

Ebla Private University
Faculty of Administrative Sciences
Description of the subjects of Marketing & Tourism

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. In addition, 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). In addition, 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, consumption, 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.

MRT205 Marketing Management: (3H) - (Previous required : MRT100)

Analysis of marketing situations which lead to appropriate management of the marketing program's objectives. Capstone course integrates knowledge of marketing and other business management principles into marketing strategy, development, implementation, and control.

MRT201 Consumer Behavior: (3H) - (Previous required : MRT100)

An interdisciplinary approach will applied to the study of consumer behavior and motivation, and other related issues including; behavioral science findings and their implications in the marketing mix; socioeconomics, demographic and cultural influences; theories of promotion and communication; consumer behavior models; attitude measurement; and perception and consumerism

MRT202 Management of Tourism companies: (3H) - (Previous required : BUS200)

A study of the development of tourism at the regional, national, and international levels. This course examines destination marketing organizations, tourism organizations, travel agencies, tour operators and travel suppliers in the global network of the travel services industries.

BUS212 Production & Operations Management: (3H) - (Previous required : BUS200)

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 : BUS105)

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 analyze 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.

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.

BUS306 Feasibility Study: (3H) - (Previous required: BUS300)

Theoretical and technical concepts of investment appraisal, net present value, payback method, accounting rate of return, financial analysis, cash flows in, cash flows out of project, risk analysis techniques; probability analysis, simulation, sensitivity scenario analysis, technical, marketing, pricing aspects.

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.

MRT312 Marketing Communications: (3H) - (Previous required: MRT205)

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)

MRT313 Quantitative Methods in Marketing: (3H) - (Previous required: MRT205)

This course provides an overview of essential and practical techniques that have been used to solve management problems. It offers the opportunity to apply mathematical models and tools to the analysis of business problems and management decision-making. The course focuses on optimization

MRT314 Tourism Services Marketing: (3H) - (Previous required: MRT205)

An analysis of the unique tourism services marketing challenges faced by tourism service marketing organizations. Major topics include the unique characteristics of tourism services, creating, and positioning a service in the marketplace, distributing, promoting, and pricing services. An evaluation of marketing strategies from the perspective of a tourism services marketing organization.

MRT315 Marketing Research: (3H) - (Previous required: BUS300)

Examines research tools students can use to help make marketing decisions. Teaches students to define research problems, to select projects and to analyze data. The execution of a consumer survey is a major component of the course. Students use computer statistical packages to analyze research data. The emphasis in this course is on how to actually conduct a marketing research project as well as use research as an aid for marketing management decisions. Topics include the marketing research industry, defining the marketing research problem, research design formulation, data collection, data preparation and analysis, communicating the research project, and international and ethical dimensions of marketing research.

MRT317 Marketing Studies in English language: (3H) - (Previous required: ENG100)

This subject aims to make student aware of marketing principles and factors of marketing and promotional mixture in English language.

ACC319 Tourism Corporation Accounting: (3H) - (Previous required: ACC200)

This subject aims to introduce main details about accounting processing in tourist institutions such as hotels and restaurants, and that will introduce in its term to study the financial statements and analyzing the costs in tourist institutions

MRT318 Computer Applications in Marketing 1: (3H) - (Previous required: BUS313)

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

MRT320 Product Development Strategies: (3H) - (Previous required: MRT205)

product development is a strategic activity for most firms. Success in new products becomes vital as product life cycles shorten due to increased competition and quickly changing consumer preferences. This course is intended to provide students with the ability to manage new product development through participating in a real development project for a client firm. In addition, we will be exploring marketing research methods, current critical topics in new products, and organizational issues through readings, case discussions, and project.

MRT323 Finance and tourism Investment: (3H) - (Previous required: ECN210)

This subject aims to introduce main concepts about tourism finance and its importance.

MRT327 Geographical Tourism: (3H) - (Previous required: MRT205)

This subject aims to make students aware of the concept of tourism geography and its different types. Moreover, this subject studies also the geographical allocation of tourism places and their effects on different regions (economic, social and environmental)

MRT333 Law of Commercial Transactions: (3H) - (Previous required: PIR130)

This course considers the legal issues related to the tourism, hoteling, and restaurant, and traveling offices.

MRT400 L Marketing Internship: (3H) - (Previous required: BUS300)

This course and program will help to provide students with the opportunity to develop marketing skills in an actual work setting outside the classroom. The internship is one-term, part-time, credit-bearing marketing position within a supervised work environment. Practical application of marketing practices and theories are emphasized. In addition to the time spent with the cooperative organization, the student will attend seminar sessions and fulfill the instructor's seminar course requirements.

MRT401 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.

MRT401 Electronic Marketing: (3H) - (Previous required: MRT100)

This course based on earlier courses, provides students with related internet and marketing-related technological developments. Primary focus is on strategic issues in creating market advantages in electronic commerce. Opportunities and leading edge practice in knowledge and distribution via networks, problems surrounding electronic commerce including security, and privacy.

MRT402 International Marketing: (3H) - (Previous required: MRT100)

The course will explore the differences between domestic and international marketing. Marketing problems, opportunities, and organization of multinational firms to serve transnational markets are examined. Government aids and impediments are discussed along with a framework for cross-cultural analysis.

MRT404 Pricing Strategies: (3H) - (Previous required: MRT205)

The management approach to pricing goods and services, bargaining tactics, bidding strategies, pricing product lines for complex channels of distribution, life cycle and learning curve pricing, intra-firm transfer pricing

MRT408 Marketing Information Systems: (3H)

Key aspects related to the role of information technology in marketing function and processes organizations' information requirements, more attention to managers' use of systems outputs. It focuses on the use of information systems in marketing decision

making, information gathering and organizing, use of modeling techniques, and presentation of information useful for marketing strategies.

MRT411 Marketing Strategies: (3H) - (Previous required: MRT320)

This course analyzes current marketing management issues. Requires students to develop a marketing plan for an outside organization, analyze case studies and participate in computer simulation exercises. It examines marketing functions, the institutions which perform them, and the study of marketing planning, strategy, and control of the marketing effort.

MRT413 Restaurant and Food Service Management: (3H) - (Previous required: MRT202)

This course will emphasize the nature, scope, and significance of Restaurant and food service management. The class will provide insight into the operation of a well-run restaurant. This course provides an overview of restaurant and food service management and shows the menu's effect on production, planning, and service. It emphasizes the history of food service, modern food service operations, menu planning, cost controls, menu pricing, menu design, menu analysis, nutrition in menu planning, production, service, computers, and financial planning.

MRT414 Syrian Tourism: (3H) - (Previous required: MRT327)

this subject aims to introduce main concepts of types of tourism in Syria and its allocation in different areas and its effects on different regions

BUS416 Total Quality Management: (3H) - (Previous required: BUS212)

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.

MRT417 Distribution Channels: (3H) - (Previous required: MRT205)

this subject aims to make students aware of main concepts of distributing products from producer to consumer, main theories of distribution channels, how to choose the suitable distributing channel. This subject also aims to introduce main information about the role of distribution in delivering products and services to both final and industrial customers; the types of distribution channels, the distributors' motivations, emerging of distribution channels.

FIB 420 Graduation Project: (3H) - (Previous required: BUS300)

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.

MRT421 Marketing Studies: (3H) - (Previous required: BUS315)

A philosophy of science approach to the study of marketing theory and the components of marketing theory: hypotheses, law-like generalizations, empirical regularities, laws, models, and scientific explanations

MRT422 Computer Applications in Marketing 2: (3H) - (Previous required: MRT318)

This subject provide students with concepts of economic feasibility study, marketing study, technical study, and financial study. The determinants - the matrices and operations on them - the linear and non-linear equations disciples- display and storage - usage database systems as a tool to store and retrieve marketing data