

English Composition I (ENGL 101):	This course emphasizes writing at the paragraph level. Methods of sentence combination into a sequence conveying a central idea of thought are introduced and employed in the context of descriptive, comparative, and explanatory composition of one or two paragraphs. Attention is also paid to such important aspects of text as coherence, unity and structure readability, and to areas of grammar and sentence structure such as fragments, fused sentences and subject-verb agreement.
Calculus for Management I (MATH 111):	Topics covered in this course include: introduction to calculus, limits, differentiation, and techniques of differentiation, local extrema, first and second derivative tests for local extrema, concavity and inflection points, curve sketching, applied extrema problems, and the mean value theorem and applications.
Microeconomics (ECON 101)	This course is concerned with general microeconomic concepts related to the firm, supply, demand, production, cost, markets, pricing and investment.
Physical Education I (PE 101)	It is a required course sequence commencing in the freshman year. Students take a semester-long course and study at least one sport of their choice, and choices may be made from various sports offered in the college and physical fitness center. They are expected to actively participate in all physical activities. Attention will also be paid to knowledge of the sport or activity being presented, as well as the skill and attitude of the student.
Islamic Ideology and Thought (ISLM 101)	Topics covered in this course include: fundamentals of Islamic ideology and thought, main characteristics of the Islamic faith, Islamic description of the universe, human beings and life, effects of faith in our lives.
English Composition II (ENGL 102):	This course is continuation of ENGL 101. It integrates the paragraph principles of ENGL 101 into the writing of simply organized three or four paragraph compositions. A variety of rhetorical patterns such as thesis, support, comparison and contrast are employed. Particular attention is paid to improve sentence structure, verb formation and punctuation.

Calculus for Management II (MATH 112)	Topics covered in this course include: introduction to integration, fundamental theorem of calculus, techniques of integration, applications of definite integral, improper integrals, sequences and series, convergence tests, alternating series, absolute and conditional convergence, power series, and Taylor and Maclaurin series.
Introduction to Informatics (MIS 102)	This course is about Object-Oriented technology and modular design of systems using major and minor object-oriented concepts. An exposure to visual programming using GUIs will also be given. The lab work is designed to implement and support the theoretical concepts covered in the lectures through programming assignments in information system environment.
Financial Accounting (ACCT 110)	This course provides knowledge about basic concepts of accounting and deals with preparation of income statement and balance sheet of a business enterprise. It also deals with accounting conventions, the construction use, and interpretation of bank reconciliation statements, and the use of basic accounting software packages. The lab work is designed to implement and support the theoretical concepts covered in the lectures.
Physical Education II (PE 102)	This is a continuation of the PE 101 emphasizing on physical activities focusing on one sport chosen by the students.
Functional Grammar (ARAB 101)	Topics covered in this course include: studying chosen parts of Arabic grammar, verbs, the five verbs, nouns that are subject to desinential inflection with letters, derivatives, abrogative, indeclinable, numbers, and hamzah in a practical way with numerous applications.
Business Report Writing (ENGL 211)	This course is designed to provide students with the practical skills needed in the preparation of written business communications. It involves exercises aimed at developing and improving the students' ability to use library and information gathering, administering questionnaires/surveys, critically review, organize and analyze the gathered information and data. In addition to this, instruction covers the accepted techniques of producing business proposals and reports. This covers the planning and production stages and includes format and use of graphics/pictorials, culminating in the actual production of a business report by the students on the topics chosen from their areas of specializations.
Finite Math (MATH 203)	Topics covered in this course include: linear equations and inequalities, systems of linear

	equations, basic material on matrices, elementary introduction to linear programming, counting techniques, permutations and combinations, probability for finite sample space, basic concepts in statistics, and topics in the mathematics of finance.
Managerial Accounting (ACCT 212)	This course focuses on partnership and corporate accounting practices and deals with accounting for stocks, bonds and dividends, cash flow statements, interpretation of accounting statements, cost accounting, budgeting, responsibility accounting and cost-revenue accounting. The lab work is designed implement and support theoretical concepts covered in the lectures.
Macroeconomics (ECON 102)	This course is concerned with the general macroeconomic issues related to national income determination, business cycles, inflation, unemployment, fiscal and monetary policy, banking, economic growth and development, international trade and effects of Saudi Arabia's entry into the World Trade Organization.
Human Rights in Islam (ISLM 201)	Topics covered in this course include: special characteristics of Islam with respect to human rights, human rights protected under Islamic system.
Business English Communication (ENGL 212)	This course is designed to develop the students' ability to converse accurately and efficiently in English. Students encounter a variety of situations which encourage authentic use of English conversation through situational dialogues, descriptions, instructions and problem solving. In addition, presentational techniques and skills are taught and students gain experience in speaking in front of an audience by giving individual presentations on selected topics.
Statistics for Management I (STAT211)	An introductory course designed for management and business majors. Topics covered include data and data collection, percentiles and quartiles, measures of central tendency and variability, methods of displaying and exploring data, conditional probability, and Bayes' theorem, binomial, Poisson and normal distributions, sampling, confidence intervals and quality control charts, regression and correlation with special emphasis on applications in management.
Principle of MIS (MIS 203)	Topics covered in this course include: MIS concepts, information systems for operational, tactical and strategic management in the various functions of an organization and an overview of end-user computing. The lab work is designed to implement and support the theoretical concepts covered in the lectures.

Principles of Management (MGT 211)	This course focuses on the process of management such as planning, organizing, directing and controlling with respect to organizations. It also deals with issues involving management of functional areas, organizational environment and evolution of management thought.
Objective Writing (ARAB 201)	Topics covered in this course include: sources and forms of objective writing, objective essay, reporting, evaluation, administrative messages, summary, and scientific research.
Statistics for Management II (STAT 311)	This course is a continuation of STAT 211 with concentration on inferential statistics. Topics covered in this course include hypothesis testing, reliability and failure data analysis, regression, correlation, analysis of variance, time series and forecasting.
Business Law (MGT 315)	This course examines basic legal concepts and laws of Saudi Arabia covering business transactions with special emphasis on legal proceedings of actual cases. It also deals with the nature of the external legal systems and how they relate to Saudi Arabia.
Principles of Marketing (MKT 211)	This course examines the nature and scope of marketing function and its concepts. It deals with market segmentation, market positioning, and elements of marketing mix— product, price, promotion, placement and service marketing.
Principles of Finance (FIN 220)	This course deals with basic concepts of finance, decisions such as financing decision, capital budgeting decision, working capital decision and dividend decision. It also examines time value of money, long term and short-term finance, operating and financial leverage and the problems facing a finance manager in a typical business organization. The course focus on risk and return, working capital management, capital budgeting, cost of capital, capital structure & financing, and Islamic financing.
Work Ethics in Islam (ISLM 301)	Topics covered in this course include: good behavior for the integrated Islamic personality, principles of social dealings, work and professional ethics.
Academic Writing Skills (ENGL 300)	The focus of the course is a library research report about 1200 words. Students choose and narrow a research topic within their major field of study and use various resources such as library, internet etc., to find books and articles related to their topic. They must use at least six recent sources to write the report and they must provide a bibliography and references. Before writing their report students write descriptive and informative abstracts, short reports requiring the integration of material from several sources, and an academic proposal relating to their research report.

	They are expected to use logical, concise, precise and objective technical English to write the report. Students are taught how to give an oral presentation based on their research report. They also learn the content, strategy and style appropriate to five kinds of business letters.
Operations Management (MGT 214)	This course addresses the direction and control of the processes that transform inputs into finished goods and services. It deals with production function, job design, work measurement, quality management, production planning, location, layout and process design; scheduling, dispatching, capacity planning, and inventory control.
Arabic Communication (ARAB 301)	This course is designed to develop the students' ability to converse accurately and efficiently in Arabic. Students encounter a variety of situations which encourage authentic use of Arabic conversation through situational dialogues, descriptions, instructions and problem solving. In addition, presentational techniques and skills are taught and students gain experience in speaking in front of an audience by giving individual presentations on selected topics.
MGT/HIS Management Elective (MGT/HIS xxx)	It is the only management elective student has to do. Student can choose any one from the available management elective courses. Details of all these courses are provided subsequently.
Business Policy (MGT 418)	This course deals with concepts and ideas relating to policy making in a business organization. It is also concerned with problem analysis, decision-making process of choosing and implementing policies and the continuous appraisal of these policies. Case examples will be extensively used.
Human Resource Management (MGT 213)	This course addresses the importance of human resources and its management in the organization. It deals with job organization, hiring and/or acquisition, utilization, maintenance, training and development, movement, and separation. It also addresses critical issues and trends on human resource management in a globalizing economy.
Entrepreneurship (MGT 316)	This course offers a framework for understanding the entrepreneurial process and exposes the student to challenges, problems and issues faced by entrepreneurs who start new ventures. Teaching methods include case study, guest speakers with entrepreneurial experiences, lectures and team projects which develop actionable business plans. Major objectives are for students to learn how to identify and evaluate business opportunities, develop a business concept and marketing plan, assess and

	obtain the required resources, manage the growth of new ventures and exit strategies.
International Global Business (MGT 317)	In this course, students will describe major forces in the global environment and their impact upon business strategies, operations, and decision making. Upon completion of this course, students should have developed a global mindset and have a broader awareness of the intricacies of the global business environment.
Marketing Research (MKT 322)	This course is designed to provide an overview of marketing research and its use in making more effective marketing decisions. The primary emphasis is on designing research studies so that the results are both valid and pertinent. It has four major themes: (1) Taking general marketing problems and structuring them in terms of specific questions amenable to research. (2) Understanding primary and secondary sources of marketing research information, including issues in data collection. (3) Becoming familiar with specific techniques for analyzing marketing research data once it has been collected, and using those analyses to make better marketing management decisions. (4) Managing a reasonably complicated research project, working in a group, and making effective oral and written presentations.
Supply Chain Management (MKT 325)	This course will expose students to topics related to design and management of supply chains, from incoming raw materials to final product delivery. Course topics will include supply chain network design, facility planning, capacity planning, globalization and outsourcing, information technology, and global issues in supply chain management.
Organizational Behavior (XE 451)	This course examines the complex relationships among individuals, groups, organizations and society. A dynamic, holistic, systems approach to understanding and facilitating work relationships is emphasized. Consideration is given to the interaction of individual values, attitudes, needs, abilities, traits, and motivation within teams and organizations.
Global Issues in ICT (XE 452)	Course combines computing text with societal implications of technology. It provides a comprehensive treatment of the issues facing computer professionals in today's modern working environment reflecting the latest trends and technologies. The course explores different implications of computing and the controversies arise, with a socio-technological perspective. The course covers issues faced by people as members of a technological society, relevant to the wider society

	of users, and citizens as well as professionals in computer-related fields. The course emphasizes on the importance of socio-security aspects of electronic societies, and business to provide an overview of the growing field of information ethics and its intersection with information security.
Behavioral Sciences in Business (SOSC 101)	This course is designed to provide students with the basic knowledge of sociology and psychology which will help them in developing the understanding of people and society. This course will serve as an overview of the major fields within behavioral sciences with an emphasis on developing an understanding of psychology and sociology as the science of studying human behavior and society. They will also learn a scientific approach to the analysis of culture, socialization, social organization, the development of society, study of social processes, human groups, social institutions, and the effects of group relations on human behavior.
Quantitative Analysis for Management (MGT 212)	This course applies quantitative reasoning skills to business problems. Students learn to analyze data using a variety of analytical tools and techniques. Other topics include formulas, visual representation of quantities, time value of money, and measures of uncertainty.
Strategic Marketing Management (MKT 426)	This integrative course uses case analysis to develop decision-making ability within the diverse field of marketing and uses an applied approach to understanding the role of the marketing function in strategic business planning. The main objective of this course is to give the student a solid foundation for applying the concepts and theories learned in other marketing courses. The course provides the student with a necessary mix of: critical analysis, application, and communication. Students will be expected to think both critically and creatively in order to complete in-class case analyses and major case analyses. Students will be expected to communicate effectively through both their written skills in written case analyses and their oral skills in class participation and case presentations. Students will be expected to understand how marketing is interrelated with other business functions.
Consumer Behavior (MKT 321)	This course is concerned with how and why people behave as consumers. Its goals are to: 1) provide conceptual understanding of consumer behavior, 2) provide experience in applying consumer behavior concepts to marketing management and social

	policy decision-making, and 3) develop analytical capability in using behavioral research.
New Product Development (MKT 323)	The development of new products (goods or services) is an intensively cross-functional process. This course examines that process from the marketing perspective and identifies the key points of contact with operations, finance, organizational policy, and strategic planning. Although an overview of the entire process is provided in the course, special emphasis is placed on the evaluation of concepts early in the process. Thus, this course is very much concerned with ideas and how to select the best ideas and make them a reality. The main objectives of the course are (1) to familiarize students with the strategies, frameworks, conceptual tools, and types of marketing research that are considered best practices in the development of new products and (2) to give students the opportunity to apply some of these ideas and methods in the evaluation of a specific product concept, customizing the learning experience to their own needs and interests.
Integrated Marketing Communication (MKT 324)	This course provides a broad introduction to integrated marketing communications (IMC). Students learn the elements of a strategic communications plan. In the class, students also review marketing mix development in various product/service life stages of a company. This helps students gain an understanding that the integrated communications plan must tie to business goals, audience relevancy, market penetration, and measurable results. Lastly, students gain an understanding of how to plan and implement an integrated marketing communications plan from the viewpoints of advertising agencies, businesses, and nonprofit organizations.
Business and Industrial Marketing (MKT 343)	This course presents a comprehensive view of business markets, including industrial, institutional, and government markets. Major emphasis is on business buyer behavior and the business marketing environment as key factors shaping business marketing strategy development, planning, implementation, and control.
Technology Application and E-Marketing (MKT 334)	This course prepares students to integrate technology in marketing functions. Students design the organization and content of a Web site to accomplish one or more marketing objectives. Topics include basics of the World Wide Web, bandwidth, servers and storage, e-Marketing, e-Commerce, and targeting customers.

Retailing Management (MKT 445)	A comprehensive study of the retailing structure, institutions, and environment. The main objective of this course is to familiarize students with key managerial and policy issues involved in the design, implementation and assessment of retail mix. It examines the world of retailing thus types of retailers and consumers buying behavior are investigated. The retailing strategies as to the retail market strategy, retail location, site selection, HRM, and CRM are also discussed. Finally merchandise management and elemental issues in store management are explored.
Services Marketing (MKT 443)	Emphasis is placed on the role of services in today's economy. The course will identify and examine the distinct issues which are encountered in the marketing of services and will explore appropriate strategies for implementing services marketing programs, primarily in services organizations, including health care, transportation, telecommunications, education, etc. Specifically, the course will examine in detail the role of people in delivering services, the importance of service quality as a strategic differentiating tool, and the importance of collaboration between marketing and human resources management in the delivery of services.
Brand Management (MKT 441)	This course on Brand Management addresses important branding decisions faced by organizations. The course is designed to improve students' marketing skills and understanding of specific marketing topics, as well as "big picture" issues of how various aspects of marketing "fit together," all from a brand equity perspective. Accordingly, Brand Management is organized around the product and brand management decisions that must be made to build, measure, and manage brand equity.
Elective: Presentation Skills for Managers (MGT 355)	This course combines knowledge and experience in the preparation, development and delivery of public presentations. Uses an interactive format to teach effective communication skills for the modern manager; emphasizes both conventional and technologically enhanced preparation and presentation techniques. Communication workshops and weekly presentation-skills practice sessions utilizing video playback and personal coaching included. The aim is to enhance essential speaking skills, including audience analysis, the arrangement and organization of material, speaking mode/style, the use of visual aids, and the use of rhetorical techniques and principles.

COOP Training (MGT 490)	At a culmination of their studies, Student can opt for COOP training. COOP Training is the work placement for a period of 14 weeks to get practical training in the area of Marketing with an organization. Each student is evaluated on his performance on the job and is required to submit progress reports. The student is also required to submit a final report and give a presentation about his COOP work training. The COOP work will be evaluated by a team of three faculty members, including the advisor. Additionally, the student is also evaluated by the Field Supervisor.
Senior Project (MGT 491)	At the culmination of studies, the Student can opt for Senior Project. The students will work for 14 weeks long Marketing project, substantial and suitable in nature, employing previously learned concepts and methods under the supervision of a designated faculty member. The student is required to produce a workable output and submit a final report and give a presentation seminar about the project which will be evaluated by a team of three faculty members, including the advisor.