

## **Bachelor of Business Administration (BBA) Course Description**

### ***ACCT 201: Financial Accounting***

This course presents an introduction to financial accounting, including accounting terminology, understanding financial statements, and analyses of business entities by using financial statements. It examines the time value of money and includes a critical review of conventional accounting systems through the computerized “standard” accounting system used most extensively in Saudi business organizations. The methods of accounting taught in this course follow international standards.

(Pre-requisite: ORIENTATION PROGRAM)

### ***ACCT 202: Managerial Accounting***

This course introduces students to the theory and methods of cost compilation for managerial planning, control and decision-making. It includes an examination of the theory and practice of budget preparation and analysis, and applies these ideas to the manner in which budgets are used in planning and controlling operations, establishing supervisory and departmental responsibilities, and measuring the results of business activities.

(Pre-requisite: ORIENTATION PROGRAM)

### ***ACCT 301: Intermediate Financial Accounting I***

This course provides an in-depth coverage of the accounting methods, problems, and limitations associated with the measurement of asset-class wealth. Alternative valuation bases are emphasized and illustrated together with their impact on income. Integration of theory and practice in relation to the treatment of assets is explored.

(Pre-requisites: ACCT 201 and ACCT 202)

***ACCT 302: Cost Accounting***

This course enables students to prepare, use, and critically evaluate various management accounting data for tactical decision-making, strategic decision-making, and performance evaluation and control. Specific topics include process costing, jointmn and by-produce costing, inventory planning and control, cost accounting and statistical methods, and their relationships to operational research. Particular attention is given to how costs are measured and how they become part of the formal accounting information system used for managerial decision-making.

(Pre-requisites: ACCT 201 and ACCT 202)

***ACCT 401: Intermediate Financial Accounting II***

This course provides an in-depth coverage of accounting, methods, problems, and limitations associated with the measurement and reporting of liabilities and owners' equity. Specific techniques covered here include the preparation of Cash Flow Statements, the methods used to prepare information for income taxes, pensions and benefits, and the unique requirements of accounting for not-for-profit organizations.

(Pre-requisites: ACCT 301 and ACCT 302)

***ACCT 402: Auditing***

This course presents the conceptual foundations, and the nature and purpose of the external audit function. Students learn the means of accumulating audit evidence and the documentation of results, the processes involved in completing the audit work, and the issuance of the audit report. The course also explores more recent developments in auditing such as comprehensive auditing, computer auditing, and use of statistical methodology in auditing.

(Pre-requisites: ACCT 301 and ACCT 302)

***ACCT 403: Advanced Financial Accounting***

This course provides students with an in-depth coverage of advanced accounting topics, specifically issues relating to business combinations and overseas transactions and foreign currency. Specific topics include asset purchases, amalgamations, purchase acquisitions, minority interests, inter-company transactions, changes in percentage holdings, pooling of interests, and joint ventures.

(Pre-requisites: ACCT 301 and ACCT 302)

***ARAB 101: Communication Skills in Arabic***

The course teaches students basic communication skills in the Arabic language, including verbal communication and presentation skills.

(Pre-requisite: Level 06 of ORIENTATION PROGRAM English)

***ARAB 202: Writing Skills in Arabic***

The course provides students with skills necessary for scientific and technical writing. Students have the opportunity to learn about writing in clear and concise Arabic and to apply the specific strategies learned to writing business reports, articles, and memos.

(Pre-requisite: ARAB 101)

***ARAB 403: Selected Topics in Arabic Literature***

This course addresses selected topics in contemporary Arabic literature. Students are introduced to the literary works of a selected number of famous poets, novelists and writers.

(Pre-requisite: ARAB 202)

***Comp 001: Introduction to Computing***

This course introduces students to the use of computers and the basic constructs of word-processing, spreadsheets, and presentations for business processes. Students will be provided with hands-on tutorial experience of Microsoft Office – with initial emphasis on the various features of MS Word, MS Excel and MS PowerPoint. These software tools also will be presented and used to improve personal productivity and work effectiveness.

***Comp 002: Advance Computer Skills***

This course is an introduction to computer-based information systems and their applications in business – especially the use of Management Information Systems by management. It continues with the hands-on teaching of the more powerful features of MS Project, and introduces students advanced topics of Excel in Business Environment, and the design and utilization of web pages for E-Commerce through the use of Web Expression.

***COOP 201: Internal Cooperative Assignment***

This course provides the opportunity for the students to understand local businesses within the Kingdom of Saudi Arabia and how they operate. General assignments do not focus on a specific concentration. This course requires collaboration with employers, faculty, and co-op staff to ensure the success of the program.

(Pre-requisite: Official Declaration of Concentration and 60 academic-level credit hours)

***COOP 302: International Cooperative Assignment OR International Studies Experience OR second Internal Cooperative Assignment***

This course provides students with real assignments in an international work experience or the opportunity to study/travel abroad. The course provides an opportunity for students to understand the nature of how life and business may be different in an international setting outside of the KSA. It also requires collaboration with affiliated institutions and international business firms throughout the developed world.

(Pre-requisite: COOP 201 and 90 academic-level credit hours)

***ENG 101: English Writing I***

This class is designed to provide practice in composing business related documents. Students refine their English writing skills while engaged in creating memos, abstracts, resumes, and a variety of business letters. Proficiency in creating well-formatted and well-designed documents using a word processor is developed through the practical exercises prescribed for this class.

(Pre-requisites: ORIENTATION PROGRAM)

***ENG 102: English Writing II***

Since a high degree of language sophistication is assumed at this level, the focus in this class is on using English for documentary and persuasive purposes. Students use their writing skills to develop reports, instruction manuals, brochures and PowerPoint presentations. The goal of this course is an enhancement of stylistic and technological skills along with increased confidence in managing business-related projects.

(Pre-requisite: ENG 101)

***FIN 201: Financial Management***

This course examines the roles and functions of financial managers, presenting various tools used in financial analysis such as compound interest valuation and capital budgeting, management of current assets, and the uses of different financial instruments and institutions.

(Pre-requisites: ACCT 201 and ACCT 202)

***FIN 301: Investments***

This course provides students with a rigorous treatment of the core concepts of investments for finance majors. It covers the financial analysis of equity securities, fixed income securities, derivative securities, and international investments. Extensive use is made of spreadsheet modeling to implement financial models. This course also introduces students to contemporary theories and practices including portfolio theory, futures and options, and performance evaluation.

(Pre-requisite: FIN 201)

***FIN 302: Advanced Financial Management***

This course develops the theory of modern corporate financial decision-making with an emphasis on capital structure, incentives, signaling theory, corporate control, and risk management. Students engage in substantial hands-on applications and empirical tests of this theory.

(Pre-requisite: FIN 201)

***FIN 401: Derivative Securities***

This course provides students with an introduction to the creation and use of derivative securities. These are securities whose payoffs depend on the values of other underlying securities. Students focus mainly on options, forward contracts, and future contracts. Students study the organization of these markets, mechanics of trading, trading strategies, and most importantly, the pricing models for such securities.

(Pre-requisites: FIN 301 and FIN 302)

***FIN 402: Corporate Finance***

This course provides students with a basic understanding of the management and financing problems facing a financial manager of a Saudi business. The major areas of corporate finance are the procurement of funds to finance the ongoing activities of the firm, including assessments of a firm's financing needs and the various types of financing instruments that are currently available. Secondly, students examine the disbursements of funds, including the economic evaluation of capital investments by means of discounted cash flow and risk analysis, and as accounting for dividend policy and corporate takeovers.

(Pre-requisites: FIN 301 and FIN 302)

***FIN 403: International Finance***

This course examines the management of assets and liabilities in a multinational setting. The primary topic to be covered is the evaluation and management of a foreign exchange risk. Evaluation of FX risk is done within an investment optimization framework.

Management topics include the pricing and application of foreign exchange derivatives: Swaps, futures and options.

(Pre-requisite: FIN 303)

***ILB 301: International Business***

The course involves the study of the international environment and its impact on business behavior: Cultural, social, economic, and institutional factors; export and import trade, foreign investment, production and marketing operations; theoretical principles of international trade; and governmental policies and business practices.

(Pre-requisite: ORIENTATION PROGRAM)

***ILB 302: International Business Law***

This course examines the legal organization of the international community, international legal aspects of trade, development, and economic cooperation. It also examines the manner in which international disputes are resolved through litigation and arbitration. Other topics include the nature of foreign investment, international trade in goods and services, international regulation of financing, and other topics related to international business.

(Pre-requisite: ORIENTATION PROGRAM)

***INSU 201: Introduction to Risk Management***

This course familiarizes students with the basic concepts and processes of risk management in the Arab and global environments. Topics include risk management in an organization and its effect on profits, risk management techniques, risk identification and analysis, property, income, liability, personal loss and probability risks, risk management decision making, and capital budgeting methods.

(Pre-requisite: ORIENTATION PROGRAM)

***INSU 301: Life and Health Insurance***

This course examines and analyzes the need for life and health insurance. Various types of policy are examined, including the principles of rate making, underwriting, marketing, and claims management. If appropriate, students also examine the potential advantages of integrating life and health insurance practices with individual financial planning and estate and retirement plans.

(Pre-requisite: INSU 201)

***INSU 302: Property and Liability Insurance***

This course examines risk management for property and liability exposures of commercial enterprises. The first half of the course concentrates on the identification of property loss exposures and the various methods—including commercial insurance—available for managing such risks. The second half of the course focuses on the liability exposure of commercial enterprises. Students learn to apply the risk management process so various risks are identified, controlled, exchanged, mitigated, hedged and transferred with financial and legal instruments, in commodities, insurance and capital markets.

(Pre-requisite: INSU 201)

***INSU 401: Employee Benefits***

This course examines employer and employee objectives for benefit plans, other programs for workers' compensation, unemployment insurance, and employer-sponsored pension plans. Students learn how to integrate the effects and consequences of government, corporate and individual plans for broad insurance coverage of loss contingencies.

(Pre-requisite: INSU 301)

***INSU 402: Insurance Theory and Practice***

This course combines fundamental understanding of insurance and risk management with current issues confronting the insurance industry and risk managers. Some of the key topics addressed include: Trends in risk financing; reinsurance and alternative risk financing methods; risk communication; and environmental risk management.

(Pre-requisites: INSU 301 and INSU 302)

***INSU 403: Personal Financial Planning***

This course serves to introduce students to responsibilities associated with being professionals who advise clients regarding the concepts and principles of personal financial planning. Students learn and use the basic concepts of financial planning, investment risks, credit risks, and the costs and insurable risks of disability, health, life, liability and property loss. Further topics include the effects of inflation and taxation on pensions, long-term care, employee benefits and estate planning. In addition, students discuss the ethical requirements of professional conduct.

(Pre-requisites: INSU 301 and INSU 302)

***ISLM 101: Foundations of Islamic Culture***

This course introduces the student to the foundations of Islamic principles and culture and helps the student appreciate the way Islam views the human being, life and the universe.

***ISLM 202: Foundations of the Islamic Economy***

This course provides students with economic principles from an Islamic perspective. It addresses Islamic economic concepts, such as protection of property, ownership, inheritance, consumption, Islamic finance, and economic welfare. The course also provides an introduction to Islamic Banking Systems.

(Pre-requisite: ISLM 101)

***ISLM 303: Work Ethics in Islam***

Work ethics is one of the most important aspects that students need to understand and implement when they graduate and become employees. The rich content of work ethics in Islam helps students develop personal skills and motivates them to excel in their future employment.

(Pre-requisite ISLM: 202)

***ISLM 404: Selected Topics in Islamic Thought***

This course explores current thoughts in Islamic literature related to contemporary social, political and economical issues.

(Pre-requisite: ISLM 303)

***KDTH 101: Introduction to Physical Sciences***

This course provides at least three perspectives on how we understand the properties of the physical world that surrounds us. The primary disciplines used to accomplish this are biology, chemistry, and physics. This course focuses on one of these perspectives or uses all three.

(Pre-requisite: ORIENTATION PROGRAM)

***KDTH 203: Critical Thinking***

In this introductory critical thinking (CT) course, students learn the concepts and terminology of the many varieties of CT. They understand the nature of CT and its application to the various aspects of modern life. Students improve their CT skills and apply such concepts and skills in activities and projects throughout the course.

(Pre-requisite: ENG 102)

***MGT 101: Introduction to Management***

This course introduces students to the practice of management. It presents numerous illustrations of business environments and open systems in which managers solve problems, transform scarce input such as capital, skilled people, and materials through the use of limited information and available technology into product and service output demanded by customers. Students examine in detail the primary management functions of planning, organizing, leading and controlling the activities of the firm.

(Pre-requisite: ORIENTATION PROGRAM)

***MIS 101: Information Systems in Organizations and Society***

This course is directed at the student as a consumer and manager of systems within organizations, and as a member of society. Topics include the use of information technology in the different functional areas of business as a method of analysis and control as well as a tool for improving efficiency and effectiveness in organizations.

(Pre-requisite: QUAN 203)

***MIS 201: Information Systems Analysis and Design***

This course reflects the information explosion of recent years, the new technological advances in information systems, and the exponential growth in electronic business processes. Students learn how to develop system requests, undertake feasibility assessments and work-plans for system development projects. Students learn to represent graphically the features of information systems with data flow diagrams, entity relationship diagrams, and to apply Unified Modeling Language diagrams to systems analysis. Overall, this course examines how IT supports business requirements in changing environments, given emerging IT capabilities and legal and ethical considerations.

(Pre-requisite: MIS 101)

***MIS 302: Internet Business***

This course provides students with an overview of the many facets of electronic commerce. In particular, students examine the business models underlying different forms of internet business, such as Business-to-Business, Business-to-Consumer, Consumer-to-Business, and Consumer-to-Consumer transactions and relationships. Because there have been some successes but many failures of early internet business initiatives, emphasis is placed on the critical factors required for success in different internet business ventures. Students also engage in the hands-on task of designing a website for the conduct of a particular business application.

(Pre-requisite: COMP 001, COMP 002, MIS 102 and MGT 102)

***MIS 303: Data Management***

This course requires students to become familiar with data modeling and database design, languages and query systems for database management systems, and the implementation of databases. Students learn to model user views and to implement a database design in a relational (Oracle and/or MS Access) system. Using these models, students learn to perform queries on relational databases, to experience different database models and to comprehend different distributed database models.

(Pre-requisites: MIS 201 and MGT 102)

***MIS 401: Business Computer Languages***

This course teaches programming methods and techniques and their use in business applications. Students are familiarized with the use of C++, Visual Studio.Net and Microsoft.NET or other programming languages in current or emerging use at the time the course is taught.

(Pre-requisites: MIS 201 and MIS 303)

***MIS 402: Management of Informational Systems***

This course provides a broad-based introduction to the management of informational systems focusing on three interrelated themes: Technology, organization and strategy. The objective of this course is to equip students with the knowledge and tools they need to analyze, design, build and implement information systems – taking into account both technological and business factors. Students identify and describe typical systems architectures used in business firms. Prospectively, students gauge the impact of the WWW, Internet, and e-commerce and currently employed telecommunications technologies on individuals, organizations and society.

(Pre-requisites: MIS 101 and MIS 303)

***MIS 403: Business Telecommunications***

Data communications technology provides the necessary infrastructure for client-server architecture, the Internet, Intranets and Extranets, Groupware and any e-business applications. This course introduces data communication concepts and technologies and provides a technical review of network services, including LANS and WANS, Enterprise Networks and Internet working technologies.

(Pre-requisites: MIS 201 and MIS 303)

***MKTG 201: Introduction to Marketing***

This course examines a wide array of topics in marketing. These include a critical evaluation of marketing theory and research: assessments of demand; analyses of consumer behavior; methods and mechanics of distribution in national and international markets; the organization of sales for different product-markets; assessments of different methods of advertising; and tactics associated with new product development, publicity and product promotions.

(Pre-requisite: ORIENTATION PROGRAM)

***MKTG 301: Consumer Behavior***

This course examines the manner in which individual decisions are made in the marketplace by both the ultimate consumer and the industrial buyer. The course includes a consideration of consumer decision processes, either individually or collectively, and how these processes are influenced by particular effects, such as brand loyalty and consumerism.

(Pre-requisite: MKTG 201)

***MKTG 302: Marketing Research***

This course introduces students to Marketing Research as an organized way of cultivating information for marketing decision-making. Specific issues to be examined include the validity and reliability of information obtained from particular stages of the market research process. These stages include problem definition, research design (exploratory, descriptive and causal), data collection (most notably questionnaire design and attitude measurement), sampling schemes, and data analysis. Both the qualitative and quantitative aspects of the marketing research process are emphasized.

(Pre-requisite: MKTG 201)

***MKTG 401: Marketing Strategy***

This course examines the subject of Marketing Strategy through its focus on the analysis of market problems and opportunities and the development of appropriate strategies to meet these needs. Topics include an integrative, dynamic view of competitive brand strategy over the stages of the product life cycle. Related to this main issue are topics such as pioneering brands, late entry brands, growth strategies, strategies of mature and declining brands, and defensive strategies.

(Pre-requisite: MKTG 301 and MKTG 302)

***MKTG 402: Sales Management***

This course examines issues associated with Sales Management—the management of marketing and salespeople to achieve profit. Students are exposed to the basic principles and practices of good sales management, and effective personal selling. The course examines the many tradeoffs that occur when managing people for profit and explores how salesperson effectiveness may be measured, how salespeople may be assigned and deployed, and how salespeople may be managed, motivated, compensated and evaluated.

(Pre-requisites: MKTG 301 and MKTG 302)

***MKTG 403: International Marketing***

This course examines the marketing of goods and services in an international context. Students are encouraged to develop increased sensitivity to different cultural, socio-economic, and legal environments encountered in the international marketplace. Various theoretical concepts regarding International Marketing are examined in terms of how they apply to particular international environments, including the manner in which international markets may be researched and penetration strategies developed for product entry.

(Pre-requisites: MKTG 301 and MKTG 302)

***NBE 301: Historical Geography/elective (3 elective courses required)***

This is an introduction to the study of the evolution of the earth; the geological time scale, fossils, and evolution; strata-graphic concepts; and, geological history of Saudi Arabia.

(Pre-requisite: KDTH 102)

***NBE 302: History of Economic Thought /elective (3 elective courses required)***

This course introduces students to the study of the evolution of the main concepts of economic theory. Attention is given to the relationship between doctrines and the economic, political, and social environment in which they developed.

(Pre-requisites: ECON 101 and ECON 102)

***NBE 303: Classical Mythology /elective (3 elective courses required)***

This is an introduction to the central myths of the Greeks and Romans. The course investigates the nature, function and meaning of myths in the classical world, and their considerable influence on the Western civilization.

(Pre-requisite: ENG 102)

***NBE 305: Introduction to Ecology /elective (3 elective courses required)***

This is an introduction to life-environmental relationships and dynamics: Ecological concepts, population dynamics, variation, adaptation, and evolution.

(Pre-requisite: KDTH 101)

***NBE 403: Fundamentals of Human Structure and Function/elective (3 elective courses required)***

This course provides students with basic anatomy and physiology of the nervous system, the muscles, endocrine system, cardio-respiratory system, skeletal system, and gastrointestinal functions.

(Pre-requisite: KDTH 101)

***NBE 404: Great Texts in the Humanities /elective (3 elective courses required)***

This is an intensive study of some of the major works that have had a formative influence on the structure and development of Western thought. Reading and discussion of primary texts and the major themes from them introduce students to essential philosophical, literary, social and religious themes of the Western society.

(Pre-requisite: NBE 303)

***ORG 101: Organizational Behavior***

Core topics in this course include examination of individual behavior and team processes. Specific theories include employee motivation and performance, organizational communication, work perceptions and attitudes, individual and group decision-making, team dynamics, and conflict management. Applications of these ideas to contemporary practices in human resource management are investigated.

(Pre-requisite: ORIENTATION PROGRAM)

***PMGT 201: Operations Management***

This course provides an introduction to modeling, analyzing, and solving business decision problems under certainty and uncertainty, including concepts of probability and random variables. The course introduces simulation as a methodology to analyze complex division problems.

(Pre-requisite: QUAN 203)

***PROJ 401: Senior Project***

Under strict faculty guidance, the student develops and formally presents a project that fully demonstrates all he or she has learned at Al Yamamah University.

(Pre-requisite: Senior or 4th Year Standing)

***QMGT 201: Quality Management***

This course examines the various quality systems employed by organizations. Topics include Total Quality Management, Systems Management, and Health and Safety Management. Quality Management focuses on the knowledge required to manage operations efficiently and effectively through the acquisition and utilization of skills in logistics, managing services, statistical process control, and the Quality Movement.

(Pre-requisite: ORIENTATION PROGRAM)

***QMGT 301: Production Methods and Processes***

This course examines the management of production systems in contemporary businesses, influenced as they are by continuous advancements in information technology, new process technologies, globalization of markets and supply chains, and competitive market dynamics. Students develop skills in process management, production planning, facility location, and the application of quality management in different production environments.

(Pre-requisite: QMGT 201)

***QMGT 302: Quality Assurance***

This course provides an in-depth review of planned and systematic actions required to provide adequate confidence that a product or service satisfies given quality requirements. Students become familiar with quality tools and charting techniques, national and international quality standards, productivity and quality leverage, and data collection and analysis. Students are also introduced to current methodologies, such as Six Sigma, TQM, Lean Manufacturing, and Value Engineering.

(Pre-requisite: QMGT 201)

***QMGT 401: Total Quality Management***

This course focuses on the management culture, philosophy, practices, and processes necessary to develop a total quality orientation. The course bridges quantitative, behavioral and strategic concepts for designing organizations to be dynamic, integrated systems whose output is monitored for quality and continuously improved.

(Pre-requisites: QMGT 301 and QMGT 302)

***QMGT 402: Design of Experiments***

In this course, students consider various experimental and quasi-experimental designs that can provide much valuable information to analysts and managers regarding the underlying causal structure of the components that can affect the overall effectiveness and quality of business operations. Students learn to apply basic principles of causal inference and their refinement in the statistical analysis of data. The advantages of parametric and non-parametric statistical methods are discussed as opportunities to use either large-scale or small samples of data.

(Pre-requisites: QMGT 301 and QMGT 302)

***QMGT 403: Quality Control***

This course provides students with a broad range of approaches to Quality Control, with the primary emphasis being placed on various statistical methods used in quality evaluation. Students learn to use several important tools in statistical quality control: The Stewhart Control chart, MILSTD 1050, and other pertinent data analysis techniques.

(Pre-requisites: QMGT 301 and QMGT 302)

***QUAN 001: Mathematics for Management***

This course deals with essential mathematical topics in management, such as linear and quadratic functions, sequences and sums, compound interest, exponential and logarithmic functions, counting techniques, and probability.

(Pre-requisite: ORIENTATION PROGRAM)

***QUAN 201: Discrete Mathematics***

This course covers the logic of compound statements, applications to digital logic circuits and computer arithmetic, the logic of quantified statements, programming logic, elementary number theory and methods of proof, sequences and mathematical induction, combinatorial reasoning, and discrete data structures.

(Pre-requisite: QUAN 001)

***QUAN 202: Calculus for the Social Sciences***

This course is designed for students specializing in business or the social sciences. It provides an introduction to differential and integral calculus, and shows how these mathematical techniques are used to derive an understanding of the quantitative models that underlie many business practices.

(Pre-requisite: ORIENTATION PROGRAM)

***QUAN 203: Statistical Reasoning***

This course introduces students to: Descriptive statistics of different distributions of populations; testing hypotheses about differences in means in parametric and non-parametric distributions; and to analysis of variance, linear correlation and multiple regression techniques.

(Pre-requisite: QUAN 202)