YEAR (32 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
MATH	101	CALCULUS (I)	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2	0	2	
PHYS	131	PHYSICS I FOR INFORMATION TECHNOLOGY	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**17**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
ITCS	122	INTRODUCTION TO PROGRAMMING TECHNIQUES	2	2	3	ITCS 101
MATH	102	CALCULUS (II)	3	0	3	MATH 101
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
		TOTAL PER SEMESTER			**15**	

SECOND YEAR (33 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	201	ACADEMIC ENGLISH (III)	3	0	3	ENGL 102
MATH	202	CALCULUS (III)	3	0	3	MATH 102
ITCS	201	OBJECT-ORIENTED PROGRAMMING (I)	2	2	3	ITCS 122
XXXX	XXX	FREE ELECTIVE	X	X	3	
ITCS	209	DISCRETE STRUCTURES	3	0	3	MATH 102
ITMS	205	INTERNET APPLICATIONS AND SERVICES	2	2	3	ITCS 101
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	202	ACADEMIC ENGLISH IV	3	0	3	ENGL 201
ITCS	221	OBJECT-ORIENTED PROGRAMMING (II)	2	2	3	ITCS 201
ITCS	214	COMPUTER SYSTEMS	3	0	3	ITCS 101
ITCS	222	VISUAL PROGRAMMING	2	2	3	ITCS 122
ITCS	224	DATA STRUCTURES	2	2	3	ITCS 201
		TOTAL PER SEMESTER			**15**	

BACHELOR'S DEGREE IN MULTIMEDIA SYSTEMS (BSMS)

THIRD YEAR (39 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITCS	303	DESIGN AND ANALYSIS OF ALGORITHMS	2	2	3	ITCS 224 & ITCS 209
ITMS	302	HUMAN COMPUTER INTERACTION	2	2	3	ITCS 222
ITCS	323	DATABASE SYSTEMS: DESIGN AND APPLICATION	2	2	3	ITCS 222
ITMS	307	MULTIMEDIA SOFTWARES (I)	2	2	3	ITMS 205
HU/SS	XXX	HUMANITIES/ SOCIAL SCIENCES	X	X	3	
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ETHC	392	ETHICS AND PROFESSIONAL PRACTICE IN IT AND ENGINEERING	3	0	3	COMPLETION OF AT LEAST 66 CREDITS
ITMS	325	WEB APPLICATIONS DESIGN	2	2	3	ITMS 205
ITMS	327	MULTIMEDIA SOFTWARES (II)	2	2	3	ITMS 307
ITMS	335	WEB PROGRAMMING (I)	2	2	3	ITCS 221
ITMS	3XX	MAJOR ELECTIVE	X	X	3	
ECTE	329	COMPUTER NETWORKS	2	2	3	ITCS 214
		TOTAL PER SEMESTER			**18**	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	442	BSMS INTERNSHIP	0	12	6	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
		TOTAL PER SEMESTER			**6**	

FOURTH YEAR (30 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITCS	409	OPERATING SYSTEMS	3	0	3	ITCS 214 OR ECCE 303
ITMS	426	3D GRAPHICS SOFTWARES	2	2	3	ITMS 327
ITMS	336	WEB PROGRAMMING (II)	2	2	3	ITMS 335
IERM	498	RESEARCH METHODS IN INFORMATION TECHNOLOGY & ENGINEERING	3	0	3	COMPLETION OF AT LEAST 90 CREDITS
XXXX	XXX	FREE ELECTIVE	X	X	3	
		TOTAL PER SEMESTER			**15**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITCS	422	DISTRIBUTED SYSTEMS	2	2	3	ITCS 409
ITMS	436	MULTIMEDIA APPLICATIONS	2	2	3	ITMS 426
ITMS	4XX	MAJOR ELECTIVE	X	X	3	
ITCS	427	MOBILE COMPUTING	2	2	3	ITCS 221 & ECTE 329
ITMS	499	MAJOR PROJECT	X	X	3	BFRM 498 & ETHC 392
		TOTAL PER SEMESTER			**15**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITMS	347	VIDEO POST PRODUCTION	2	2	3	ITMS 327
ITMS	350	DESKTOP PUBLISHING	2	2	3	ITMS 327
ITMS	435	WEB PROGRAMMING (III)	2	2	3	ITMS 336
ITMS	437	CLOUD SERVICES DEVELOPMENT	2	2	3	ITMS 435
ITMS	445	MODELLING AND ANIMATING CHARACTERS IN 3D	2	2	3	ITMS 426

MASTER OF SCIENCE DEGREE IN

INFORMATION TECHNOLOGY AND COMPUTER SCIENCE (MITCS)

Advanced Information Technology (IT) and Computer Science (CS) knowledge and skills are needed for industry and related fields of research. The IT Department has offered a Master's Degree in Information Technology and Computer Science (MITCS) since 2003. The MITCS programme covers advanced theoretical and practical concepts with a view to developing in its Master degree candidates a broad range of skills spanning software engineering, information systems, networking and security, and distributed systems and multimedia. The landscape of Information Technology is rapidly changing as the computing field continues to evolve at astonishing pace and new technologies are continually introduced, therefore the MITCS programme is kept up-to-date by continuous review to address current developments in computing technologies and support graduate employability.

Aims of the Programme:

- To equip students with advanced professional knowledge and skills in areas of information technology and computer science in accordance with international standards.
- To nurture an innovative research culture that encourages students and faculty to undertake independent and collaborative high-quality research.
- To enable students to identify multifaceted problems in their area of specialization and to design, analyze, implement and manage efficient solutions for them using current information technologies.
- To motivate graduates to apply tools, skills, and techniques of information technology in their current and future work environment to increase their organization's productivity and to gain a competitive advantage.
- To prepare graduates to demonstrate ethical behaviour and to be professionally competent and motivated to life-long learning.

Degree Features :

- The MITCS programme consists of a total of 36 credits including six Core Courses (18 credits), two Elective Courses (6 credits), and a Dissertation comprising of (12 credits).
- The MITCS Programme received Confidence status in the Programme Review conducted by HERU/ QAAET in 2010.
- The MITCS Programme is offered by the Department of IT in the College of IT in collaboration with the departments in the College of Engineering.
- Normally students need 1.5 – 2 years to finish the programme successfully.
- Student must score a CGPA of at least 3.0 to graduate from the programme.

Career Opportunities :

The MITCS Programme aims to provide graduates with the skills and knowledge required to take on appropriate professional positions in Information Technology and grow into leadership positions or pursue research or graduate studies in the field.

MASTER OF SCIENCE DEGREE IN INFORMATION TECHNOLOGY AND COMPUTER SCIENCE (MITCS)

ORIENTATION (0 CREDITS)

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	501	INTRODUCTION TO INFORMATION SECURITY	3	0	3	
ITCS	516	OBJECT-ORIENTED PROGRAMMING	3	0	3	
ITCS	517	DATA STRUCTURES & ALGORITHMS	3	0	3	
		TOTAL PER SEMESTER			**9**	

FIRST YEAR (18 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	503	OBJECT ORIENTED METHODOLOGY	3	0	3	
ITCS	511	ADVANCED DATABASE SYSTEMS	3	0	3	
ITMS	522	MULTIMEDIA INFORMATION SYSTEMS OVERVIEW	3	0	3	
		TOTAL PER SEMESTER			**9**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECTE	531	ADVANCED NETWORKING	3	0	3	
ECTE	537	NETWORK SECURITY	3	0	3	
ITCS	550	RESEARCH METHODS & MODELING	3	0	3	COMPLETION OF AT LEAST 9 CREDITS
		TOTAL PER SEMESTER			**9**	

SECOND YEAR (18 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITCS/ECCE/ ECTE	I 5XX	ELECTIVE I IN ITCS, ECCE OR ECTE	X	X	3	
ITCS/ ECCE/ ECTE	II 5XX	ELECTIVE II IN ITCS, ECCE OR ECTE	X	X	3	
		TOTAL PER SEMESTER			**6**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITCS	599	DISSERTATION IN INFORMATION TECHNOLOGY & COMPUTER SCIENCE	0	24	12	ITCS 550 AND COMPLETION OF AT LEAST 21CREDITS
		TOTAL PER SEMESTER			**12**	

LIST OF PROGRAMME ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ECCE	507	MODELING & SIMULATION	3	0	3	
ECTE	535	BROADBAND & WIRELESS NETWORKS	3	0	3	
ITCS	509	ARTIFICIAL INTELLIGENCE	3	0	3	
ITCS	515	BUSINESS INTELLIGENCE	3	0	3	
ITCS	518	MOBILE APPLICATION DEVELOPMENT	3	0	3	
ITCS	520	BIG DATA ANALYTICS	3	0	3	ITCS 511
ITCS	526	CLOUD COMPUTING	3	0	3	
ITCS	530	BIOINFORMATICS COMPUTING	3	0	3	

PHD (WR) DEGREE IN

INFORMATION SYSTEMS & COMPUTING

IN COLLABORATION WITH BRUNEL UNIVERSITY LONDON

Brunel Business School, UK, is working in partnership with Ahlia University, Bahrain, to deliver the prestigious PhD (Without Residence) programme in Bahrain. The programme was launched in 2007 and is helping to create a new generation of scholars and business leaders, benefiting society by developing a research culture and assisting the evolution from a knowledge-consuming society to a knowledge-producing society.

UNIQUE OPPORTUNITY

A research degree in Doctor of Philosophy (PhD) in Information Systems and Computing Research from a UK university with an international reputation is a highly sought-after qualification. However, until very recently, studying for a UK doctorate meant spending at least three years in the UK and anyone who was unable to do this would not be able to achieve their dream of gaining a UK based PhD. This doctoral programme represents a unique opportunity to gain a UK PhD and be part of Brunel Business School while remaining in Bahrain.

RESEARCH EXPERTISE

Research in Brunel Business School has grown substantially in both quantity and quality in research years. In REF2014 Brunel Business School was ranked 20th department in the UK in research intensity, up from 65th place in REF2008. Today over 85% of the Brunel Business School staff are research-active, working in a research community of six well-focused research groups, all with international profiles and collaborative research initiatives. Ahlia University staff are also developing a vibrant research-oriented community. Together Brunel and Ahlia are cooperating to produce a strong inter-institutional research environment. You should therefore be assured that you will be offered all the support, guidance, research experience and expertise to help you to successfully complete your PhD.

WHY CHOOSE THE AHLIA-BRUNEL RESEARCH DEGREE PROGRAMME?

Brunel is a well established, research-led university with an international reputation, while Ahlia University is a much younger institution. However, Ahlia views research as an integral part of our policy and philosophy because we believe there should be two sides to a university: teaching and learning on the one hand, and research on the other. Choosing this research degree programme means that you benefit in many ways from both universities :

- The programme represents a unique opportunity for anyone who is unable to spend three years abroad – maybe due to work or family commitments – to study in Bahrain and be examined and awarded a PhD by a UK university with an international reputation.
- The programme has been judged to meet the standards set by the UK's Quality Assurance Agency (the organisation responsible for upholding academic standards and quality of higher education in the UK)
- Students can choose from a wide range of research topics – research interests of the programme's academic staff span all the main areas of business and management research http://www.brunel.ac.uk/bbs/research/research-groups
- Students will have access to the research expertise of Brunel Business School academics without having to leave Bahrain: members of Brunel Business School have published extensively and are recognised as leaders in a range of research fields
- Students will receive support from academics at Ahlia University and be entitled to make full use of Ahlia's facilities.

HOW THE PROGRAMME WORKS

- Students will be based at Ahlia University and have full access to all of Ahlia's facilities including its extensive library
- Students will be assigned two academic supervisors who will support and guide them during the PhD programme.
- Students will be nominally attached to a research centre within Brunel Business School
- Students will be encouraged to attend conferences and to disseminate their research

- Brunel Business School regularly runs seminars and workshops in Bahrain to help students with their study and research skills
- The only time students will need to go to Brunel will be for their viva voce at the end of the PhD.

SUCCESSFULLY COMPLETING YOUR PhD

The key requirements for obtaining a PhD are:

- Discovery of novel findings – which should be of a standard sufficient for publication in peer-reviewed academic journals;
- A broad and in depth understanding of the research field including relevant methodologies, an ability to critically discuss research, its implications and limitations;
- Preparation of a well written and presented thesis describing the background to the student's work, the methods used, observations made and critical discussion in the context of the broader field.

SUPPORT FROM YOUR SUPERVISORS

To support students in their research, each student will be assigned two supervisors. One of the supervisors will be an academic from Ahlia University; the other will be an academic from Brunel Business School. Whilst PhD students are expected to work independently, the role of the supervisors will be to provide guidance and direction throughout the time as a PhD student. The Ahlia supervisor will be on hand for face to face meetings and students will have regular contact with the Brunel supervisor by email and other online communication means.

ENTRY REQUIREMENTS

Applicants are normally expected to hold a good honours degree in a relevant academic discipline and you should also have successfully completed a Master's degree.

If English is not your first language and you have not previously been taught in English, you will be expected to demonstrate proficiency in English. Brunel University recognises a range of qualifications.

For further details, visit:

www.brunel.ac.uk/international/languagerequirements

MODE OF STUDY

Full-time only. Students are expected to complete their PhD in 3 years. Assessment is based on the submitted thesis and its oral defence in a viva voce. This will be held at Brunel University London in the UK and will be conducted under Brunel regulations.

HOW TO APPLY

Please send your initial queries to phdwr@ahlia.edu.bh To apply, you need to upload the completed application form and supporting documents available by visiting this site:

PhD-WR in Management Studies offered by Brunel University.

https://evision.brunel.ac.uk/urd/sits.urd/run/siw_ipp_lgn.login?process=siw_ipp_app&code1=ISCMPRESDFTD&code2=0001

You will need to support your application with a detailed research proposal and two references. Please take particular care to ensure that your personal statement (Section 19) fully explains why you are interested in studying for a PhD, how a PhD will contribute to your future career plans and why you have chosen Brunel's PhD without residence programme at Ahlia University. Supporting documents required are as follows:

- Your research proposal
- Your CV
- Your Passport
- Authenticated copies of your academic qualifications

IF YOU WOULD LIKE TO KNOW MORE PLEASE CONTACT US:

Tel : +973 1729 8973, +973 1731 3524

Mobile : +973-33997734 | Email : phdwr@ahlia.edu.bh

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MEDICAL & HEALTH SCIENCES

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BACHELOR'S DEGREE IN

PHYSIOTHERAPY (BSPT)

Physiotherapy is a science-based healthcare profession which utilises physical approaches in the promotion, rehabilitation and maintenance of an individual's functional movement potential, psychological and social well being. A challenging and exciting aspect of this profession is the wide scope of knowledge and clinical practice in terms of patient and client groups (i.e. neurological, cardiorespiratory, orthopaedics and pediatrics), and healthcare delivery settings (e.g. hospitals, health centres, community-based organisations, industry and private clinics).

Course aims and objectives :

The aim of the Bachelor of Science in Physiotherapy (BSPT) Degree Programme is to produce graduates with excellent communication skills who are able to function as independent clinicians and as fully interactive members of the multidisciplinary health care team. The course objectives are to provide students with opportunities to:

- Acquire a sound scientific foundation and to develop competency in basic clinical skills, both of which are essential in order to safely and effectively treat patients.
- Develop skills in critical thinking and to evaluate the effectiveness of treatments based on the latest evidence.
- Gain basic knowledge, skills and experience in health-care research methodology.
- Develop skills in life-long learning and therefore respond to the dynamic nature of the healthcare profession and the changing health needs of the community.

Structure and content :

The curriculum continues to evolve and is based on the recommendations of the World Confederation for Physical Therapy. The BSPT degree programme consists of one hundred and fifty-three credit hours of teaching and clinical practice. Pre-clinical training commences in the second semester of the first year and consists of class-room as well as laboratory work which aims to provide a comprehensive understanding of the core biomedical, behavioural and technological sciences as well as an introduction to basic clinical skills. Clinical training in the third and fourth years is delivered through class-room as well as laboratory work to develop knowledge in the clinical sciences, and in combination with ward-based teaching and clinical placements to develop competency in basic clinical skills.

Professional Certification :

Graduates are qualified to sit for the Bahrain Physiotherapy Profession Licensure Exam which is necessary before working as a physiotherapist in Bahrain.

Career opportunities :

Graduates can expect to find employment as entry level professional physiotherapists within the public and private health sector of Bahrain and the GCC. In addition the transferable skills obtained on this degree programme enable graduates to apply for employment in health promotion, sports clubs, fitness centres and industry.

BACHELOR'S DEGREE IN PHYSIOTHERAPY (BSPT)*

FIRST YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC (I)	3	0	3	
HIST	121	MODERN HISTORY OF BAHRAIN	3	0	3	
ENGL	101	ACADEMIC ENGLISH (I)	3	0	3	ENGL 050 OR (ENGL 051 AND ENGL 052 AND ENGL 053) OR (ENGL 052 AND ENGL 055)
HU/SS	XXX	HUMANITIES/ SOCIAL SCIENCES	X	X	3	
MATH	101	CALCULUS (I)	3	0	3	MATH 050 OR MATH 052 OR MATH 053 OR MATH 055
PHYS	101	GENERAL PHYSICS (I)	3	0	3	MATH 050 OR MATH 052 OR MATH 053 OR MATH 055
		TOTAL PER SEMESTER			**18**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	102	ACADEMIC ENGLISH (II)	3	0	3	ENGL 101
HU/SS	XXX	HUMANITIES/ SOCIAL SCIENCES	X	X	3	
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
MATH	102	CALCULUS (II)	3	0	3	MATH 101
PHTH	121	GENERAL ANATOMY	2	2	3	
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	MATH 050 OR MATH 052 OR MATH 053 OR MATH 055
		TOTAL PER SEMESTER			**18**	

SECOND YEAR (42 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	211	ENGLISH FOR HEALTH SCIENCES (I)	3	0	3	ENGL 102
PHTH	211	GENERAL PHYSIOLOGY	2	2	3	PHTH 121
PHTH	212	MUSCULOSKELETAL ANATOMY & PHYSIOLOGY	5	2	6	PHTH 121
PHTH	213	INTRODUCTION TO EXERCISE PHYSIOLOGY	3	0	3	PHTH 121
PHTH	214	INTRODUCTION TO BIOCHEMISTRY	3	0	3	PHTH 121
XXXX	XXX	FREE ELECTIVE	3	0	3	
		TOTAL PER SEMESTER			**21**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
PHTH	221	BIOMECHANICS	3	0	3	PHTH 212
PHTH	222	NEUROANATOMY & PHYSIOLOGY	2	2	3	PHTH 211 & PHTH 212
PHTH	223	INTRODUCTION TO RADIOLOGY & PATHOLOGY	2	2	3	PHTH 212
PHTH	224	PRINCIPLES OF ELECTROTHERAPY	2	2	3	PHTH 101
PHTH	225	PSYCHOLOGICAL ASPECTS OF DISABILITY	3	0	3	PHTH 212
PHTH	226	BASIC CLINICAL PRACTICE	0	12	6	PHTH 211 & PHTH 212
		TOTAL PER SEMESTER			**21**	

** The Admission of the new students to the programme is suspended by the decision of the Higher Education Council (HEC).*

BACHELOR'S DEGREE IN PHYSIOTHERAPY (BSPT)*

THIRD YEAR (38 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	212	ENGLISH FOR HEALTH SCIENCES II	3	0	3	ENGL 211 & COMPLETION OF AT LEAST 3 CREDITS
PHTH	312	ORTHOPEDIC, SPORTS & RHEUMATOLOGY PHYSIOTHERAPY	2	2	3	PHTH 221 AND PHTH 223 AND PHTH 226
PHTH	313	MANIPULATIVE PROCEDURE	2	2	3	PHTH 221 AND PHTH 223 AND PHTH 226
PHTH	314	PRINCIPLES OF THERAPEUTIC EXERCISE	2	2	3	PHTH 213 AND PHTH 221 AND PHTH 226
PHTH	315	CLINICAL: ORTHOPEDIC MEDICINE & SURGERY	2	2	3	PHTH 223 & PHTH 226
PHTH	316	CLINICAL: ORTHOPEDIC, SPORTS & RHEUMATOLOGY PHYSIOTHERAPY	0	8	4	PHTH 223 & PHTH 226
		TOTAL PER SEMESTER			**19**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
PHTH	321	THEORIES OF CARDIOPULMONARY PHYSIOTHERAPY	2	2	3	PHTH 226
PHTH	322	MEDICAL PHYSIOTHERAPY	3	0	3	PHTH 226
PHTH	323	CLINICAL: CARDIOPULMONARY MEDICINE & SURGERY	2	2	3	PHTH 226
PHTH	324	CLINICAL: CARDIOPULMONARY & MEDICAL PHYSIOTHERAPY	0	8	4	PHTH 226
PHTH	325	ORGANIZATION & ETHICS IN PHYSIOTHERAPY	3	0	3	PHTH 226
XXXX	XXX	FREE ELECTIVE	3	0	3	
		TOTAL PER SEMESTER			**19**	

FOURTH YEAR (38 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
PHTH	412	THEORIES OF NEUROLOGICAL PHYSIOTHERAPY	2	2	3	PHTH 222 & PHTH 226
PHTH	413	CLINICAL: NEUROLOGICAL MEDICINE & SURGERY	2	2	3	PHTH 222 & PHTH 226
PHTH	414	CLINICAL: NEUROLOGICAL PHYSIOTHERAPY	0	8	4	PHTH 222 & PHTH 226
PHTH	415	INTRODUCTION TO PHARMACOLOGY	3	0	3	PHTH 214
PHRM	498	RESEARCH METHODS IN PHYSIOTHERAPY	3	0	3	PHTH 325 & COMPLETION OF AT LEAST 90 CREDITS
STAT	201	MEDICAL STATISTICS	3	0	3	STAT 101 & PHTH 325
		TOTAL PER SEMESTER			**19**	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
PHTH	499	MAJOR PROJECT	X	X	3	STAT 201 & PHRM 498 AND COMPLETION OF AT LEAST 90 CREDITS
PHTH	421	CLINICAL: PEDIATRIC PHYSIOTHERAPY	0	8	4	PHTH 222 & PHTH 226
PHTH	422	THEORIES OF PEDIATRIC PHYSIOTHERAPY	2	2	3	PHTH 222 & PHTH 226
PHTH	423	CLINICAL: PEDIATRIC MEDICINE & SURGERY	2	2	3	PHTH 222 & PHTH 226
PHTH	424	CLINICAL: COMMUNITY PHYSIOTHERAPY	0	6	3	PHTH 315 & PHTH 323
PHTH	425	OCCUPATIONAL HEALTH & ERGONOMICS IN PHYSIOTHERAPY	2	2	3	PHTH 325
		TOTAL PER SEMESTER			**19**	

** The Admission of the new students to the programme is suspended by the decision of the Higher Education Council (HEC).*

COLLEGE OF

GRADUATE STUDIES & RESEARCH

MEMBERS OF THE COLLEGE COUNCIL

Dr. Dalia Mohamed Shewitta	Acting Dean
Dr. Anji Ben. Hamed	Director of MBA Programme
Dr. Hasan Kadhem	Assistant Professor
Dr. Reda Abdelwaged Amin	Administrative Coordinator, Masters Programme
Dr. Tillal Eldabi	Consultant of PhD Programme
Mr. Gowrishankar Srinivasan	Secretary, Administrative Coordinator, PhD Programme

FULL TIME FACULTY MEMBERS OF THE COLLEGE

Dr. Dalia Mohamed Kamel	Acting Dean
Dr. Tillal Eldabi	

PROGRAMMES

Ahlia University is committed to the overall development of students and faculty by promoting life-long learning and scholarly enquiry. The College of Graduate Studies and Research endeavors to create a research environment where both students and faculty conduct innovative research work, with integrity and commitment to high ethical standards as well as passion for discovery and creativity.

Graduate students enrolled in any Master or PhD program, whether owned or hosted by Ahlia University, receive guidance from the College in the development of research skills and the acquisition of knowledge with the ultimate purpose of benefitting the society they belong to.

The College also facilitates the participation of students in seminars, workshops, conferences, and competitions, locally, regionally and globally. Foreign academics and industry figures are invited regularly to share their experience with students, and motivate them in their path of learning. Furthermore publication of research in international refereed journals is encouraged. The College also participates in the search of industry partners with whom students can discuss and collaborate in relation to their dissertation projects, so as to make them relevant and directly applicable to their professional career. Students completing Ahlia's master and PhD programmes are equipped with tools which set them amongst the leaders in the Gulf region.

If your focus is on excellence, a graduate education at AU will give you the knowledge, research capabilities and skills to become an expert in your chosen field.

We actively encourage you to contact us if you would like to discuss any aspect of our research or are interested in enrolling in any of the graduate programs offered at Ahlia University.

COURSE DESCRIPTION

A

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. (Prerequisite: ACCT 101)

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. (Prerequisite: ACCT 201)

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. (Prerequisite: ACCT 201)

ACCT 312 INTERMEDIATE ACCOUNTING II (3-0-3)

Continued study of concepts and principles underlying financial statements with emphasis on long-term liabilities and stockholder's 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, stockholder's equity, specialized reporting problems and cash flow. (Prerequisite: ACCT 311)

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. (Prerequisite: ACCT 301)

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. (Prerequisite: ACCT 201)

ACCT 341 ACCOUNTING SYSTEMS (3-0-3)

Introduction to technology/accounting information systems and their interface with processes and process re-engineering. Application of systems development life cycle to the engineering of accounting information systems. Emphasis on auditing system security and integrity. Coverage of project management and accounting systems development. Introduction to using a commercial accounting package. (Prerequisite: ACCT 301 OR ACCT 312)

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. (Prerequisite: ACCT 312)

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. (Prerequisite: ACCT 312)

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. (Prerequisite: ACCT 312)

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). (Prerequisite: ACCT 321)

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. (Prerequisite: BFRM 498 AND ETHC 391 AND Completion of at least 90 credits)

ACCT 500 ACCOUNTING (2-0-0)

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 520 ACCOUNTING THEORY & PRACTICE (3-0-3)

This course provides an overall framework encompassing the entire gamut of accounting theory and application spanning the hypothesis, thesis, principles, concepts & policies of accounting. In addition, these sub-topical areas, rather than being viewed in isolation, are put in the context of modern developments in business and finance. This course also provides in-depth coverage of comprehensive accountancy theories including the concepts & fundamentals of managerial and financial accountancy with applications of theory to accounting practice. How economics and finance impact accountancy is explored within the framework of this course. (Prerequisite: ACCT 522)

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.

ACCT 523 ADVANCED TOPICS IN ACCOUNTING (3-0-3)

This course provides an overview of the latest developments in the field of accounting with particular reference to globalization involving multi-national companies in the context of transactions between national and foreign company branches. Specialized topics such as electronic accountancy, the role of accounting in e-commerce and potential development and application of international accounting are explored. (Prerequisite: ACCT 522)

ACCT 524 AUDITING THEORY & POLICY (3-0-3)

This course comprehensively surveys the topics of internal and external auditing: the characteristics and responsibilities of internal or external auditors, the fundamentals of auditing, sample auditing & external auditor reports as to form and content especially in light of the managerial level to which they are submitted and electronic auditing. The course also addresses style of auditing and discusses modern developments in auditing with a view to an assessment of the following risk factors: environmental, external, operational and information auditing risk.

ACCT 595 DISSERTATION IN ACCOUNTING - TRACK 2 (0-12-6)

The student conducts a study on a topic in the field of accounting 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. (Prerequisite: MAGT 550)

ACCT 599 DISSERTATION IN ACCOUNTING - TRACK 1 (0-24-12)

A structured supervised in-depth study on a pre-approved topic in the field of Accounting 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. (Prerequisite: MAGT 550 AND Completion of at least 24 credits)

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.

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. (Prerequisite: ARAB 101)

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.

B

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. (Prerequisite: ECON 102)

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. (Prerequisite: ECON 102)

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. (Prerequisite: BANK 220 OR BANK 221)

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. (Prerequisite: BANK 220 or BANK 221)

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. (Prerequisite: BANK 220 OR BANK 221)

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, ijtihad (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. (Prerequisite: ECON 301 OR BANK 320 OR BANK 311)

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. (Prerequisite: FINC 310)

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. (Prerequisite: BFRM 498 AND ETHC 391 AND Completion of at least 90 credits)

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.

BANK 595	BANKING LAW (0-12-6)

The student conducts a study on a topic in the field of banking 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. (Prerequisite: MAGT 550)

BANK 599	DISSERTATION IN BANKING - TRACK 1 (0-24-12)

A structured supervised in-depth study on a pre-approved topic in the field of Banking 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. (Prerequisite: MAGT 550 AND Completion of at least 24 credits)

BFRM 498	RESEARCH METHODS IN BUSINESS & FINANCE (3-0-3)

The main objective of this course in 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. (Prerequisite: STAT 202 AND Completion of at least 90 credits)

C

CHIN 101	INTRODUCTION TO CHINESE I (3-0-3)

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 student's ability to understand and express Chinese in daily conversations.

CULT 101	INTRODUCTION TO CULTURE (3-0-3)

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.

CULT 102	ISLAMIC CULTURE (3-0-3)

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 Quranic 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.

E

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. (Prerequisite: MATH 102 AND PHYS 121)

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. (Prerequisite: ITCS 101)

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. (Prerequisite: ECCE 201)

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. (Prerequisite: ECCE 203)

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. (Prerequisite: ECCE 303)

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. (Prerequisite: ECTE 224 AND (MATH 202 OR MATH 205)

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. (Prerequisite: ECCE 203)

ECCE 403 EMBEDDED SYSTEMS (2-2-3)

This course builds on the knowledge gained form 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 interruptors. (Prerequisite: ECCE 323)

ECCE 451 MACHINE LEARNING (2-2-3)

This course provides a broad introduction to machine learning. It mainly covers supervised learning such as neural networks and support vector machines and unsupervised leaning such as clustering and kernel methods The course also introduces students to Fuzzy Logic, Fundamentals of Genetic Algorithms, and Machine Learning Approach to Knowledge Acquisition.The course concludes with a discussion of some recent applications of machine learning, such as pattern recognition, robotic control, autonomous navigation, bioinformatics, and speech recognition. (Prerequisite: STAT 302 AND MATH 205)

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. (Prerequisite: ITCS 224)

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. (Prerequisite: ETHC 392 AND IERM 498)

ECCE 500 INTRODUCTION TO INFORMATION SECURITY (3-0-0)

This course is an introduction to security concepts and security techniques and their applications. It covers the following topics: Security Attacks, Services, and Mechanisms; Symmetric-Key and Asymmetric-Key Encipherment; Hash Function and Digital Signature.

ECCE 503 OBJECT ORIENTED METHODOLOGY (3-0-3)

This course explores software engineering techniques in a range of realistic problem contexts fostering an understanding of the application of a variety of software engineering techniques to the process of software development especially through honing skills in object-oriented programming. Skills in various modeling languages and schemata such as UML are also imparted in the course.

ECCE 507 MODELING & SIMULATION (3-0-3)

This course introduces fundamental principles and concepts in the general area of modelling and simulation. It covers model construction and simulation applied to problems taken from IT and from Computer and Communication Engineering fields. The course also focuses on the use of simulation packages to model, simulate and analyse such systems. Topics to be covered in this course include basics of discrete-event system simulation, mathematical and statistical models, queuing models, simulation design, and modelling of simulation data.

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 contest of alternative market structures: perfect competition, monopoly, oligopoly and monopsony. (Prerequisite: ECON 101)

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. (Prerequisite: ECON 102)

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. (Prerequisite: LAW 101 & Completion of at least 66 credits)

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. (Prerequisite: ECON 202)

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. (Prerequisite: ECON 101 OR ECON 102 OR CULT 102)

ECON 321 ECONOMETRICS (3-0-3)

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. (Prerequisite: STAT 202 & ECON 202)

ECON 322 LABOR ECONOMICS (3-0-3)

An analysis of labor force participation, employment, wage determination, economic stability, and investment in human capital. (Prerequisite: ECON 201)

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. (Prerequisite: ECON 202)

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. (Prerequisite: ECON 201)

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. (Prerequisite: ECON 102 & completion of at least 90 credits)

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. (Prerequisite: BANK 302)

ECON 424 ENGINEERING ECONOMICS (3-0-3)

This course aims at providing the student with advanced concepts of engineering economic analysis and its role in engineering decision making. It is designed to offer the students the tools needed for rigorous presentation of the effect of the time value of money on engineering problem solving and the capacity to act with ethical and efficient professionalism. The tools introduced include present worth analysis, annual cash flow, rate of return, incremental analysis, future worth analysis, and payback period. Additionally, the course also covers topics such as depreciation, after tax analysis, replacement analysis, uncertainty, inflation, deflation, and estimation of future events. The course adds a compulsory knowledge for any project management professional in engineering fields. (Prerequisite: Completion of at least 90 credits)

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. (Prerequisite: BFRM 498 AND ETHC 391 AND Completion of at least 90 credits)

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 530 ECONOMICS THEORY (3-0-3)

This course covers advanced theoretical concepts in micro and macroeconomics. It affords students the opportunity to gain insight into the main features and complexities of economic analysis by integrating micro and macroeconomics theories. Students gain a holistic view of the interaction of consumers, producers, markets and governments through the prism of prices, markets and exchanges. The effectiveness of economic policy as a means to influence key indicators of the performance of economies, at various stages of development, are also examined. (Prerequisite: ECON 520)

ECON 532	INTERNATIONAL BUSINESS & MNCs (3-0-3)

The course aims to provide advanced treatment of the environment of international business and of the operation of multinational firms. The course aims to provide managers of international companies tools to equip themselves with the practices of business in the international arena using understanding and awareness of globalization, cultural differences, political, legal and ethical aspects of business around the globe, international trade and FDI practices and international monetary and financial system awareness for efficient running of their business or carrying on their tasks efficiently in business.

ECON 595	DISSERTATION IN ECONOMIC - TRACK 2 (0-12-6)

The student conducts a study on a topic in the field of economics 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. (Prerequisite: MAGT 550)

ECON 599	DISSERTATION IN ECONOMICS - TRACK 1 (0-24-12)

A structured supervised in-depth study on a pre-approved topic in the field of 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. (Prerequisite: MAGT 550 AND Completion of at least 24 credits)

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. (Prerequisite: ITCS 101)

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. (Prerequisite: ECCE 201 AND ECCE 204)

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). (Prerequisite: ECTE 224)

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) (Prerequisite: ECTE 314)

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. (Prerequisite: ITCS 221 AND ECTE 201)

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. (Prerequisite: ITCS 214)

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 widearea network (WAN), configuring EIGRP and OSPF, understanding WAN technologies. (Prerequisite: ECTE 329)

ECTE 405 MULTIMEDIA COMMUNICATIONS (3-0-3)

This Course will consider each part of a multimedia application, i.e. voice, video and data individually. Covering different issues related to: general behaviors, format, representation, encoding-decoding techniques and telecommunication media requirements. (Prerequisite: ECTE 201 OR ECTE 450)

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. (Prerequisite: ECCE 401)

ECTE 450 DIGITAL SIGNAL PROCESSING (2-2-3)

This course presents the theory and practice of digital signal processing. It includes: Z-transform applications to signal processing; discrete Fourier transform: properties, applications and computation methods with emphasis on fast Fourier transform; frequency analysis of discrete-time signals and systems; design of analog and digital filters; sampling and reconstruction of signals; Introduction to Wavelet transform; Wavelet decomposition and reconstruction of signals, and DSP applications. Introduction to 2-D signal (image) processing. (Prerequisite: ECTE 224)

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. (Prerequisite: ECTE 324)

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. (Prerequisite: ECTE 324)

ECTE 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, 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. (Prerequisite: IERM 498 AND ETHC 392)

ECTE 531 ADVANCED NETWORKING (3-0-3)

This course gives an overview of networking in general and concentrates on the purposes and protocols involved in the upper IP reference model layers. It covers in detail the following layers: Network, Transport and Application.

ECTE 535 BROADBAND & WIRELESS NETWORKS (3-0-3)

This course first discusses various concepts involved in broadband networks including multimedia components coding and compression, switching techniques, queuing and delay analysis, quality of service and resource allocation. The second part of the course gives an overview of multimedia networks including: Telephony Networks, Optical Networks, VoIP and Enterprise Networks, and Mobile ad-hoc networks.

ECTE 537 NETWORK SECURITY (3-0-3)

This course covers advanced topics in IT security spanning Network security including: Security at the Application Layer, Security at the Transport Layer, Security at the Network Layer, and general aspects in Mobile ad-hoc networks security.

EMSE 001 THE MANAGEMENT OF TECHNICAL ORGANIZATIONS (6-0-3)

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 natural of systems engineering.

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 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. (Prerequisite: EMSE 992)

ENGL 050 ORIENTATION ENGLISH (6-0-0)

A basic integrated English language course which aims to develop the student's basic language skills and focuses mainly on business communication.

ENGL 052 READING AND WRITING (3-0-0)

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.

ENGL 055 GRAMMAR AND VOCABULARY (3-0-0)

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 student's vocabulary related to both everyday life situations as well as academic study.

ENGL 101 ACADEMIC ENGLISH (I) (3-0-3)

A course to develop the student's 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. (Prerequisite: ENGL 050 OR (ENGL 051 AND ENGL 052 AND ENGL 053) OR (ENGL 052 AND ENGL 055)

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. (Prerequisite: ENGL 101)

ENGL 201 ACADEMIC ENGLISH (III) (3-0-3)

The third in the series of integrated language courses to develop the student's proficiency in using the language for academic study and everyday communication. Particular emphasis is placed on developing the student's ability to read longer texts, writing multi-paragraph texts as well as speaking skills. (Prerequisite: ENGL 102)

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. (Prerequisite: ENGL 201)

ENGL 211 ENGLISH FOR HEALTH SCIENCES (I) (3-0-3)

The first in the series of integrated language courses, which develops and improves student's reading skills in English, whilst increasing medical vocabulary through selected readings based on physiotherapyrelated topics. (Prerequisite: ENGL 102)

ENGL 212 ENGLISH FOR HEALTH SCIENCES (II) (3-0-3)

The second in the series of integrated language courses, which further develops and improves student's reading skills in English, whilst increasing medical vocabulary through extensive readings based on health-related topics. (Prerequisite: ENGL 211 AND Completion of at least 3 credits)

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. (Prerequisite: ENGL 201)

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. (Prerequisite: ENGL 215)

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 reader's views. Typical problems involved in such translation are highlighted and discussed. (Prerequisite: ENGL 201)

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. (Prerequisite: Completion of at least 66 credits)

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. (Prerequisite: Completion of at least 66 credits)

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. (Prerequisite: MASC 202 AND Completion of at least 66 credits)

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. (Prerequisite: INTD 310)

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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. (Prerequisite: FINC 211 OR FINC 210)

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. (Prerequisite: FINC 312 OR FINC 310)

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. (Prerequisite: FINC 312 OR FINC 310)

FINC 327	PERSONAL FINANCE (3-0-3)

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 an property insurance. (Prerequisite: FINC 211)

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. (Prerequisite: FINC 211)

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. (Prerequisite: FINC 310 OR FINC 312)

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. (Prerequisite: FINC 312)

FINC 428	FINANCIAL FORECASTING (2-2-3)

This course aims to introduce the statistical forecasting methods used in the field of banking and finance. Standard forecasting models will be covered in this course such as smoothing, fixed trend and seasonality, stationary ARMA, regression on time series data, and GARCH for volatility. Therefore, students need not invent a new model every time s/he forecast. Instead, her/his task is to identify an appropriate forecasting model from the collection. (Prerequisite: STAT 202)

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. (Prerequisite: BANK 410)

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. (Prerequisite: FINC 310)

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 analyses of 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. (Prerequisite: BANK 330)

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. (Prerequisite: BFRM 498 AND ETHC 391 AND Completion of at least 90 credits)

FINC 500 FINANCE (2-0-0)

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.

FINC 501 FINANCIAL MANAGEMENT (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.

FINC 502 FINANCIAL ANALYSIS (3-0-3)

This course is concerned primarily with the valuation of companies. It examines the role of financial statement analysis in the evaluation of the firm and the prediction of its future economic condition. The major emphasis is on the use and interpretation of financial statement information for performance evaluation, equity investment decisions and credit analysis. Topics covered include traditional ratio analysis techniques and accounting analysis. Attention is then turned to the use of financial statement analysis in specific decision contexts (e.g., equity valuation, financial distress and bankruptcy prediction). (Prerequisite: FINC 501)

FINC 505 CAPITAL BUDGETING & PROJECT EVALUATION (3-0-3)

The course focuses on using capital budgeting techniques to evaluate projects including payback period, net present value, and internal rate of return. Case studies concern the role of financial administration in managing capital costs, capital budgeting, shareholder equity, corporate capital structure, and mergers and acquisitions among other topics. (Prerequisite: FINC 501)

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 507	FINANCIAL MODELING & OPTIMIZATION (3-0-3)

The objective of the course is to develop skills in designing and constructing financial models for analyzing a variety of decision problems facing today's financial managers and professionals. We will use a discounted cash flow valuation approach in analyzing decisions about the courses of actions for a company. A structural approach will also be used for valuation by incorporating all operational and financial aspects of the firm into an integrated pro-forma statement. Students will learn how to use a variety of spreadsheet tools and techniques, such as financial and statistical command functions, what-if scenarios, one-and two-way input tables, pivot tables, probability analysis, optimization, Monte Carlo and simulations in this course. (Prerequisite: FINC 501)

FINC 508	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT (3-0-3)

The course is designed to study security markets and security analyses for portfolio planning. The first half of the course examines investment analysis from the standpoint of individual investors. Topics include investment alternatives, security markets, trading procedures, bond valuation, stock valuation, and market indices. The second part of the course examines investment portfolio formation, management and evaluation. Topics include efficient markets, portfolio theory, capital market theory, portfolio performance evaluation, and the use of derivative securities. (Prerequisite: FINC 501)

FINC 595	DISSERTATION IN FINANCE - TRACK 2 (0-12-6)

The student conducts a study on a topic in the field of finance 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. (Prerequisite: MAGT 550)

FINC 599	DISSERTATION IN FINANCE - TRACK 1 (0-24-12)

A structured supervised in-depth study on a pre-approved topic in the field of Finance 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. (Prerequisite: MAGT 550 AND Completion of at least 24 credits)

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. (Prerequisite: FREN 101)

G

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. (Prerequisite: GERM 101)

H

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.

HUMR 101	PRINCIPLES OF HUMAN RIGHTS (2-0-2)

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 Convenient for Civil and Political Rights, International Convenient 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.

I

IDRM 498	RESEARCH METHODS IN INTERIOR DESIGN (3-0-3)

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. (Prerequisite: INTD 310 AND Completion of at least 90 credits)

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. (Prerequisite: Completion of at least 90 credits)

INTD 100	ENGINEERING DRAWING (1-4-3)

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.

INTD 102	INTRODUCTION TO DESIGN (1-4-3)

This course introduces students to the field of design through an introduction to general ideas and concepts of design theories and basic design principles in several simple building projects.

INTD 103	FREEHAND DRAWING (0-6-3)

This course aims at imparting sketching skills as a form of expression and thinking in the design process.

INTD 200	DESIGN THEORY (3-0-3)

This course surveys major philosophies and trends that have determined different directions and movements in the field of interior design and architecture presents theories of the design of architectural interiors and related components. Design determinants also receive attention including behavioral environmental and technological factors.

INTD 203	DESIGN WORKSHOP (1-4-3)

This course focuses on model-making for a variety of projects, whether interior or exterior in addition to different interior design compositions. (Prerequisite: INTD 102)

INTD 204	DESIGN DRAWING (I) (1-4-3)

Presentation and projection, techniques of representation of 3D including orthogonal (plans, sections and elevations) and praline (axonometric and isometrics). Drawing straight and curved lines, orthographic projections, sectional and pictorial views, architectural conventions for the creation of simple architectural plans, elevations and sections, and title blocks will all be studied. (Prerequisite: INTD 100)

INTD 206	HISTORY OF ART & DESIGN (3-0-3)

This course surveys the development of world architecture and art from classical to present times. It will discuss interior spaces, design philosophy, and interior elements in architectural and sociological context. Students study the record of human achievement expressed in the built environment. This course strives to impart to students a critical comprehension of historic styles and the impact that the latter have on contemporary design solutions.

INTD 208	VISUAL TRAINING (0-6-3)

This course aims to develop aesthetic expression and judgment in design and architecture through the creative use of art elements and design principles. (Prerequisite: INTD 103)

INTD 209	COLOUR THEORY & PRACTICE (3-0-3)

This course develops the student's sophisticated sense of the theories of color, its properties, psychology, and impact within a designed interior. The elements of light, space, harmony, and assimilation as they pertain to the use of color in design are covered through lectures, in-class demonstrations, and class exercises. An understanding of the use of color in interior spaces will help the students in their own color application projects.

INTD 211	DESIGN DRAWING (II) (1-4-3)

This course introduces students to systems of perspective as a means of creating the illusion of 3- dimensional space on a 2-dimensional surface. Using 1, 2, and 3 point perspective, students will learn to effectively render the illusion of space. Students will learn a variety of creative architectural drawing techniques of presenting architectural drawings including but not limited to: pencil techniques, ink and colour rendering. (Prerequisite: INTD 204)

INTD 300	DESIGN STUDIO (I) (1-4-3)

This studio course continues the study of interior design through research, analysis, programming, conceptualization and design of the interior environment. Projects include exercises in spatial organization, anthropometrics and circulation on an increasingly complex scale. (Prerequisite: INTD 211)

INTD 303	MATERIALS & APPLICATION IN DESIGN (3-0-3)

This course consists of a study of interior finishing materials with a focus on sustainability characteristics, estimating, fabrication and installation.

INTD 304	LIGHTING & ACOUSTICS (3-0-3)

This course explores ambient interior systems such as lighting and acoustics. It also includes basic principles of illumination, exploration of light sources, identification, terminology, analysis, calculations, graphic representation and documentation to effectively communicate lighting design and acoustics.

INTD 305	COMPUTER APPLICATION IN DESIGN (I) (1-4-3)

An introduction to the CAD world and its 2D implementation in the architectural field. Students learn the tools and techniques to translate their hand drawn design sketches into digital format, from basic conceptual diagrams to fully loaded architectural drawings, meeting the high standards of design-firm expectations. (Prerequisite: INTD 204)

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. (Prerequisite: INTD 303)

INTD 307	LANDSCAPE DESIGN (1-4-3)

After reviewing history and theories of landscape architecture, this course introduces students to the design of the outdoor environment covering residential and small scale landscape developments. Project program, site selection and analysis, concept generation and design schemes feature prominently. (Prerequisite: INTD 300)

INTD 308	COMPUTER APPLICATION IN DESIGN (II) (1-4-3)

The course enables students to increase their productivity by using complex objects (i.e. poly-lines, regions, and multi-lines), reference and image files. It also covers complex view ports and pen styles for plotting, basic customization for AutoCAD, and an introduction to 3D modeling. (Prerequisite: INTD 305)

INTD 310	DESIGN STUDIO (II) (1-4-3)

This is a design studio course with emphasis on the development and presentation of residential design projects. (Prerequisite: INTD 300)

INTD 330	STAGE PLANNING (0-6-3)

This course explains the history and development of stage design and the exploration of the design process. It also explains project work in the realization of stage designs through drafting, rendering, and model-building.

INTD 334	COMICS & ANIMATION (0-6-3)

This course imparts animation techniques to students with the training and practical experience necessary for independent operation of animation equipment and the independent production of animated film. A variety of traditional and experimental techniques are explored in depth. These techniques include animation stand as well as three-dimensional animation execution.

INTD 336	FINE ART STUDIO (0-6-3)

This course explores the elements of visual language, their nature, functions, and relationships in painting, sculpture, and architecture. Focus is on the development and application of critical thinking skills.

INTD 337	HISTORIC RESTORATION (0-3-3)

This course is an examination of the contemporary theories, techniques and practices of the urban and architectural historic preservation and their applicability to regional and local preservation problems. The course also includes a discussion of historical, legal, political, financial and programmatic aspects.

INTD 338	PHOTOSHOP (0-6-3)

This course shows you how to use Adobe Photoshop to perform many different image processing techniques. In this course, you will learn to use several tools for selecting parts of images, and will move, duplicate and resize images. You will learn to use layers, layer effects, filters, lighting and texture effects, painting and blending, and colour modification. Also, you will learn to create images of different formats for different applications.

INTD 341	ISLAMIC ART & DESIGN (0-6-3)

This course is an analytical study of the history of Islamic art and architecture, particularly its evolution and development of graphic and architectural form under the influence of Islamic culture.

INTD 400	DESIGN STUDIO (III) (1-4-3)

This course deals with design problems involving hospitality and entertainment spaces: restaurants, hotels, shopping malls, convention centers and historic interiors. Emphasis is placed on space planning, sequencing of spaces, fixture design and details, signage and logo design, materials and texture, and furnishings and equipment, Projects & assignments include a broad range of interiors for specialized clients. (Prerequisite: INTD 310)

INTD 405	COMPUTER APPLICATION IN DESIGN (III) (0-6-3)

The course provides students with substantial practice in the creation of 3-dimensional, object-oriented models using 3D Software. (Prerequisite: INTD 308)

INTD 407	PORTFOLIO DEVELOPMENT (0-6-3)

This course provides the opportunity to create a portfolio of projects completed in previous interior design courses. Organization, flow, readability, and digital format are among the discussed topics. (Prerequisite: INTD 400)

INTD 409	DRAWINGS & SPECIFICATIONS (I) (1-4-3)

Exploring methodology of developing a comprehensive set of construction documents for different interior design projects, this course emphasizes drawing and document standards for plans, elevations, schedules, details and specifications in accordance with professional practice. (Prerequisite: INTD 306)

INTD 410	DESIGN STUDIO IV (1-4-3)

The main objective of this course is to expose students to complex interior design situations where they have to come up with innovative solutions dealing with: detailed structural solutions, built in components and lighting and customized furniture. (Prerequisite: INTD 400)

INTD 499	PROJECT IN INTERIOR DESIGN (0-6-3)

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. (Prerequisite: IDRM 498 AND ETHC 394)

INTR 411 BSID INTERNSHIP (0-12-6)

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. (Prerequisite: Completion of at least 90 credits)

INTR 422 BSBF INTERNSHIP (0-12-6)

This course is taken as a substitute to two courses (3 credits hours each) from the program core elective courses. 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. (Prerequisite: Completion of at least 90 credits)

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. (Prerequisite: Completion of at least 90 credits)

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. (Prerequisite: Completion of at least 90 credits)

IREL 101 INTERNATIONAL RELATIONS (3-0-3)

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.

ITCS 101 INTRODUCTION TO COMPUTERS & IT (2-2-3)

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.

ITCS 121 COMPUTER PROGRAMMING (2-2-3)

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. (Prerequisite: ITCS 101)

ITCS 122 INTRODUCTION TO PROGRAMMING TECHNIQUES (2-2-3)

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. (Prerequisite: ITCS 101)

ITCS 201 OBJECT-ORIENTED PROGRAMMING (I) (2-2-3)

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. (Prerequisite: ITCS 122)

ITCS 209 DISCRETE STRUCTURES (3-0-3)

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. (Prerequisite: MATH 102)

ITCS 214 COMPUTER SYSTEMS (3-0-3)

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. (Prerequisite: ITCS 101)

ITCS 221 OBJECT-ORIENTED PROGRAMMING (II) (2-2-3)

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. (Prerequisite: ITCS 201)

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. (Prerequisite: ITCS 122)

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. (Prerequisite: ITCS 201)

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. (Prerequisite: ITCS 223)

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. (Prerequisite: ITMS 205 OR ITCS 205)

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. (Prerequisite: ITCS 201)

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. (Prerequisite: ITCS 222)

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. (Prerequisite: ITCS 313)

ITCS 333 INTRODUCTION TO SQL (ODBA - 1) (2-2-3)

This course provides students with extensive knowledge and key skills needed to understand, manage, maintain and query Oracle database. This covers working with different data types, different functions, different queries and linking the DB to an interface designed using a programming language. (Prerequisite: ITCS 323)

ITCS 334 INTRODUCTION TO PL/SQL (ODBA - 2) (2-2-3)

This course provides students with critical knowledge and advanced training on PL/SQL that represents programming extensions to SQL. Students learn about PL/SQL syntax, blocks and programming constructs as well as the advantages of integrating SQL with those constructs. In addition, students learn how to design reusable programs units such as procedures and functions. Moreover, it helps student in learning how to use iSQL* Plus as a development environment; for writing PL/SQL programs units and execute them efficiently. (Prerequisite: ITCS 333)

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. (Prerequisite: ITCS 214)

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. (Prerequisite: ITCS 311)

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. (Prerequisite: ITCS 327)

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. (Prerequisite: ITCS 303 OR ECCE 303)

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. (Prerequisite: ITCS 303)

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. (Prerequisite: ITCS 409)

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. (Prerequisite: ITMS 205 AND ITCS 327)

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. (Prerequisite: ITCS 221 AND ECTE 329)

ITCS 433 DATABASE ADMINISTRATION I (ODBA - 3) (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 user's security. (Prerequisite: ITCS 334)

ITCS 434 DATABASE ADMINISTRATION II (ODBA - 4) (2-2-3)

The ODBA-4 course provides critical information on Diagnostic Resources, Globalization Support, Managing Resources, Flashback Databases, and Recovering from user Errors. It also provides details on monitoring and Management of Memory as well as Automating Tasks with the Scheduler. (Prerequisite: ITCS 433)

ITCS 441 SYSTEM ADMINISTRATION (II) (2-2-3)

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. (Prerequisite: ITCS 341)

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. (Prerequisite: IERM 498 AND ETHC 392)

ITCS 500 OBJECT-ORIENTED PROGRAMMING (3-0-0)

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.

ITCS 502 DATA STRUCTURES & ALGORITHMS (3-0-0)

This course emphasizes data structures and the development and analysis of their associated algorithms. Data structures and algorithms form 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, implementation of algorithms.

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 particulars 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 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. (Prerequisite: ITCS 511)

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.

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 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. (Prerequisite: Completion of at least 9 credits)

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. (Prerequisite: ITCS 550 AND Completion of at least 21 credits)

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. (Prerequisite: MAGT 121)

ITMA 321	E-SYSTEM TECHNOLOGIES (3-0-3)

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. (Prerequisite: ITCS 202)

ITMA 323	MANAGEMENT INFORMATION SYSTEMS (II) (3-0-3)

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. (Prerequisite: ITMA 201)

ITMA 330	KNOWLEDGE MANAGEMENT (3-0-3)

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. (Prerequisite: ITMA 201)

ITMA 401 E-COMMERCE (3-0-3)

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. (Prerequisite: ITCS 101)

ITMA 411 SYSTEM ANALYSIS & DESIGN (3-0-3)

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. Objectoriented 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. (Prerequisite: ITMA 322)

ITMA 412 MANAGING ENTERPRISE SYSTEMS (3-0-3)

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. (Prerequisite: ITMA 322)

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, database management and e-technologies/e-commerce. (Prerequisite: BFRM 498 AND ETHC 391)

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.

ITMA 571 ADVANCED E-COMMERCE (3-0-3)

Key concepts and debates concerning electronic commerce on the World Wide Web are explored in this course through an exploration of how technology has developed to support such commerce and how new forms of commercial activity and management of knowledge derived from that activity are emerging. Particular emphasis is placed on: the underlying technological infrastructure for e-commerce; the business and organizational possibilities inherent in the Web; the principles of developing and managing e-commerce systems; the rapidity of changes in business models in e-commerce; and the emergent social and technical trends of e-commerce. (Prerequisite: ITMA 570)

ITMA 574 SYSTEMS PROJECT MANAGEMENT (3-0-3)

Systems project management, broadly defined as the disciplined management of a process of change, ? aims to provide a managerial environment for the integration of people, process and technology. This course explores such a managerial environment along different axes of approach: (1) traditional approaches to systems project management and (2) the role of project management in system development. (Prerequisite: ITMA 570)

ITMA 595 DISSERTATION IN ITMA - TRACK 2 (0-12-6)

The student conducts a study on a topic in the field of management information systems 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. (Prerequisite: MAGT 550)

ITMA 599 DISSERTATION IN ITMA - TRACK 1 (0-24-12)

A structured supervised in-depth study on a pre-approved topic in the field of management information systems and 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 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. (Prerequisite: MAGT 550 AND Completion of at least 24 credits)

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. (Prerequisite: ITCS 101)

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. (Prerequisite: ITCS 222)

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. (Prerequisite: ITCS 205 OR ITMS 205)

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). (Prerequisite: ITMS 205 OR ITCS 205)

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. (Prerequisite: ITMS 307)

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. (Prerequisite: ITCS 221)

ITMS 336 WEB PROGRAMMING (II) (2-2-3)

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 wellstructured application. (Prerequisite: ITMS 335)

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. (Prerequisite: ITMS 327)

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 (Prerequisite: ITMS 327)

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. (Prerequisite: ITMS 205)

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. (Prerequisite: ITMS 327)

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. (Prerequisite: ITMS 336)

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. (Prerequisite: ITMS 426)

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. (Prerequisite: ITMS 435)

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. (Prerequisite: ITMS 426)

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. (Prerequisite: ETHC 392 AND IERM 498)

ITMS 522	MULTIMEDIA INFORMATION SYSTEMS OVERVIEW (3-0-3)

Multimedia Information Systems are concerned with the capture, storage and presentation of information in a variety of forms, including text, image, video and sounds. This course provides an introduction to the principles and practices of multimedia information systems, their authoring and their application to management in organizations with particular focus on: (1) developing skill in the design and management of 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. Students learn how to plan, organize and evaluate multimedia information technologies as well as to implement multimedia information systems using multimedia authoring tools.

L

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.

M

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. (Prerequisite: STAT 202)

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. (Prerequisite: STAT 101)

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. (Prerequisite: MAGT 121)

MAGT 324	ORGANIZATIONAL BEHAVIOR & LEADERSHIP DEVELOPMENT (3-0-3)

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. (Prerequisite: MAGT 121)

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. (Prerequisite: STAT 202)

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.. (Prerequisite: ECON 102 AND Completion of at least 90 credits)

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. (Prerequisite: STAT 202)

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. (Prerequisite: MAGT 322)

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. (Prerequisite: MAGT 121 AND Completion of at least 90 credits)

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 mint-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. (Prerequisite: MAGT 324 AND Completion of at least 90 credits)

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. (Prerequisite: MAGT 322)

MAGT 431 ADVANCED SPREADSHEET MODELING FOR MANAGERS (3-0-3)

Spreadsheets have become a popular model-building environment for managers. Add-ins and enhancements to EXCEL have made powerful decision-making tools available to the manager. This course covers how to use the spreadsheet to develop and utilize some of these decision-making aids. Visual Basic for EXCEL allows the nonprogrammer to create modules for functions, subroutines and procedures. Topics include: forecasting (both regression and time series), decision-making under uncertainty and decision trees, using SOLVER for optimization and probabilistic simulation using @RISK. (Prerequisite: MAGT 310 AND MAGT 331)

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. (Prerequisite: BFRM 498 AND ETHC 391)

MAGT 500 QUANTITATIVE METHODS (2-0-0)

This course introduces applied statistics for business and management with topics in descriptive statistics, 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.

MAGT 550 RESEARCH METHODS & MODELING (3-0-3)

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. (Prerequisite: Completion of at least 9 credits)

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 554 STATISTICAL INFERENCE IN MANAGERIAL DECISION MAKING (3-0-3)

Presents advanced techniques and applications of multivariate statistical methods, such as multiple regression, analysis of covariance, discriminant analysis, multivariate analysis of variance, factor and cluster analysis. Application of research methods for enhancing managerial decision-making in business, marketing, economics, and finance are emphasized.

MAGT 555 OPERATIONS MANAGEMENT STRATEGY (3-0-3)

Operations managers must take strategic decisions to operate a production or service system to give the firm a sustainable competitive advantage in a global marketplace. The specific topics include operations strategy framework, process management, and management of technology, workforce management; total quality management, capacity, location planning, project management planning, and measure of performance.

MAGT 557 SERVICE OPERATIONS & PROJECT MANAGEMENT (3-0-3)

The course discusses the complexities involved in project management, the use of networks in large scale projects and the development of networks; unique managerial problems associated with the design, control, planning and evaluation of service systems; tactical and strategic problems faced by service managers; and how decisions are actually made in the real world.

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 562 COMPETITION, INNOVATION & STRATEGY (3-0-3)

Drawing from different disciplines to examine what makes certain organizations outperform others, this course focuses on competitive market forces and various external and internal factors shaping organizational strategies to maintain competitive advantage. Students explore various models of innovation and meet the challenge of building and maintaining innovation as one of the core competencies of the organization necessary for sustaining superior performance. This course inculcates the principles of innovation management process and emphasizes the importance of internal processes and external linkages.

MAGT 563 ENTREPRENEURSHIP & SMALL BUSINESS STRATEGY (3-0-3)

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 decisionmaking skills are developed through experiential activities in small businesses. Students 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.

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 565 ORGANIZATIONAL BEHAVIOUR (3-0-3)

Drawing from different disciples including psychology and sociology, this course examines the nature of human behavior in various organizations as a function of the individual, the group within which the individual interacts, and the organizational setting. Topics include individual's values, perception, and attitude. Students examine the influence of process within organizations -- such as motivation, leadership, communication, group dynamics of teams, decision-making and conflict resolution -- on individual behavior and performance. Special attention is paid to the role of job design, organizational structure, organizational culture and change.

MAGT 595 DISSERTATION IN MANAGEMENT - TRACK 2 (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. (Prerequisite: MAGT 550)

MAGT 599 DISSERTATION IN MANAGEMENT - TRACK 1 (0-24-12)

A structured supervised in-depth study on a pre-approved topic in the field of Management 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. (Prerequisite: MAGT 550 AND Completion of at least 24 credits)

MAKT 201 PRINCIPLES OF MARKETING (3-0-3)

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. (Prerequisite: MAGT 121)

MAKT 310 CONSUMER BEHAVIOUR (3-0-3)

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. (Prerequisite: MAKT 201)

MAKT 320 MARKETING OF FINANCIAL SERVICES (3-0-3)

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. (Prerequisite: MAKT 201)

MAKT 321 MARKETING RESEARCH (3-0-3)

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. (Prerequisite: STAT 202)

MAKT 322	SALES MANAGEMENT (3-0-3)

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. (Prerequisite: MAKT 201)

MAKT 331	INDUSTRIAL MARKETING (3-0-3)

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. (Prerequisite: MAKT 201)

MAKT 332	ADVERTISING & PROMOTIONS MANAGEMENT (3-0-3)

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. (Prerequisite: MAKT 201)

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. (Prerequisite: MAKT 201)

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. (Prerequisite: MAKT 310)

MAKT 421	MARKETING STRATEGY (3-0-3)

This course offers a fundamental understanding of the marketing strategy planning process within firms, marketing management problems encountered by senior marketing managers, marketing opportunity assessment, segmentation, competitive positioning and integration of product / service, price, promotion, and distribution. (Prerequisite: MAKT 201 AND Completion of at least 90 credits)

MAKT 424 NEW PRODUCT DEVELOPMENT (3-0-3)

The development of new products and services is arguably the most significant activity within a firm - as well as one of the most risky. This course examines the strategies, processes and methods used by companies to introduce new products as well as the cutting edge tools and techniques used to develop new products. The first part of the course focuses on new product development strategies at different stages of product's cycle. The second part examines techniques for managing different stages of a product's development from generation to market launch. (Prerequisite: MAKT 321 AND Completion of at least 90 credits)

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. (Prerequisite: MAKT 310 AND Completion of at least 66 credits)

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. (Prerequisite: BFRM 498 AND ETHC 391)

MAKT 511 MARKETING MANAGEMENT (II) (3-0-3)

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.

MAKT 515 NEW PRODUCT DEVELOPMENT (3-0-3)

The course overviews the new product development process from the perspective of: opportunity identification/idea generation, product design, testing and launch and life-cycle management. This course introduces students to the process of designing and marketing new products and how powerful analytic methods - including, but not limited to, factor analysis, multidimensional scaling and discriminant analysis -- can reduce risk and improve innovation. (Prerequisite: MAKT 511)

MAKT 595 DISSERTATION IN MARKETING - TRACK 2 (0-12-6)

The student conducts a study on a topic in the field of marketing 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. (Prerequisite: MAGT 550)

MAKT 599 DISSERTATION IN MARKETING - TRACK 1 (0-24-12)

A structured supervised in-depth study on a pre-approved topic in the field of Marketing 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. (Prerequisite: MAGT 550 AND Completion of at least 24 credits)

MASC 101 PRINCIPLES OF COMMUNICATION (3-0-3)

This course provides students with the basic knowledge needed to start their education in mass communication and public relations including: the components of the communication process, communication channels, and communication forms. Then a tour of what is communicated and communication effects is explored.

MASC 201 INTRODUCTION TO JOURNALISM & PRINT MEDIA (3-0-3)

Students analyze the meaning, sources and the production of news, the structure and language of news writing, ethical considerations in news writing, media regulation, press institutions, advertising and other pressures on journalism, news gathering and the Internet. The course focuses on online publishing, research in journalism, representation and bias, objectivity and balance, and international news flow.

MASC 202 THEORIES OF MASS COMMUNICATION (3-0-3)

This course is designed to acquaint students with a number of different theoretical perspectives on mass communication. Theories of mass communication are subject to a systematic examination from various perspectives: communication effects, from both a psychological and sociological perspective; perspectives involving an active audience cognitively interacting with media; and an organizational/institutional view of media. Students obtain an appreciation of the origins of mass communication theory and how to apply the leading current mass communication theories to the context of the use and presentation of images and information. (Prerequisite: MASC 101)

MASC 203 PUBLIC SPEAKING (3-0-3)

Application of basic principles of communication to the art of public speaking constitutes the centre-piece of this course. Students prepare and present speeches in both formal platform settings and informal group discussions. Without ignoring extemporaneous delivery, the emphasis of the course is on work behind-the-scenes: organizing ideas, structuring messages, and adapting messages for specific audiences. Attention is also given to methods for evaluating oral discourse. (Prerequisite: MASC 101)

MASC 204 INTRODUCTION TO RADIO & TELEVISION (3-0-3)

A study of the history of radio and television and their relationship to other media. Students gain exposure to preparing news copies and documentary materials for radio and television, production formats, station operation and management, governmental regulations, and programming options and trends. They also gain insight into journalistic and performance skills necessary to achieve quality production.

MASC 310 DIGITAL JOURNALISM (2-2-3)

Introduces the student to the essentials of digital color prepress issues. An in-depth use of digital technology in the lithographic production and printing cycle will be explored. Students will experience both the theoretical and practical challenges of new prepress tools. Topics will include color separations, digital trapping and digital halftones. (Prerequisite: ITCS 101)

MASC 320 GRAPHICS & MULTIMEDIA (2-2-3)

InDesign is a powerful design and production tool that perfectly embraces features of PageMaker, Photoshop and Illustrator for professional desktop publishing. This course provides a hands-on introduction to InDesign, in which students become familiar with the InDesign interface and will be guided step-by-step,learning to set up a document, create master pages, and place text and graphics. In addition, students work with Photos Shop using the painting and editing tools and filters, and apply techniques for converting and resizing images and adding type to an image. (Prerequisite: ITCS 101)

MASC 330 POLITICAL COMMUNICATION (3-0-3)

Analysis of the role of media in political life and of the media government relationship in different political systems. Topics include political propaganda, political campaigns as well as media and foreign policy. (Prerequisite: PREL 220)

MASC 340 RADIO PRODUCTION (2-2-3)

Introduction to techniques and equipment used in radio production. Students will learn control board operation, recording, editing, and preparation of messages appropriate to the medium of radio. (Prerequisite: MASC 204)

MASC 350 DIGITAL PHOTOGRAPHY & AUDIO-VIDEO (2-2-3)

An introduction to the historical, technical, operational and creative aspects of digital photography. The course focuses on the production of digital images and visual sequences that tell a story, communicate an idea, illustrate a theme, or convey a message. Techniques of planning, refining, capturing and manipulating images are explored in a workshop type atmosphere. Hands-on experience with digital cameras and image manipulation software is emphasized. Students will be expected to complete a series of tutorials and create several portfolio images demonstrating their understanding of the technical and aesthetic aspects of the digital photography. (Prerequisite: MASC 320)

MASC 351 NEWS WRITING & REPORTING (3-0-3)

Explores the techniques used to research and report complex political, social, and economic issues for all media. Students learn how to investigate the most common areas covered by reports, including education, legal affairs, and other governmental entities. Strategies are developed for individual reporting projects in print, broadcast, and digital media. Examples are critiqued to lead students toward an ethical and analytic approach to public affairs reporting. (Prerequisite: MASC 201 AND MASC 204)

MASC 370 MEDIA & LAW (3-0-3)

Review of the development of the legal aspects of the press and other mass media through case studies. Topics include social responsibility and ethics of mass communication, free press versus press control, libel, contempt, obscenity, privacy and source protection, the people's right to know, publication laws and regulations. (Prerequisite: MASC 101)

MASC 380 PERSUASION (3-0-3)

This course introduces students to persuasion theories and how to use them in information campaigns. Message, attitude and behavior relationships are discussed in relation to development of contemporary thought about communication and mass media effects. Factors related to source, message, medium and audience are investigated. (Prerequisite: MASC 202)

MASC 390 DESIGN & LAY-OUT OF PRINT MEDIA (2-2-3)

This course explores the various aspects of print media design and layout. Course materials are designed to advance an understanding of design tools, design principles, artisanship and conceptual skills through the exploration of visual elements, orders and concepts. The course covers typography, layout and general design and layout techniques. (Prerequisite: MASC 351)

MASC 410 MEDIA TRANSLATION (3-0-3)

This course is designed to provide students with the necessary skills to translate different media content from one language to another. Emphasis is placed on using translation techniques. Students are encouraged to translate news stories related to different aspects of life. (Prerequisite: ENGL 202)

MASC 420 USING MULTIMEDIA & WEBCASTING (2-2-3)

Introduces students to the basics of designing for interactive multimedia. User-interface design transitions, interactive links between content areas and creating the overall look and feel of a project will be covered. Emphasis will be on the visual aspects of individual elements and how they work together as a means of creating an effective interactive multimedia project. Students work on their own projects which will be completed in the Multimedia Production lab. (Prerequisite: MASC 320)

MASC 430 TV PRODUCTION (2-2-3)

Introduction to the basic aspects of technical and production techniques of television and related audio systems used in the medium. Emphasis is placed on theory and use of television equipment, direction, lighting, television graphics, scripting, basic engineering, distribution systems, and studio personnel. In addition to the student-produced and directed assignments, members of the class participate in production crews. (Prerequisite: MASC 204)

MASC 440 MASS MEDIA & SOCIETY (3-0-3)

An examination and analysis of the mass media and the forces that influence them. Emphasis is placed on the media's influence on our society. Issues and case studies vary with the instructor and the needs of society and students. (Prerequisite: MASC 202)

MASC 450 GRAPHIC & INTERNET SITE DESIGN (2-2-3)

This course explores the various aspects of graphic communication and provides students with necessary skills to use computers in graphic arts. The students will have hands-on experience using software in an electronic design studio environment to start their own internet sites. (Prerequisite: MASC 420)

MASC 499 PROJECT IN MASC (0-6-3)

Topics vary in accordance with the instructor and the interests of the student. Approval of the department head is necessary. (Prerequisite: ETHC 393 AND MPRM 498)

MASC 501 BASIC CONCEPTS IN MASS COMMUNICATION (3-0-0)

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.

MASC 511 CONTEMPORARY TRENDS IN COMMUNICATION THEORIES (3-0-3)

This course aims to acquaint students with contemporary theories of communication. In particular, it deals with recent trends in mass communication and its role in modern societies, the functions of communication, theories of information dissemination, the effects of mass communication and the study of mass communication in terms of social systems.

MASC 512 NEWS WRITING IN ARABIC & ENGLISH (3-0-3)

This course is designed to enhance students' skills in writing news items both in Arabic and English. Students learn the differences between news writing and editing. The course also teaches students features, elements, concepts, types and sources of news items.

MASC 513 NEWSPAPER EDITING & LAYOUT (2-2-3)

The course explores the differences between writing news items and journalistic reports and introduces the students to the news writing styles (format, structure and techniques). It also deals with the concepts and principles of the artistic layout of newspapers and magazines, traditional publishing methods and the use of electronic publishing software such as 'Adobe Photoshop', 'Quark Express' and 'Audi Streeter' (Prerequisite: MASC 512)

MASC 514 ARAB & INTERNATIONAL MEDIA (3-0-3)

The course introduces the students to various issues in international media such as direct broadcasting, the cultural, legal and social problems of satellites and the problems of the new world order of media. It also deals with the theory of information flow between the developed and developing countries and the problems arising from the imbalance in the flow of information between them. It addresses the issue of unions and regional and international organizations and their impact on the international media as well as the image of Arabs in western media and how to improve it.

MASC 515	ELECTRONIC JOURNALISM (3-0-3)

This course aims to introduce students to the types and advantages of electronic journalism. It highlights the use of computers and the internet in press production and editing and deals with the differences between news editing and writing in the printing press and electronic journalism.

MASC 535	MASS MEDIA & INFORMATION TECHNOLOGY (3-0-3)

This course traces the development of information and communications technologies (ICTs) with a view to providing an overview of current and prospective developments in telecommunications as a theoretical basis for assessing the potential of these technologies in media-related institutions. Legal, regulatory, economic and social issues that the employment of these technologies pose for telecommunications and media industries also receive attention.

MASC 545	POLITICAL COMMUNICATION (3-0-3)

Concept, history and theories of political communication are presented and discussed. Political language, advertising and campaigns are analyzed. The relationship between media and governments in different political systems and its relationship with public opinion and democracy are explored in depth.

MASC 560	TELEVISION & RADIO PRODUCTION (3-0-3)

In this course, students obtain intensive exposure to television and radio production methods, studio production techniques, and technical equipment. Students conceive and design individual production projects that utilize studio, file and post techniques. This course covers the audio-visual production process from pre-recording or shooting conception to post-production.

MASC 580	MEDIA ETHICS & LAWS (3-0-3)

This course provides an overview of the history of media freedom and control with respect to the ethics and laws relevant to the issue. Conflicts between media practices on the one hand and the rights of individuals and institutions on the other are explored in depth involving freedom to disseminate information versus the right to privacy. Media practices in different political systems are highlighted and the proper balance between controlled and free media is debated.

MASC 599	DISSERTATION IN MASS COMMUNICATIONS - TRACK 1 (0-24-12)

A research focused study in the field of mass communication which aims to draw on practical data to assess critically a specified area or topic.. 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 manuscripts subject to public defense. (Prerequisite: MCPR 520 AND Completion of at least 24 credits)

MATH 050	ORIENTATION MATHEMATICS (6-0-0)

A comprehensive programme that builds on and strengthens basic mathematics. It provides the necessary tools for understanding and handling relevant mathematics for business, arts and social science students. The course covers basic topics in algebra equations, inequalities, coordinate geometry, trigonometry, polynomials, indices, logarithms, functions and matrices.

MATH 052	MATHEMATICS (6-0-0)

This course is designed as comprehensive program that builds on and strengthens basic mathematics. It provides the necessary tools for understanding and handling relevant mathematics for science, business, arts, social sciences, IT and physiotherapy students. The course covers basic topics in algebra equations, inequalities, functions and graphs, polynomials, Logarithms, and matrices.

MATH 053	BASIC MATHEMATICS (3-0-0)

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.

MATH 055	PREPARATORY MATHEMATICS (6-0-0)

A comprehensive programme that builds on and strengthens basic mathematics. It provides the necessary tools for understanding and handling relevant mathematics for science, IT and pre-medical students. The course covers basic topics in algebra, trigonometry, complex numbers, functions and graphs and an introduction to sequences and series.

MATH 101	CALCULUS (I) (3-0-3)

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. (Prerequisite: MATH 050 OR MATH 052 OR MATH 053 OR MATH 055)

MATH 102	CALCULUS (II) (3-0-3)

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. (Prerequisite: MATH 101)

MATH 103	MATHEMATICS (I) (3-0-3)

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. (Prerequisite: MATH 050 OR MATH 052 OR MATH 053 OR MATH 055)

MATH 104	MATHEMATICS (3-0-3)

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. (Prerequisite: MATH 103)

MATH 201	DISCRETE MATHEMATICS (3-0-3)

An introduction to mathematical ideas and concepts, which are more useful and relevant to the study of all aspects of computer science and engineering than traditional continuous mathematics. The course deals with such topics as logic, sets, mathematical proof, functions, algebraic structures and Boolean algebra. (Prerequisite: MATH 101)

MATH 202	CALCULUS (III) (3-0-3)

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. (Prerequisite: MATH 102)

MATH 205	DIFFERENTIAL EQUATIONS (3-0-3)

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. (Prerequisite: MATH 102)

MATH 221	LINEAR ALGEBRA (3-0-3)

MATH 221 is an introduction to Linear Algebra. It covers linear systems, matrix algebra, vector spaces, linear transformations, eigenvalues and eigenvectors and norms and inner products. (Prerequisite: MATH 101)

MATH 311	COMPLEX ANALYSIS (3-0-3)

MATH 311 is Introduction to Complex Analysis. This course covers complex number system, Cauchy-Riemann conditions, analytic functions and their properties, special analytic functions such as linear fractional transformations, roots, exponential, logarithmic, and trigonometric and hyperbolic functions of a complex variable. It also includes complex integration and line integrals, Cauchy representation, Taylor and Laurent Series expansions. (Prerequisite: MATH 102)

MCPR 360	COMMUNICATION RESEARCH METHODS (3-0-3)

Introduction to scientific and research methods for mass media and public relations: historical analysis, case studies, content analysis, readership studies, audience studies, field surveys and experimental design. (Prerequisite: MASC 101 AND STAT 101)

MCPR 520	RESEARCH METHODS IN MASS COMMUNICATION & PR (3-0-3)

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 assessing information systematically. Research and information gathering methods span research design, data mining, data interpretation, reporting and strategic use of research findings.

MCPR 525	SEMINAR IN CONTEMPORARY COMMUNICATION RESEARCH (3-0-3)

The course offers a survey of research in mass communication and public relations and discusses the various trends in the two fields. In particular, it focuses on the most recent developments in the field of communication research in order to help students to use the modern theories in the writing of research papers. (Prerequisite: MASC 511)

MCPR 530	PUBLIC OPINION FORMATION & MEASUREMENT (3-0-3)

This course explores the literature on public opinion. Perception of the social and political environment and of the climate of opinion, opinion distribution and expression, and conformity are investigated. Recent trends in public opinion research and measurement and its relationship to democracy are explored. Students poll public opinion on topics of contemporary relevance.

MPRM 498	RESEARCH METHODS IN MASS COMMUNICATION & PUBLIC RELATIONS (3-0-3)

This course aims to provide students with new skills that enable them to use the library and to plan and deal with references in order to write a scientific research. It teaches them the skills required of to deliver presentations in a practical and critical manner and the method of analyzing some projects as case studies and in accordance with the rules and procedures of scientific research. (Prerequisite: MCPR 360 AND Completion of at least 66 credits)

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PHRM 498	RESEARCH METHODS IN PHYSIOTHERAPY (3-0-3)

This is an introductory course on research methodology which is delivered through a combination of workshops, lectures, IT labs and seminars. The main topics covered are: basic research methods in the health sciences, utilizing library resources, literature searching and appraisal, report writing, presentation skills and professional ethics. (Prerequisite: PHTH 325 AND Completion of at least 90 credits)

PHTH 121	GENERAL ANATOMY (2-2-3)

Basic anatomy and structure of the human body oriented in system basis. The course integrates concepts of anatomical terms and references of motion, gross anatomy of human body cells, tissues, organs, basic function, vascular, nervous, musculo-skeletal, hearing, vision and other human body structures and systems.

PHTH 211	GENERAL PHYSIOLOGY (2-2-3)

The normal function of body structures are taught on system basis. The course includes the function of different human cells, tissues, organ and systems. This includes abnormal functions, immune system and defense mechanisms, blood circulation, exercise physiology, musculo-skeletal mechanism, neurophysiology. The course includes description of normal biochemical references and values. (Prerequisite: PHTH 121)

PHTH 212	MUSCULOSKELETAL ANATOMY & PHYSIOLOGY (5-2-6)

This course introduce students to anatomy, physiology, biomechanics and patho-mechanics including structure and function of joints, ligaments, capsules, articular cartilages, nerves, muscles and tendons. This will include overview of general tissue structure followed by specific body region of functional anatomy with clinical correlation in physical diagnosis and medical and surgical conditions with the use of actual clinical cases pertinent to all aspects of the organ systems. (Prerequisite: PHTH 121)

PHTH 213	INTRODUCTION TO EXERCISE PHYSIOLOGY (3-0-3)

This course describes the series of physiological functions, reactions and biochemical principles involved in creation, maintenance and malfunction of human movements. The course includes neurophysiological transmission, neural control, neuromuscular reaction, muscle fiber type and functions, intra-muscular enzymatic process, the mechanism of muscle fatigue and recovery, muscular response to stress factors, muscular adaptation to force and endurance training and other related topics in muscular physiology and function. (Prerequisite: PHTH 121)

PHTH 214	INTRODUCTION TO BIOCHEMISTRY (3-0-3)

Survey of basic principles of biochemistry and molecular biology, emphasizing broad understanding of chemical events in living systems in terms of metabolism and structure-function relationships of biologically important molecules. (Prerequisite: PHTH 121)

PHTH 221	BIOMECHANICS (3-0-3)

Introduction to the application of laws of physics on human body movements. The course includes description of static and dynamic laws on human motion, levers and types of forces acting on human transfer and function, types of human joints, mechanics of therapeutic exercises, abnormal force application and injury mechanism, diagrammatic representation and measurement of forces, momentums, action-reaction theories, friction definition and measurement, and biomechanical terms and values. (Prerequisite: PHTH 212)

PHTH 222	NEUROANATOMY & PHYSIOLOGY (2-2-3)

This course orients the student on the neuro-physiological and neuro-anatomical basis of human body movement, function and motor control of the musculo-skeletal system. This include topics in neuro-physiology, neuro-transmission, mechanism, cerebral functions and control, pyramidal and extra-pyramidal function, peripheral nerve functions and neuro-muscular transmission, common patho-neuro-physiological conditions, skull and maxillo-facial anatomy and other related topics. (Prerequisite: PHTH 211 AND PHTH 212)

PHTH 223	INTRODUCTION TO RADIOLOGY & PATHOLOGY (2-2-3)

The course introduces students to the principles of reading, interpretation and clinical utilization of radiological and laboratory results. The topics include principles of radiological imaging, musculoskeletal radiology, common orthopedic conditions, radiology, neurological imaging, MRI imaging techniques, CT imaging, biochemical lab investigations, hematological tests and values, histopathology investigations, microbiology techniques, and other topics in radiology and pathology. (Prerequisite: PHTH 212)

PHTH 224	PRINCIPLES OF ELECTROTHERAPY (2-2-3)

The principles of electrotherapy modalities are discussed in this course including definition and contents of electrical power, flow, measurement, electron theory and principle, energy generation, emission, transmission and radiation. Building on these concepts, the course teaches the physiological effects and interaction of the electrical and non-electrical sources of energy pertaining to different human body tissue. The means to deliver different electrotherapy modalities are included with their indication, effects and contra-indications. (Prerequisite: PHYS 101)

PHTH 225	PSYCHOLOGICAL ASPECTS OF DISABILITY (3-0-3)

This course aims to prepare participant with the social and psychological aspects of disease and disability. The course includes topics of personality types, personality changes and adaptation to disease, disability and motivation of rehabilitation, denial and acceptance phases of disability, micro-and macroeconomics of diseases and disability, and other related topics. (Prerequisite: PHTH 212)

PHTH 226	BASIC CLINICAL PRACTICE (0-12-6)

This fully practical clinical course aims to introduce the students with clinical settings and environments. The course starts with training in patient handling and assistance, physiotherapy equipments and machinery operation and maintenance, the therapist-patient relationship, patient assessment principles, electrotherapy applications, individual and group gymnastics and therapeutic training, hydrotherapy, clinical reporting and documentation, reading and filing of attached medical documents, safety issues in physiotherapy, patient motivation and follow-up and other related clinical physiotherapy principles. (Prerequisite: PHTH 211 AND PHTH 212)

PHTH 312	ORTHOPEDIC, SPORTS & RHEUMATOLOGY PHYSIOTHERAPY (2-2-3)

The principles of physiotherapy for musculo-skeletal, sports and rheumatological diseases and injuries are taught. Joints and bone diseases are presented in systematic approach followed by physiotherapy assessment, indications and contra-indications of physiotherapy treatment. Pre and post-operative physiotherapy procedures are discussed for orthopedic surgical cases. Practical training in assessment techniques, gait training, muscle testing and lower extremities orthotics is included. (Prerequisite: PHTH 221 AND PHTH 223 AND PHTH 226)

PHTH 313	MANIPULATIVE PROCEDURE (2-2-3)

This course includes the anatomical, biomechanical and physiological basis of orthopedic manipulative procedures. This includes indications, contra-indications, physiological and therapeutic effects of the common manipulative procedures in a systematic approach. The course will also include introduction in mobilization theory, upper extremities techniques, lower extremities, cervical spine, thoracic spine techniques, lumbar and sacro-iliac mobilization and orientation in common schools of thought in this field. Practical training modules are included to give the students experience in handling such manoeuvres. (Prerequisite: PHTH 221 AND PHTH 223 AND PHTH 226)

PHTH 314	PRINCIPLES OF THERAPEUTIC EXERCISE (2-2-3)

This course is designed to teach the students on the basic principles of therapeutic exercise. Emphasis is given on assessment and treatment protocols in the different fields of therapeutic exercise particularly range of motion, progressive resistive, stretching, peripheral joint mobilization exercise, McKenzie techniques, nags and snags, The course also focus on the principles of soft tissue healing and the protocols that are necessary for proper therapeutic exercises. The course is reinforcing with practical components. (Prerequisite: PHTH 213 AND PHTH 221 AND PHTH 226)

PHTH 315	CLINICAL: ORTHOPEDIC MEDICINE & SURGERY (2-2-3)

Common orthopedic and rheumatological diseases and injuries are included in this course. The main topics are fracture types and complications, fractures closed and open reduction techniques, joint arthritis classification and diagnosis, systemic inflammatory diseases, auto-immune disorders affecting bones and joints, peripheral nerve injury types and management, total joint replacement, congenital musculo-skeletal diseases, soft tissue and sports injuries and other related topics. The course is reinforced with clinical rounds with the orthopedic consultants and senior physiotherapist. (Prerequisite: PHTH 223 AND PHTH 226)

PHTH 316	CLINICAL: ORTHOPEDIC, SPORTS & RHEUMATOLOGY PHYSIOTHERAPY (0-8-4)

This fully clinical course introduces the students with clinical skills in assessment and physiotherapy management of patients with musculo-skeletal, sports and rheumatological diseases and injuries including surgeries. This course focuses on therapist-patient relationship, patient assessment principles, manipulations applications, individual and group gymnastics and therapeutic training, mobilization techniques, post-operative orthopedic rehab and other topics in fields of musculo-skeletal, sports and rheumatological physiotherapy techniques. (Prerequisite: PHTH 223 AND PHTH 226)

PHTH 321	THEORIES OF CARDIOPULMONARY PHYSIOTHERAPY (2-2-3)

The principles of physiotherapy for cardio-pulmonary diseases are taught. Respiratory and heart diseases are presented in systematic approach followed by assessment, indications and contraindications of physiotherapy treatment. Pre and post-operative physiotherapy procedures are discussed for cardiopulmonary surgical cases. Practical training in assessment techniques, postural drainage, Intensive Care Unit, COPD rehabilitation and post-operative heart rehab are included. (Prerequisite: PHTH 226)

PHTH 322	MEDICAL PHYSIOTHERAPY (3-0-3)

This course is designed to teach the knowledge of the different medical conditions seen in the practice of physiotherapy. It focuses on the etiology, pathophysiology, epidemiology, symptomatology of conditions such as burns, amputation, cancers, AIDS, immobilization syndrome, spinal cord injuries and geriatric conditions. Medical and physiotherapy management will be emphasized during discussion of each condition. (Prerequisite: PHTH 226)

PHTH 323	CLINICAL: CARDIOPULMONARY MEDICINE & SURGERY (2-2-3)

This course orients the student on common cardiac and pulmonary diseases with the focus on assessment, diagnostic procedures, pathology and treatment. The main topics in the course include principles of cardio-pulmonary and circulatory physiology and anatomy, pulmonary gases exchanges, ischemic heart diseases, chronic obstructive pulmonary disorders (COPD), allergic pulmonary diseases, cardio-pulmonary treatment in intensive care units, common pulmonary surgical procedures, principles of heart surgeries, and other related topics. The course is reinforced with clinical rounds with the cardiologist/pulmonologist consultants and senior physiotherapist. (Prerequisite: PHTH 226)

PHTH 324	CLINICAL: CARDIOPULMONARY & MEDICAL PHYSIOTHERAPY (0-8-4)

This course includes practical application of cardiopulmonary and medical physiotherapy principles in a supervised clinical setting. The purpose of the course is that the student masters such techniques and be competent in cardio-pulmonary rehabilitation. Topics of the course includes post-operative cardiopulmonary rehabilitation, ischemic heart disease physiotherapy, postural drainage techniques, COPD rehabilitation, ICU patient management, respiratory exercise techniques and applications and related topics in cardio-pulmonary rehabilitation. (Prerequisite: PHTH 226)

PHTH 325	ORGANIZATION & ETHICS IN PHYSIOTHERAPY (3-0-3)

This basic course aims on orientation of the student in topics related to health care planning, delivery system and ethical issues in the field of physiotherapy. The main topics in the course are a historical prospective of health care delivery, administration of acute and rehabilitation settings, health care delivery in non-clinical settings, health care delivery in rural regions, economics of the health care system, health insurance economics, private funding, delivery of health care, patient rights, medicolegal aspects of health care, malpractice issues, organization of physiotherapy profession in the community and other related topics. (Prerequisite: PHTH 226)

PHTH 412	THEORIES OF NEUROLOGICAL PHYSIOTHERAPY (2-2-3)

The course includes principles of physiotherapy for neurological diseases and injuries. Central and peripheral nervous system diseases are presented in systematic approach followed by assessment, indications and contra-indications of physiotherapy treatment. Pre and post-operative physiotherapy procedures are discussed for neurosurgical cases. Practical training in assessment techniques, neurophysiological testing, Bobath and PNF techniques are included. (Prerequisite: PHTH 222 AND PHTH 226

PHTH 413	CLINICAL: NEUROLOGICAL MEDICINE & SURGERY (2-2-3)

This course includes topics in diagnosis, assessment, clinical presentations of common neurological diseases and surgery. This includes a review of neuro-pathology, intra-cranial diseases, central nerve system diseases, peripheral nerve system diseases, spinal cord diseases and injuries, traumatic head injury, common neurosurgical procedures. The course is reinforced with clinical rounds with the neurologist consultants and senior physiotherapist. (Prerequisite: PHTH 222 AND PHTH 226)

PHTH 414	CLINICAL: NEUROLOGICAL PHYSIOTHERAPY (0-8-4)

This is a clinical module that includes training of the students on neurological physiotherapy techniquesin clinical settings. The course includes training in cases of hemiplegias, paraplegias, spinal cord injuries, Parkinson's disease, progressive neurological diseases, post-operative neurological conditions and other related topics. By the end of the course the student must be able to independently apply physiotherapy techniques on neurological conditions. (Prerequisite: PHTH 222 AND PHTH 226)

PHTH 415	INTRODUCTION TO PHARMACOLOGY (3-0-3)

This basic course in pharmacology aims to introduce students to pharmaceutical agents used in common diseases. The course includes an introduction to digestive system physiology and mechanisms, major drug groups, actions and precautions of NSAID, central muscle relaxants, beta-blocker indications, analgesics and their pharmacological effects, pharma-economics and other related topics. (Prerequisite: PHTH 214)

PHTH 421	CLINICAL: PEDIATRIC PHYSIOTHERAPY (0-8-4)

This is a fully practical course in a clinical settings aims to train students in pediatric physiotherapy skills. The training includes providing physiotherapy techniques for patient with cerebral palsy, neuro-developmental abnormalities, congenital anomalies, Erb's palsy and other pediatric conditions. (Prerequisite: PHTH 222 AND PHTH 226)

PHTH 422	THEORIES OF PEDIATRIC PHYSIOTHERAPY (2-2-3)

The course includes principles of physiotherapy for pediatric diseases and injuries. Pediatric and juvenile diseases, congenital and acquired malformations are presented in systematic approach followed by assessment, indications and contra-indications of physiotherapy treatment. Pre and post-operative physiotherapy procedures are discussed for pediatric surgical cases. Practical training in assessment techniques, cerebral palsy testing, Bobath and PNF techniques are included. (Prerequisite: PHTH 222 AND PHTH 226)

PHTH 423	CLINICAL: PEDIATRIC MEDICINE & SURGERY (2-2-3)

The course covers diagnosis, clinical presentation and treatment of common pediatric cases. The main topics in the course are introduction to genetics, embryology, intra-uterine malfunctions, neonatology, cerebral palsy types and diagnosis, Erb's palsy and other peripheral neonatal injuries, orthopedic pediatric developmental disorders, normal physiological developments and common pediatric surgical conditions. The course is reinforced with clinical rounds with the pediatric consultants and senior physiotherapist. (Prerequisite: PHTH 222 AND PHTH 226)

PHTH 424	CLINICAL: COMMUNITY PHYSIOTHERAPY (0-6-3)

This is a fully practical course in a community based clinical settings that address physiotherapy service delivery in various community-based settings such as domiciliary and fixed location private practice, schools and community centres. The course will cover the process of developing professional physiotherapy service, health promotion and how to adapt physiotherapy services in the community according to cultural and socio-economic needs. (Prerequisite: PHTH 315 AND PHTH 323)

PHTH 425	OCCUPATIONAL HEALTH & ERGONOMICS IN PHYSIOTHERAPY (2-2-3)

This course trains student on common role of the physiotherapist in communities other than conventional hospitals. This include the function of the physiotherapist in prevention of injuries, workplace design and analysis, mechanism of repeated minor trauma, overuse and stress related injuries, muscle and other soft tissue failure and injury, the concept of good posture, principles of patients and non-patients health education and motivation and other related topics. (Prerequisite: PHTH 325)

PHTH 499 MAJOR PROJECT *(0-6-3)

Each student will be required to select and complete a research project in the field of physiotherapy, under the supervision of a Faculty member. Assessment will take the form of a written report and an oral presentation. (Prerequisite: STAT 201 AND PHRM 498 AND Completion of at least 90 credits)

PHYS 101 GENERAL PHYSICS (I) (3-0-3)

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. (Prerequisite: MATH 050 OR MATH 052 OR MATH 053 OR MATH 055)

PHYS 102 PHYSICS (II) (2-2-3)

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. (Prerequisite: PHYS 101)

PHYS 131 PHYSICS I FOR INFORMATION TECHNOLOGY (3-0-3)

Physics 131 is the general physics I, which is a university requirement for the BSc program in IT, and Multimedia. This course employs vector analysis as well as calculus-based mathematics to introduce vectors in 1-D, 2-D, and 3-D, electrostatic forces and fields, Coulomb's and Gauss's laws, electric potential, capacitors, direct current circuits, Kirchhoff's rules, RC circuit, magnetostatic forces, magnetic fields and flux, Biot-Savart and Ampere's law, Faraday"s and Lenz"s laws, and driven AC current.

PHYS 321 ELECTROMAGNETICS THEORY (3-0-3)

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 solving practical electromagnetic fields problems. Other concepts such as waveguides , resonant cavities , antennas and radiation pattern are also introduced in this course. (Prerequisite: MATH 205 AND MATH 311)

PREL 101 INTRODUCTION TO PUBLIC RELATIONS (3-0-3)

A survey of the roles and responsibilities of the public relations professional in private and public organizations. The course examines the importance of audience research in public relations program planning, the difference of public relations from advertising, and the use of traditional publicity tools like press release and press kits to reach targeted audiences. It explores the use of the internet to reach key stakeholders and as a distribution channel for publicity. The course also emphasizes the importance of ethics, integrity and relationship building as cornerstones of public relations.

PREL 220 PUBLIC OPINION (3-0-3)

Public opinion formation, the basic elements involved, media role, its role in democratic societies, and the social role of communication in attitudinal change are the core of this course. (Prerequisite: MASC 101)

PREL 240 ADVERTISING (3-0-3)

A survey of advertising including its history, functions, theories, ethics, and relationship to modem organizations. The course sheds light on advertising practices in agencies and organizations, including media analysis, buying and coordination as well as analyses of effective agency functions, structure and relationships. (Prerequisite: MAKT 201)

PREL 320 ORGANIZATIONAL COMMUNICATION & CONSUMER BEHAVIOR (3-0-3)

This course explores how to enable corporations to use the tools of communication to advance their missions, help resolve problems and seize opportunities in such areas as employee motivation, customer loyalty, shareholder understanding, new media relationships and community acceptance. Communication management between organizations and their employees, customers, communities, owners, the government and the media receive special attention. Studying consumer behavior is a major issue. (Prerequisite: MAKT 201)

PREL 340 INTEGRATED MARKETING COMMUNICATION (3-0-3)

Students are exposed to advertising, public relations, direct marketing, sales promotion and e-commerce marketing in the context of the IMC process. The course establishes a framework for managing communications that encompasses customer orientation, customer acquisition, customer retention, brand strategy, cross-media integration and measurement of communication effects. In addition, students develop skills in creative message strategy and learn to execute strategy through integrated communications. (Prerequisite: MAKT 201)

PREL 350 THE PRACTICE OF PUBLIC RELATIONS (3-0-3)

This course is designed to introduce students to the contemporary practice of public relations, the nature and history of the profession and the theoretical foundations of contemporary practice of public relations. Within this framework, topics covered include: the identification of internal and external publics, descriptions of core public relations processes, and the tools of public relations. Finally, through the use of case study analysis, the student is introduced to corporate image creation and crisis management. (Prerequisite: PREL 101)

PREL 365 MEDIA PRODUCTION FOR PUBLIC RELATIONS (2-2-3)

This course covers the basic media techniques in print and broadcast productions for public relations. It deals with production of documentaries, brochures, pamphlets, and films to enhance the organization's image. This course includes also the use of Web site, and online media relations such as electronic mail, to promote the organization image and foster its relations with its public. (Prerequisite: PREL 350)

PREL 375 SPECIALIZED PUBLIC RELATIONS (3-0-3)

The course explains crisis and identifies its communication dimension, and focuses on proactive planning to deal with the crises situation from a Public Relations perspective. This course covers also the practice of public relations in various fields and specific organizations. It looks at special users and special needs, the use and application of public relations in business, corporate and public affairs, corporate financial relations, health institutions, education, government and citizens. (Prerequisite: PREL 101)

PREL 440 INTERNATIONAL COMMUNICATION (3-0-3)

This is meant to present an overview of world communication systems. Topics include: newsgathering agencies, news and information flow, and media imperialism. (Prerequisite:PREL 350)

PREL 460 SPECIAL EVENTS & PROTOCOL (3-0-3)

In today's world communication and public relations activities have become essential to create and establish mutual understanding. This course is designed to help communication and public relations students participate as active members in special assignments designed to fulfill this goal. Protocol rules are applied especially when politicians are involved. (Prerequisite: PREL 350)

PREL 499 PROJECT IN PUBLIC RELATIONS (0-6-3)

Topics vary in accordance with the instructor and interests of the student. Approval of the department head is necessary. (Prerequisite: ETHC 393 AND MPRM 498)

PREL 501 BASIC CONCEPTS IN PUBLIC RELATIONS (3-0-0)

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.

PREL 511 MODERN THEORIES IN PUBLIC RELATIONS (3-0-3)

The course addresses the theoretical frameworks for public relations and models related to the exercise of public relations. It explores the cognitive and behavioral theories, with emphasis on how to apply these theories to the practice of public relations in different organizations, as well as the use of various means of communication in the field of public relations.

PREL 512 THE ART OF ADVERTISING (3-0-3)

The course focuses on the definition and characteristics of advertising and its advantages and disadvantages. It also covers topics such as communication activities and its relationship to advertising, advertising media (printed, audio, visual) , advertising agencies, the modern techniques used in the design and production of advertising messages, the technical aspects of advertising design, and the use of design programs in advertising.

PREL 515 PUBLIC RELATIONS & INFORMATION CAMPAIGNS (3-0-3)

This course provides a comprehensive overview of concepts, analytical techniques and methods to assess audiences, target markets and vital trends requisite to develop a public relations strategy in the context of a complex and rapidly changing world and media environment. The course explores contrasting public relations strategies in international strategies in international settings employed by multinational corporations, governments and interest groups. Students apply communication and public relations methodologies to plan public relations campaigns.

PREL 516 MEDIA PRODUCTION FOR PUBLIC RELATIONS (2-2-3)

This course covers the basic media techniques in print and broadcast productions for public relations. It deals with production of documentaries, brochures, pamphlets and films and focuses on the use of web site and online media, such as electronic mail, to promote the organization's image and enhance its relations with the public.

PREL 520 PUBLIC RELATIONS MANAGEMENT (3-0-3)

This course develops and strengthens communication management skills through assimilating the public relations function with corporate goals and activities. In addition, students analyze how management of information shifts the way public relations professionals influence various publics consonant with corporate goals and activities. Students are expected to investigate the roles of various public relations practitioners in applying the techniques of public relations to support management strategies and corporate decision-making. At the end of the course, students create a 5-year corporate image campaign for a chosen company that positions the company in a favorable position from the vantage-point of its corporate stakeholders in accordance with corporate long-term strategy. (Prerequisite: PREL 511)

PREL 599 DISSERTATION IN PUBLIC RELATIONS - TRACK 1 (0-24-12)

A research focused study in the field of public relations which aims to draw on practical data to assess critically a specified area or topic.. 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. (Prerequisite: MCPR 520 AND Completion of at least 24 credits)

PSYC 101 INTRODUCTION TO PSYCHOLOGY (3-0-3)

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.

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SOCI 101 SOCIOLOGY (3-0-3)

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.

SOCI 102 SOCIOLOGY (II) (3-0-3)

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.

SPAN 101 INTRODUCTION TO SPANISH (I) (3-0-3)

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.

SPAN 102 INTRODUCTION TO SPANISH (II) (3-0-3)

A continuation of SPAN 101 which aims at further developing the students' skills in speaking, reading and writing. (Prerequisite: SPAN 101)

STAT 101 INTRODUCTION TO STATISTICS (3-0-3)

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. (Prerequisite: MATH 050 OR MATH 052 OR MATH 053 OR MATH 055)

STAT 201 MEDICAL STATISTICS (3-0-3)

This course starts with an application of elementary statistics to basic principles and methods of epidemiology and then moves to more sophisticated analysis encompassed in medical statistics. The emphasis will be on the design and interpretation of epidemiological studies. Appropriate statistical methods will be integrated with the main epidemiological content, and practical sessions will make use of relevant computer software. (Prerequisite: STAT 101 AND PHTH 325)

STAT 202 BUSINESS STATISTICS (3-0-3)

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. (Prerequisite: STAT 101)

STAT 302 APPLIED PROBABILITY (3-0-3)

This course 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. (Prerequisite: MATH 202)

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