

Ebla Private University

Faculty of Administrative Sciences

Description of the subjects of Management

ENG 100 English Languages 1: (3H)

This subject aims to training on the conversation and written skills. It adopts methods of communication and conversation in teaching. Through this course, there is a review of principal elements of grammar and vocabulary; in particular, that Arabic-Speaker has difficulties in learning them.

ITC 100 Computer Skills 1: (3H)

This subject aims to introduce the principal elements of computer including hardware, programming, operation systems of MS DOS and Windows. Also Word, Excel, PowerPoint and Internet. And the role of Information learning within institutions and its uses in Administrations.

ARB 100 Arabic Languages: (3H)

This subject to ameliorate the student's expression skill and direct him towards the standard Arabic language so that it becomes his essential expression way. This subject has a focus on the skills of writing, grammar, functional competence (Reading & Expression), skills of esthetical appreciation, through the study of some selected literature texts and the analysis of their syntax and language structure, on showing their esthetics of form and substance.

ACI 100 Arabic Cultures: (3H)

This subject aims to provide to the student a historical review on the Arabica society and on the political and cultural system and their evolution. It treats also the change, and the development on the Arabic Society and it discuss about the economic systems in.

ENV 100 Society and Environment: (3H)

This subject aims to focus on the environmental system: conception, components and importance. It talks about the environmental equilibration and the interaction between Man and Environment. It discusses the all pollution problems (pollution of atmosphere, pollution of water and food, radiological pollution, Acoustic pollution). Also this subject

discuss about the relation between environment and development and population question, and about the role of international and governmental organizations, and the Environmental protection Organization, to limit the Environment pollution.

PSY 100 Introductions to the Psychology: (3H)

This subject aims to present the Psychology and its relation with the social sciences and Humanities. It treats essential themes in Psychology like the development, learning, intelligence, conception, personality, behaviour, including motives and emotions.

ECN 100 Principles of Economics: (3H)

This subject studies the economic problem by their two sides: needs and resources. Then it treats the methods for resolving the said economical problem on using the theories of limit, proportional quality and scarcity. Also it studies the economical concepts like the production, income, consummation, in addition to the role of money in economics.

ENG 105 English Language 2: 3H - (Previous required: ENG 100)

This subject completes the previous one, it aims to training students on the conversation skills including: Conversation about themes related with the ordinary daily life, exchange opinions about different subjects, giving information, short public speaking; giving and taking notes; comprehension and comment of news and reports(written and oral).

ITC 105 Computer Skills 2: 3H - (Previous required: ITC 100)

This subject aims to introduce the conceptions of management and financial calculation of projects into the computer skills that student started in the previous course of computer skills, so that he will continue them in this one. This subjects the necessary software like the use of mathematical functions, and makes knowledge with other software like SPSS and Ms Projects.

STA 105 Principles of Statistics: (3H)

This subject aims to introduce the principal elements of Statistics: purposes, functions, data statistic measurements, data statistic description, probabilities, connections, descending, distribution of random changes, some discrete probability distributions, normal distribution, theory of samples with a focus for reading and analysing the their tables and results.

ENG 110 English language 3: (3H) - (Previous required: ENG 105)

This subject aims to transfer students to superior level in their English skill, on continuing with the previous courses and adopting any English Learning Methods, Known and reputed by the word, like Cutting Head Way, Edge, for example, integrated so that they focus on the four language skills: Hearing, Speaking, Reading and writing. And applying the adopted modern methods and programs of English learning. This is taken place on treating some general and global subjects of school and practical life, for giving students the possibility to get more skills, vocabulary, idioms, and grammar that they need on practicing English language.

ENG 115 English Languages 4: (3H) - (Previous required: ENG 110)

This subject aims to complete all previous courses related with the English teaching for non-specialized students, to transfer them to an advanced level in their English skill, so that students become able at the end of this subject to deal perfectly with specialized English while they will study the specialized courses in English the ulterior years.

BUS 120 Communication Skills: (3H)

This subject aims to develop students communication skills, rehabilitate them to communicate successfully with their self and with the others; perform them to be integrated, to communicate and to make relations with their milieu respectfully. In addition to get knowledge and information quantity appropriate to the communication and to its different subjects, so that contributes to success both their private and practical life.

PIR 130 Introductions to Law: (3H)

This subject deals with the vocabulary in related to the general definition of law, showing its function, birth and origin, the properties of juridical rule, parts of law, resources of law rule, apply the law and the provisions controlling it, and the general theory of right. It treats the definition of right, show its types, resources, place of right and using the right.

ECN 200 Microeconomics: (3H)

This subject deals with the principal concepts of micro-economics, their functions and purposes, cycle of income and expense, theory of value and its development, theory of customer behaviour, Production theory, Distribution theory, total rival market, total monopoly market, rival monopoly market, binary monopoly market, oligarchy monopoly market.

SOI 200 Political Sociology: (3H)

This subject deals with the study of the politico-sociological problems and concepts, the State relations with society, authority, supremacy, social classes and elites; the role taken by the social institution on the process of making political decision, the trends of public opinion and the factors influencing it. In addition to the study of social movements, political Parties, pressure and interest groups, political culture in society, bureaucracy, technocracy, educational systems and political authority.

ACC 105 Principles of Accounting 1: (3H)

This subject deals with the financial transaction of individual project through the concept of Accounting and its purposes, Accounting system, fiscal year, accounting books, procedures related to the proving financial transaction, to note them on the daily account books, and transfer them to the Ledger, settling the accounts, marking review balances, and final accounts.

BUS 105 Principles of Management 1: (3H)

This subject aims to define the Marketing concept, its importance in the business facilities, and principles concepts of this science, in addition to the marketing environment, the detailing of market, the marketing link with the behaviour customer and the marketing researches, and also with marketing mixture (Article, Price, Distribution, Promotion) and the marketing environment.

MRT100 Principles of Marketing: (3H)

This course is designed to provide students with the necessary knowledge of the main concepts of marketing such as, the marketing system and the marketing environment, analysis of the consumer and industrial markets, product decisions, pricing decisions, distribution decisions and promotion decisions.

MTH 100 Principles of Mathematics 1: (3H)

This subject deals with basis, radicals, logarithms, poly-term, equations, functions, data drawing, system of linear equations and sequences, their definition and types, the derived and their administrative applications, the calculus and its applications, and types of arithmetic progressions.

ECN 210 Macroeconomics: (3H)

This course is an introduction to the basic principles of macro-economics, the national income and its measuring methods, equilibrium of national income and the total consumption, the function of consumption, the total investment, the investment, the investment expenses and their impact on the national economy, demand of money, determining the interest price, and the equilibrium theories of national economy.

BUS 200 Principles of Management 2: (3H) - (Previous required: BUS 105)

This subject aims to complete the Principles of management 1, and to study the administrative functions, including the planning function: its concept, types, methods, ways; and the function of organization as concept and organizational structure, place of authority, responsibilities, function and methods of orientation (Communication, promotion and leadership). Also, the control function and the making of administrative decisions.

ACC 200 Principles of Accounting 2: (3H) - (Previous required :ACC 105)

This subject deals with the basis of measurement and settlement of assets, liabilities, expenses and revenues, and especially: cash , debtor , inventory , stock, banknotes, account statement , the measurement basis of fixed assets, and the methods of their consumption and their impact on the financial statements, and the measurement and settlement of obligation, property rights and the preparation of financial statements.

STA 202 Applied Statistics: (3H) (Previous required: STA105)

This course aims to acquaint student with the probability distribution in terms of the discrete quantitative variables and the indiscrete quantitative variables, the quantity and probability function, and function of probability discovery, function of regrouping probability, the change and the variability. Also its deals with the statistical distributions, the previewed distributions, the statistical report, the hypothesis testing, the regression analysis, and multiple correlation and regression, variance analysis of mono-classification and variance of multi-classification.

ACC 205 Principle of Costs Accounting: (3H) - (Previous required: ACC 200)

This course deal with the costs accounting concept, its purposes and principles, measuring of costs elements, acquainting with the costs centres, controlling all elements of costs, their classification and preparation of costs statements; studying of costs

theories, basics of common costs distribution, and determining the average of additional charges.

BUS211 Organizational Behaviour: (3H) (Previous required: BUS200)

This course provides students perceptive of the major theories and practices of organization and management. Students will be able to understand behavioral, social system, management science and empirical theories of organizations. Group dynamics, motivation, leadership, decision-making and communication applied to problems of organizational activities.

BUS212 Production and Operations Management: (3H) (Previous required: MTH100)

A study of the operational practices and functions used to obtain optimal utilization of production factors and business resources with emphasis on quantitative analysis in planning, controlling and decision-making in an industrial environment. The main issues covered by this course are the techniques used for production and operations management within the organizations. It covers linear programming, simplex algorithm, network analysis, PERT techniques, as well as key aspects of inventory management and operations decisions.

BUS214 Human Resources Management: (3H) - (Previous required : BUS211)

The course examines the foundations, functions and activities involved in the managing of human resources, striking a balance between current theory and practice. Includes the following topics: work force planning, recruitment and selection, policy and procedures, performance appraisal, compensation and benefits, training, safety and industrial relations.

BUS216 Sales Management: (3H) (Previous required: MRT100)

This course is design to introduce professional sales force management. It develops students' skills in planning a sales program, organizing, leading and controlling the selling effort and in recruiting, training and motivating the sales force.

BUS 300 Methodology of Scientific Research: (3H) - (Previous required: STA 105)

This course deals with presentation of the methods of scientific research and their development, study of the ways of collecting data and their different resources, the

different methods to expose the data, to analyse it statistically using the statistic ways to reach to certain results, also how to use the computer in the scientific research and in the writing of the scientific research report as per the form and the content.

BUS 301 Research operations: (3H) - (Previous required :STA105)

This course aims to acquaint student with the basic principle of research operations, with a focus on the administrative sides in the question, for giving student the way of calculating the quantitative data and introduce it as main element in the making-decision, that realize the maiming of benefit with minimizing of possible costs.

BUS302 Principles of Business Law: (3H) - (Previous required: PIR100)

This course enables students to be aware of the key legal aspects of business environment. The course covers few issues of commercial Law, labor law, companies and enterprise law, assurance Law, principles of enterprise establishment and liquidation.

MRT 304 Electronic Trading: (3H) - (Previous required: MRT 100)

This course aims to acquaint student with the concept of electronic trading, its function mechanism via Internet, and with juridical sides regulating this electronic trading. In addition to define its types, in respecting the two parties of trading operation.

BUS 306 Economic Feasibility Studies: (3H) - (Previous required: BUS 300)

This course includes a specialized study of the models used in the projects evaluation, and determine their field of feasibility. Some of the important models, there are network analysis, analysis of path, benefit, time, excess and its relation with time and cost; in addition to the way of productive resources distribution. It includes also some practical applications as real examples.

BUS 307 Financial Management: (3H) - (Previous required: BUS 200)

This course deals with the importance of finance function and the subjects that it includes in link with the investment, benefits distribution, financial analysis using financial proportions, specially the management of active capital and determining the financial costs, the financing resources and the financial control basics.

ACC411Administrative Accounting: (3H) - (Previous required: ACC 205)

This course deals with definitions related with administrative accounting, its specifications, purposes, and relation with others sciences; and its importance for provide

to the higher Administration the required information to make decision, in addition to preparation of planning and capitals budgets, evaluation of competence and responsibility accounting.

BUS311 Public Relationship Management: (3H)

Theoretical and practical concepts of managing public relations; ways in which public relations is used as a means of communication between the organization and its environment, internally and externally, locally or internationally.

BUS312 Small and Medium Enterprise Management: (3H) (Previous required: BUS200)

This course deals with Characteristics of small and medium enterprises, managing small and medium projects, investment opportunities, financing resources available for small and medium enterprises , marketing methods, criteria used for selecting projects, evaluation techniques used for evaluating small and medium opportunities. Students gain Knowledge regarding the entrepreneurship through an integrative study of the elements in new venture analysis and applied principles of business management.

MRT312 Marketing Communications: (3H) (Previous required: MRT100)

this subject aims to introduce information about promotion concept and main promotional problems, entering new markets, producing new products, developing recent markets. Moreover, this subject aims to make students aware about promotion mix which consists of four main factors; advertising, public relations, sales promotion and personal selling, it may study other factors such as (exhibitions, sponsoring social events, and direct marketing)

BUS314 Management Information Systems: (3H) (Previous required: BUS313)

Key aspects related to the role of information technology in organizations' information requirements, more attention to managers' use of systems outputs. Cases and hands-on exercises emphasizing the use of information systems in decision making, information gathering and organizing, use of modeling techniques, and presentation of information.

BUS313 Computer Usage in Management 1: (3H) (Previous required: ITC100)

This course based on the earlier course with regard to the computer applications in management. The use of computer to support management functions, specifically, for problem solving, operational decisions, decision support system; decision analysis and data processing, as well as the computer applications regarding management process, includes planning, decision-making, and control.

BUS316 Computer Usage in Management 2: (3H) (Previous required: BUS313)

This subject concerns in studying main concepts such as economic feasibility study, marketing study, and financial study. This subject also provides students with major methods of demand predicting - applications matrices and linear equations in the economy - model inputs and outputs –inequalities - principles of linear programming – Economic Functions- economic applications of derivatives

BUS317 Administrative studies in English: (3H)-(Previous required: ENG100)

This subject aims to provide students with main concepts of management and its importance, planning, organizing, controlling. This subject aims also to improve students' language skills

BUS318 Offices computerization: (3H) - (Previous required: BUS316)

This subject aims to make students aware of main concepts of office computerization and its importance, also this subject provides students with the required skills to manage information in offices such as the commercial correspondence and electronic mail

BUS 322 Management of Insurance Institutions: (3H) - (Previous required: BUS307)

This course aims to acquaint student with the management of Insurance Institutions; the study of public insurance, its specifications and technical and juridical principles regulating it; the Study of its different types like the Fire, Cars Insurance, marine and air insurance, engineering insurance, accidents insurance, and civil responsibility; the study of ways and types of re-insurance, calculating of the costs, primes, technical allowances of public insurance; the role of State for supervising and controlling the insurance facilities. It aims also to develop the student ability to make difference between different

types of public insurances and their uses in practical life, and applying the technical and juridical laws on them; and knowing the types and ways of re-insurance and calculating the premiums and the technical allowances of public insurances.

BUS326 Negotiation Management: (3H) - (Previous required: BUS216)

This course aims to acquaint student with the concepts of negotiation management, characteristics of negotiations, negotiation behaviour and negotiation's methods, strategies of negotiation and its politics and tactics, and conflicts solution abilities, and negotiation contract.

BUS400 Field Training: (3H) - (Previous required :BUS 300)

This course aims to develop the abilities student and to provide him the required competences, as well as organizationally coordination, through the practical link between theoretical knowledge that he obtained in the specialized courses and their actual application in specified company or corporation, and concentrate on management process, includes planning, decision-making, and control, of these company or corporation.

BUS401 Strategic Management: (3H) - (Previous required: BUS200)

Key principles related to strategy development and the implementation of strategy by managers and executives. It covers key concepts and techniques, organizational mission, goals, objectives and scope of operations, strategy formulation and implementation with special reference to the related functions of management process.

BUS407 administrative Decisions Theory: (3H) - (Previous required: BUS301)

This subject aims to make students aware of theory of administrative decisions and their relationship to other sciences - the concept of decision-making – structure of decisions models – the models of making decisions in uncertainty and risk - theory Baez and decision-making - method normative and decision tree

BUS402 International Marketing: (3H) - (Previous required: MRT100)

Relevant aspects of growth and world market potentials, marketing strategy and planning international marketing, international environment and strategy of international marketing, business performance and procedures used for dealing with international market. As well as, different pricing strategies used for international marketing.

BUS411 Crises Management: (3H) - (Previous required: BUS300)

This subject provides student with information about the concept of crisis, main reasons of crisis, types of crisis, in addition to introduce - crises classifications- managing and dealing with crises- domestic crises management- international crises management financial crisis

BUS413 Organization Theory: (3H) - (Previous required: BUS312)

This course provides students with knowledge about organization structure, processes, and behavior aspects of organizations in manufacturing and services companies. This course emphasizes the environment in which organizations function and their effect on management techniques with regard to social, economic influences.

BUS414 International Business Administrations: (3H) - (Previous required: BUS401)

The course gives special emphasis to the impact of environmental forces on multinational companies and on management responses to changing international conditions. This course provides students with a practical, investment portfolio management, and the use of quantitative and qualitative methods for international business analysis. In addition, students will understand the economic determinants of inflation, and exchange rates in the international

BUS416 Total Quality Management: (3H) - (Previous required: BUS401)

Concepts and applications of managing total quality; total quality management applications in product and process design; employee involvement; quality improvement and assessment; quality assurance and control, customer care and other environmental issues related to the organizational activities.

BUS417 Materials Management: (3H) - (Previous required: BUS301)

The course provides students with understanding regarding the related theory and practice of storage specification, product handling, store's divisions, books, material requirement planning, forecasting demand, models for predicting consumer demand, information for inventory management.

FIB 420 Graduation Project:

It is required for each student at the fourth level, before his graduation, to submit a scientific project prepared under the supervising of one of specialization teachers. The subject will be agreed by his supervising teacher and will deal a problem to be analysed and he will propose treatment for, through the results and deductions he will reach by one or more of scientific research methods, which he studied in the course of scientific research methods.