

Higher Institute of Business Administration Course Syllabus
Fourth and Fifth years
Marketing Specialization

Course Assessment Criteria

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is estimated at 100 by the instructor, the final grade will be calculated by the students affairs directorate.

STUDENT CONDUCT

- ❖ During class, your cell phone must be set to SILENT (not vibrate) or turned OFF.
- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Decisions Theory

Academic Department: Operations and Information Management

Semester and Year: Second/ Fourth

Weight: 2

Course Description:

Decision theory deals with methods for determining the optimal course of action when a number of alternatives are available and their consequences cannot be forecast with certainty. This course will use quantitative methods (models) for problem solving and decision making. Theories and models to be covered include probability theory, utility theory and game theory, linear programming models, and nonlinear programming models.

Course Objectives:

- A. Learn theories and practices of decision making.
- B. be better prepared to face future challenges of decision making as an individual, in groups, and in organizations.

Student Learning Outcomes:

1. Understanding the foundations of decision theory and its evolution to date.
2. Understanding of the rationality principles of decision making.
3. Ability to develop prescriptive models of choices under uncertainty.
4. Understanding of the interplay between decision theory and game theory.
5. Understanding the relation between descriptive and normative modeling.
6. Awareness of the possible impact of biases and heuristics for decision analysis.

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Abbas, A. E. (2018) Foundations of Multiattribute Utility. Cambridge University Press. Cambridge, UK.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2-3	Understanding the elements of the Decision Matrix
4	Decisions under ignorance or uncertainty
5	Decision under risk
6	Utility
7	The Philosophy of Probability
8	Bayesianism
9	Risk Aversion
10	Game Theory

11	Social Choice Theory
12	General review of the course

International Business Management

Academic Department: Human Resources Management

Semester and Year: Second/ Fourth

Weight: 2

Course Description:

International business concerns all the commercial transactions that take place between two or more countries. The best modes of operation in an international context may not be the same as those of the purely domestic business environment. International business involves activities such as exporting and importing, dealing with foreign governments, cultures and regulations, as well as domestic regulations affecting those firms who seek to do business outside their home country.

This course introduces students to the practices of doing business in today's global environment. The course begins with an overview of the Globalization phenomenon and the key differences that characterized the various countries of the Globe. Then, students will be introduced to trends affecting the global trade and investment environment as well as the strategy and structure of international business.

Course Objectives:

- A. Provide student with a thorough grounding in international business management in a changeable global economy.
- B. Equip student with the skills and knowledge needed to become a flexible, effective manager who can spot market opportunities and drive businesses forward, to success in the international arena.

Student Learning Outcomes:

1. Understand the basic theories and frameworks in international business at the levels of both the country and the firm.
2. Understand the differences across country markets and their importance to the firm.
3. Assess positive and negative circumstances affecting the internationalization of firm activities.
4. Solve practical real-life problems in the context of international business management, both individually and through team work
5. Evaluate the important public policy issues relating to international business.

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Hill, Charles; Hult, Tomas; Wickramasekera, Rumintha; MacKenzie, Kim & Gordon, Cameron (2019) Global Business Today: Asia Pacific Perspective [5th Edition]. McGraw Hill Education.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Globalization of Markets and the Internationalization of the Firm

3	Organizational Participants
4	The Cultural Environment of International Business (Emerging Markets, Developing Economies, and Advance Economies)
5	Theories of International Trade and Investment
6	The International Monetary and Financial Environment
7	Strategic and Organization in the International Firm
8	Global Market Opportunity Assessment
9	Exporting and Countertrade
10	Foreign Direct Investment and Collaborative Ventures
11	Licensing, Franchising, and Other Contractual Strategies
12	General review of the course

Quality Management

Academic Department: Human Resources Management

Semester and Year: Second/ Fourth

Weight: 2

Course Description:

Total Quality Management (TQM) is a comprehensive and fundamental rule or belief for leading and operating an organization, aimed at continually improving performance over the long term by focusing on customers while addressing the needs of all stakeholders. It is both a philosophy and a set of guiding principles that represent the foundation of a continuously improving organization. The bottom line of TQM is results: increased productivity, efficiency, customer satisfaction, and world-class performance. This course will present the various TQM frameworks, concepts, and quality improvement tools necessary for implementing the quality culture that characterizes world-class organizations.

Course Objectives:

- A. Give students a general idea about how to improve quality of goods and services.
- B. Ensure that students know tools of Quality Management.

Student Learning Outcomes:

1. Implement the principles and concepts inherent in a Total Quality Management (TQM) approach to managing an organization.
2. Understand the philosophies--including similarities and differences--of the gurus of TQM in order to better evaluate TQM implementation proposals offered by quality management organizations and consultants.
3. Successfully implement process improvement teams trained to use the various quality tools for identifying appropriate process improvements.
4. Develop a strategy for implementing TQM in an organization.

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Goetsch, David L., Davis, Stanley B. (2013). Quality Management for Organizational Excellence: Introduction to Total Quality, 7th edition, Pearson, Inc (ISBN- 978-0132558983).

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction to Quality Management (QM)
2	Quality as a Strategic Decision & Customer Focus
3	Satisfaction and Customer Delight, Handling Customer Complaints
4	Quality Control Tools
5	Statistical Quality Control

6	Productivity
7	Supplier Relations
8	Quality Management System
9	Benchmarking
10	Employee Involvement and Team Building
11	Quality Awards
12	General review of the course

Project Management

Academic Department: Operations and Information Management

Semester and Year: First/ Fourth

Weight: 2

Course Description:

Project Management is one of the most critical elements in the competitiveness and growth of organizations. Projects are the drivers of innovation and change and no organization can survive today without projects.

Effective leaders in today's leading companies must be effective project managers. Furthermore, almost every business graduate may sooner or later be asked to manage a project. This course presents the classical foundations of project management and introduces students to the world of real-life project problems. Upon completion of this course, students will understand the basic concepts and critical factors of initiating, planning, organizing, controlling, and running a project. They will be able to develop a project plan, build a project team and adapt their project management style to the unique project characteristics.

Course Objectives:

Differentiate organizational principles that support project management and apply this to the efficient management of projects in a quality project management system based on the classic project lifecycle.

Student Learning Outcomes:

1. Recognize issues in a realistic project scenario.
2. Employ work breakdown structures (WBS) in a project application.
3. Demonstrate the use of appropriate network scheduling techniques.
4. Produce a project proposal.
5. Discuss the implementation of a proposed plan

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Harvard Business Review Project Management Handbook: How to Launch, Lead, and Sponsor Successful Projects (HBR Handbooks) (October 19, 2021) by Antonio Nieto-Rodriguez (Author)

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction (Project Management Growth: Concepts and Definitions)
2	Organizing and Staffing the Project Office and Team
3	Management Of Your Time and Stress
4	Network Scheduling Techniques
5	Project Graphics
6	Pricing and Cost Control

7	Trade-Off Analysis in a Project Environment
8	Risk Management
9	Learning Curves
10	Contract Management
11	Quality Management
12	General review of the course

Strategic Management**Academic Department:** Human Resources Management**Semester and Year:** First/ Fourth**Weight:** 2**Course Description:**

This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition.

Course Objectives:

- A. Enable student to explain how decisions are made in an organization.
- B. Formulate ways to carry out the controlling function in organizations to describe the contents of a company's strategic management audit report.

Student Learning Outcomes:

1. Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness.
2. Recognize the different stages of industry evolution and recommend strategies appropriate to each stage.
3. Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's core competencies
4. Demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.
5. Distinguish the two primary types of competitive advantage: cost and differentiation and formulate strategies to create a cost and/or a differentiation advantage.
6. Analyze dynamics in competitive rivalry including competitive action and response, first-mover advantage, co-opetition and winner-take-all and make appropriate recommendations for acting both proactively and defensively.
7. Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production.
8. Make recommendations for vertical changes in the boundary of the firm based on an understanding of the advantages of vertical integration and outsourcing and the factors that determine the relative efficiency of each.
9. Make recommendations for horizontal changes in the boundary of the firm based on an understanding of the conditions under which diversification creates value.
10. Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios.
11. Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Textbook. Grant, R. and Jordan, J. 2012. Foundations of Strategy. NY: John Wiley & Sons, Ltd.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Strategy Formulation & Mission Statement Analysis
3	Corporate Governance and Social Responsibility
4	Environmental Scanning; Industry Analysis
5	Internal Scanning; Organizational Analysis
6	Strategy Formulation: Business level Strategy
7	Strategy Formulation: Corporate level Strategy
8	Strategy Formulation: Functional Strategy & Strategic Choice
9	Strategy Implementation: Organizing for Action
10	Strategy Implementation: Staffing and Leading
11	Evaluation and Control
12	General review of the course

Contemporary Economic Issues

Academic Department: Basic and Associate Sciences

Semester and Year: First/ Fourth

Weight: 2

Course Description:

This course is primarily concerned with contemporary economic issues at the domestic, regional and international levels. Specific topics are chosen from current and recent policy debates. Specifically, it will emphasize current economic subjects such as poverty and welfare, economic growth and development, inflation, energy prices, climate changes and environmental pollution. Students will be encouraged to use economic theory to evaluate present events. Students will learn to read and construct basic theories and diagrams that explain and illustrate economic phenomena.

Course Objectives:

The main objective of this course is to augment the students' comprehension of the various contemporary economic issues which arise in the world, and analyze their negative and positive effects on the Syrian community.

Student Learning Outcomes:

1. introduce the main current issues in the world of economics.
2. Students will understand the linkages and interactions in many macroeconomic and microeconomics variables.
3. Understanding issues in social policy such as the poverty and welfare topics and their effects on economy and society.
4. Explore several international issues and their internally and externally interactions such as the energy prices, the environment and the climate change, government deficit and foreign debt and economic growth and development.

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Introduction to Modern Economic Growth Hardcover – Illustrated, 23 Jan. 2009 by Daron Acemoglu (Author).

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Individuals, Society and Government
3	Efficient Markets and Government
4	Market Failures, Public Goods, and Externalities
5	Economics of environment
6	Economic inequality

7	Energy Prices
8	Stability and Instability of an Economic System
9	International Debt
10	Global Inflation
11	Current international issues
12	General review of the course

Consumer behavior

Academic Department: Marketing

Semester and Year: First/ Fourth

Weight: 3

Course Description:

Good managers understand their customers. They have accurate mental models that allow them to predict what people perceive, what they learn, what they prefer, and what makes them keep coming back. The best mental models rest on psychological principles and insights. This course will give you a solid understanding of the perceptual, cognitive and emotional processes of consumers. We will also discuss social influences (reference groups, competition, and tipping points) in the context of business problems

Course Objectives:

- A. Examine theories, findings, methods and procedures to understand consumers. Gain insights about how to predict and understand consumer behavior, including cognitive mechanisms and emotional mechanisms.
- B. Get a better understanding of attitudes and persuasion.
- C. Learn about the consumer's view of new products, innovation, and tipping points. Provide tools to see how consumer behavior should shape marketing strategies.

Student Learning Outcomes:

1. Develop a deeper understanding of consumer behavior by learning about relevant psychological and sociological theories.
2. Identify how those theories can be used to impact real-world marketing strategies and decisions.

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Reading: Managing the Total Customer Experience by Leonard Berry, Lewis Carbone, & Stephan Haeckel, MIT Sloan Management Review, SMR082 (Spring, 2002).

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Consumer Perception, Learning and Personalities
3	Consumer Attitude Formation and Change
4	Individual Decision Making
5	Reference Groups and Word of Mouth
6	Persuading Consumers Through Messaging (Influencing the Buying Process)
7	Cross-cultural Variations in Consumer Behavior

8	Preferences, time Inconsistent Preferences
9	Connecting Company Growth and Consumer Behavior
10	A Social Relational Framework for Consumers
11	Managing Customers and Segments Simulation
12	General review of the course

Brand and Product Management

Academic Department: Marketing

Semester and Year: First/ Fourth

Weight: 2

Course Description:

This course considers the theories and concepts of products/services and brands and the implications of this for marketing managers. The course considers how companies introduce and manage product portfolios and individual brands so as to meet the needs of consumers and the strategic goals of the organization. It provides students with insights into the management of products/services throughout their life cycles, including new product development, and the use of branding strategies through a consideration of the relevant literature and real-life examples in a variety of sectors. Moreover, the course encompasses analytical tools and practices, which help students to gain a better understanding of the management of the product/service offering and the challenges facing marketers in the present business climate.

Course Objectives:

- A. Knowledge and understanding of the key concepts and theories in product portfolio management, the new product development process and the product life cycle.
- B. Considering the use of branding on products and the relevant psychological branding theories.

Student Learning Outcomes:

1. Understand the advantages associated with creating strong product lines and brands.
2. Gain a better understanding of how marketers build the brand and brand equity.
3. Develop the ability to think critically about adjusting brand and product strategies over time to maximize long-term brand profitability.

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Product And Brand Management Paperback – January 1, 2016 by Tapan K. Panda

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	The Use of Brand Elements
3	Strategic Brand Management Process
4	Customer-Based Brand Equity
5	Brand Positioning
6	Brand Audit and Researching Brand Message
7-8	Business Model Canvas

9-10	Creating an Online Branding Strategy
11	Encouraging Engagement on Established and Emerging Social Networks
12	General review of the course

Sales Management

Academic Department: Marketing

Semester and Year: First/ Fourth

Weight: 2

Course Description:

The course focuses on defining the basic concepts of sales management and its relationship with other departments. It also describes how to organize sales management and the role and functions of the sales manager. It examines sales force management, identifying the types of sales men and clarifying the procedures for selecting, appointing, training and supervising sales representatives, in addition to compensation and motivation. And evaluate the performance of sales force activity, and then move on to reviewing planning and control strategies for sales work, explaining sales forecasting and budget preparation, in addition to planning quotas and sales areas.

Course Objectives:

- A. Gain a solid understanding of professional sales including its planning and staffing, structure, and evaluation.
- B. Understand how to manage and motivate a professional sales force from the perspectives of a sales manager.

Student Learning Outcomes:

1. Understand the processes and elements involved in relationship selling.
2. Demonstrate an understanding of the importance of ethical behavior in relationship selling and sales management.
3. Demonstrate an understanding of the characteristics of a sales presentation.
4. Understand the process of negotiation, closing methods, and time management.
5. Identify key issues in recruitment, sales training, compensation and incentives, and performance evaluation.

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Sales Management. Simplified. MP3 CD – Unabridged, March 15, 2016 by Mike Weinberg (Author), L.J. Ganser (Reader)

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Aspects of Sales Management
3	Evolution of Professional Sales
4	Customer-Centric Model
5	Sales Strategies

6	Staffing Options
7	Buying and Selling Processes
8	Recruiting
9	Training
10	Performance, Compensation and Incentive Plans
11	Sales Forecasting
12	General review of the course

Integrated Marketing Communications

Academic Department: Marketing
Semester and Year: Second/ Fourth
Weight: 3

Course Description:

This course provides the student with an introduction to promotional strategy. The student should leave the course with an understanding of the various channels available to marketers when promoting a product or service. Some of the basic principles to be covered include understanding the Integrated Marketing Communications (IMC) process, and the basic communication process involved in advertising.

Course Objectives:

- A. Emphasis is placed on understanding the role for advertising and other promotional tools in the IMC program of an organization.
- B. Achieve effective marketing campaigns based on clear objectives, market segmentation and target marketing, within established time and cost parameters.

Student Learning Outcomes:

1. Demonstrate an understanding of Integrated Marketing Communications concepts, principle and terminology.
2. Analyze a specific IMC campaign, including media strategy, target market selection, message content and evaluation criteria.
3. Apply IMC concepts in developing a limited promotional campaign that includes message development and media selection for a product or service.
4. Coordinate marketing strategy with a public relations/social media campaign.

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Integrated Marketing Communication 2nd Edition by Jerome M. Juska, 2021

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Communication process
3	Stimulate sales
4	Direct marketing
5	Advertising
6	Personal selling
7	Public Relations, Sponsorship and Corporate Advertising

8	Media Planning and Buying
9	Creative Strategy Planning
10	Creative Strategy Implementation
11	Measuring the Effectiveness of Marketing Communications
12	General review of the course

Marketing research

Academic Department: Marketing
Semester and Year: Second/ Fourth
Weight: 3

Course Description:

Students will examine the fundamental concepts and techniques used in marketing research as decision-making tools. Problem formulation, research design, primary data collection, types of information and measurement scales, and evaluation and utilization of secondary data will be discussed. Other topics that will be discussed include structured and unstructured interviews, focus groups, exploratory research, causal research, sampling, survey design, qualitative versus quantitative data analyses, and interpretation. Students will receive hands-on experience with the SPSS statistical package for analyzing data.

Course Objectives:

Familiarize students with the fundamentals of Marketing Research. Marketing Research involves developing research questions, collecting data, analyzing it and drawing inferences, with a view to making better business decisions.

Student Learning Outcomes:

1. Understand fundamental principles, concepts, and measurement tools essential to planning, conducting, and evaluating marketing research activities.
2. Learn how to design marketing research studies in a logical and systematic manner.
3. Learn the difference between qualitative and quantitative research methods.
4. Be able to utilize exploratory research and secondary information sources to formulate relevant research questions.
5. Be able to collect, organize, and analyze data using SPSS statistical software, and interpret findings to address marketing research problems.

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Iacobucci, Dawn & Churchill, Gilbert A. Jr. Marketing Research: Methodological Foundations, 12th Edition, 2018, ISBN 13: 978-1983654466.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction to Market Research
2	Research Design
3	Secondary and Standardized Sources of Marketing Data
4	Primary Data Collection
5	Scales of Measurement, Scaling, Sampling and Sample Size

6	Basic Data Analysis
7	Hypothesis Testing
8	Regression analysis
9	Conjoint, Factor, Cluster and Discriminant Analysis
10	Format of the research report
11	SPSS
12	General review of the course

Services marketing

Academic Department: Marketing
Semester and Year: Second/ Fourth
Weight: 3

Course Description:

Service delivery is a key differentiator and the implications of service delivery and how to best manage and market services are gaining increasing importance.

The course focuses on the distinctive characteristics and problems of marketing in service organizations and for any organization that develops and markets services as part of its business portfolio. It shows why and how services require a distinctive approach to marketing strategy – both in developing and implementing it. The course also examines cases of commercial and non-profit organizations such as banking, transportation, hotels, tourism, hospitals, education, and professional services such as accounting, engineering, and management consulting.

Course Objectives:

- A. Help students understand the practical implications of the unique characteristics of services and service provision and to help them cope with the challenges of marketing and managing a service.
- B. Enable the student to investigate important issues facing service providers and successfully implement customer centrality in service-based businesses.

Student Learning Outcomes:

1. Explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.
2. Design service quality measurements to build customer loyalty and evaluate the effectiveness and efficiency of customer service offerings.
3. Explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers.
4. Discuss the influences of the multicultural marketplace, business ethics, and socially responsible marketing on services marketing.

Course Material:

The academic material will be made available to the student by the course lecturer at the beginning of the semester.

Supplemental Material:

Zeithaml, V.A., Bitner, M.J., Gremler, D.D. (2018) Services Marketing: Integrating Customer Focus Across the Firm with Connect Access (7th ed.) New York: NY. McGraw-Hill Education. ISBN: 978-1260051988

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	What is distinctive & the same about Services

3	The Customer Experience
4-5	Aligning Service Design and Standards
6	Service Quality
7	Service Productivity
8	The Marketing Mix
9	Strategic Issues: Managing Demand
10	Managing Service Promises
11	Services and Globalization
12	General review of the course

E-management

Academic Department: Operations and Information Management

Semester and Year: First/ Fifth

Weight: 2

Course Description:

This course will provide overview of e-business. It covers many topics in e-business, including basic knowledge of e-business and the related information technology, e-business models, e-Payment and e-stock. this course also includes the understanding to unbundling the corporation and the implementation of e-business in practice.

Course Objectives:

- A. Students are expected to understand recent developments in e-Business and be able to employ e-Business strategically to enhance business processes.
- B. Students will learn how to apply skills and knowledge in planning and designing a business-to-business (B2B) or business-to-consumer (B2C) e-Business.

Student Learning Outcomes:

1. Identify the main e-Business Models.
2. understanding how Internet security, privacy, and intellectual property issues impact online business activities
3. Specify the requirements for starting an online business.
4. Apply e -business concepts to different fields, such as: education, banking, tourism

Course Material:

materials will be available to the student by the instructor

Supplemental Material:

E-Management @ Work: The Internet and the Office Productivity Revolution, 2002 by Godefroy Beauvallet, Michael Ballé

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2-3	E-Business models
4-5	applications
6-7	E-Business design tools
8	E- Business environment.
9	E- Business Infrastructure
10-11	E- business service implementations
12	General review of the course

Economic feasibility studies

Academic Department: Financial and Banking Management

Semester and Year: First/ Fifth

Weight: 3

Course Description:

A typical feasibility study consists of a number of related studies. It starts with the marketing study to ascertain whether there is a market, how large it is, and how to reach it. Following is a technical study to determine, among other things, facility location, appropriate technology, capacity, and availability of qualified workforce. Also, a financial study to determine the financial viability of the project and the appropriate capital structure is needed. In addition, a legal, organizational, and environmental and national impact studies are conducted.

Course Objectives:

- A. The purpose of this course is to introduce students to how feasibility studies are conceived, conducted, and appraised.
- B. This course develops a student's ability to undertake complex feasibility studies. Students will learn these skills and techniques through performing various feasibility studies of differing size and complexity.

Student Learning Outcomes:

1. Understand concepts, principles, and steps of feasibility studies.
2. Realize the aspects of Marketing, Technical, Financing and Financial feasibility studies.
3. Understand the different methods of projects appraisal from private sector point of view.
4. Analyze and evaluate the concepts and steps of doing feasibility studies.
5. Recognize when and why the proposed projects will be accepted or rejected according to private sector point of view.
6. Develop the ability to self-appraise and reflect on practice relevant to commercial projects feasibility studies.
7. Develop appropriate effective written and oral communication skills relevant to feasibility studies.

Course Material:

materials will be available to the student by the instructor

Supplemental Material:

PCH Publication (Ed), "Feasibility Study Preparation and Analysis Book", PCH Publications, USA, 2011.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	The concept of the economic project and its forms
3	Investment concept

4	Feasibility study components
5	Factors to be considered when preparing a feasibility study
6	Estimating project costs
7-8	Estimating cash flows
9-10	Funding sources
11	Feasibility assessment methods
12	General review of the course

Organization Theories and Regulation

Academic Department: Human Resources Management

Semester and Year: First/ Fifth

Weight: 3

Course Description:

Course explores how to think about and practice organizing in complex workplace environments. It also offers various conceptual tools and theoretical frameworks to systematically investigate organizing processes and contexts and solve practical problems.

Course Objectives:

- The course introduces the complex relationship between an organization's design (architecture/structure), behavior, and performance. It emphasizes the dependence of this relationship on company strategy, technology, size, and other contingencies.
- The course urges students to think critically about the organization in its entirety, relating different functions to the overall strategy of the organization and emphasizing the role of human resources.

Student Learning Outcomes:

- Explain the building blocks of organization theory and design, and link them to organizational challenges in the environment.
- Contrast different strategic processes to attain organizational goals and anticipate their impact on organizational design.
- Compare the strengths and weaknesses of various organizational structural forms.
- Examine how different organizational designs and structures respond to different characteristics of the external environment.
- Evaluate the nature of organizational culture and values, and their impact on organization's strategy and structure.
- Compare different types of change in organizations, and assess their impact on organizational design.
- Appraise several models of decision making in organizations.
- Identify the different sources and types of conflict, and the use of power and political tactics to reduce conflict in organizations.

Course Material:

materials will be available to the student by the instructor

Supplemental Material:

Daft, R. L., & Armstrong, A. (2015). Organization theory & design. (3rd Canadian ed.). Toronto, ON: Nelson. ISBN: 978-0-17-653220-8

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Strategy, Organizational Design, and Effectiveness

3	Fundamentals of Organizational Structure
4	The External Environment
5	Inter-organizational Relationships
6	Manufacturing and Service Technologies
7-8	Organizational Culture
9	Innovation and Change
10	Decision Making
11	Designing Organizations for International Environments
12	General review of the course

Public Relations Management

Academic Department: Marketing

Semester and Year: First/ Fifth

Weight: 3

Course Description:

This course provides an introduction to public relations and its role in Syrian society. Basic principles and theories are reviewed and the communications planning process is examined. Students will examine current issues and trends and analyze the ethical and legal considerations incumbent on the public relations practitioner.

Course Objectives:

- A. This course students will be familiar with how public relations can impact an organization's image.
- B. Teach students how to design and write a public relations program.

Student Learning Outcomes:

1. To understand the essence of PR as a practical discipline within the organization; be aware of its functions, strategies and particular techniques.
2. To understand how public relations theory and practice developed and how public relations is practiced in different countries.
3. Aware of different types of stakeholders involved in private and public organizations that use public relations strategies.
4. To identify, analyses, and discuss actual case studies and/or strategic communication and PR campaigns.
5. To examine how multiculturalism and diversity impact global public relations theory and practice.
6. To recognize and perform steps necessary for initial strategic communication campaign.
7. Acquire the skills of writing public relations materials and preparing a public relations plan.

Course Material:

materials will be available to the student by the instructor

Supplemental Material:

McKee, K.B., & Lamb, L. (2009). Applied Public Relations: Cases in Stakeholder Management (Second Edition). New York, New York: Routledge, Publisher

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Today's Practice & Research & Planning.
3	Communication & Measurement and Public Opinion & Persuasion.
4	The Mass Media, The Internet and Social Media.
5	Events & Promotions

6	Ethics and the Law & Reaching Diverse Audiences
7	Global PR and Corporate PR
8	Entertainment, Sports & Tourism
9	Government and Politics
10	Conflict Management & Crises
11	Nonprofits, Health & Education
12	General review of the course

Digital Marketing

Academic Department: Marketing

Semester and Year: First/ Fifth

Weight: 3

Course Description:

Internet influences every aspect of our life. The electronic technology enable organizations to acquire products, services, and materials from suppliers; market goods and services to customers; allow members of the organization to communicate with each other; and monitor the external environment. The course provides an overview of the rapidly changing world of marketing based on marketing principles to research specialized fields and introduces students to everything that is distinctive in electronic marketing. The course also examines how modern technologies give value to customers in addition to the benefits for their companies and brands.

Course Objectives:

- A. This course aims to describe and understand the terminology, concepts, and activities of electronic marketing.
- B. Identify the recent developments and their origins in electronic marketing practice.

Student Learning Outcomes:

1. Be familiar with the concepts, theories, and issues in digital marketing.
2. Familiarize with the key technologies and strategies used by firms in digital advertising.
3. Understand the key metrics in web and social media analytics.
4. Develop analytical abilities to solve real-life problems.
5. Make independent assessment of digital marketing strategies of companies.
6. Develop teamwork, critical thinking, and business communication skills.

Course Material:

materials will be available to the student by the instructor

Supplemental Material:

Strauss, Judy & Frost, Raymond (2014). E-Marketing. 7th ed. UK: Pearson EducationInc

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	E-Marketing- Past, Present, Future
3	Strategic E-Marketing
4	E-Marketing Plan
5	E -Marketing Research
6	Connected Consumers Online - Consumer Behavior in the Digital Age
7	Search Engine Optimization- Google Analytics
8	Social Network

9	Product, Price, Placement: The Online Offer, The Online Value and Internet for Distribution
10	E-Marketing Communication: Owned Media & Paid Media
11	Promotion: Internet for Communication
12	General review of the course

Pricing and distribution

Academic Department: Marketing

Semester and Year: First/ Fifth

Weight: 3

Course Description:

this course advances students' understanding of concepts and tools useful in the analysis and development of pricing and distribution strategy.

Course Objectives:

- A. A conceptual overview of channels and pricing.
- B. Design distribution channels and manage channel conflict.
- C. Use of pricing objectives when setting pricing strategies, pros/cons of different price setting methods and managing a pricing system

Student Learning Outcomes:

1. Demonstrate an understanding of the growing importance of distribution channels.
2. Understand the classification and role of the major participants in the distribution channels.
3. Demonstrate an understanding of channel management and its role in channel design and channel member selection.

Course Material:

materials will be available to the student by the instructor

Supplemental Material:

Tridib Mazumdar, Pricing of Products and Services, World Scientific, 2021

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Economic Value to Customer
3	Elasticity analysis and Pricing
4	Conjoint Analysis for EVC and Pricing
5	Costs, Competition and Strategic Price
6	Product Line Pricing Strategy and Tactics
7	Distribution Channel Concepts
8	Strategy in Marketing Channels
9	Designing the Marketing Channels
10	Selecting the Channel Members
11	Evaluation Channel Member Performance
12	General review of the course

International marketing

Academic Department: Marketing

Semester and Year: First/ Fifth

Weight: 3

Course Description:

The course will review the topic of planning effectively for the marketing of consumer and business needs and wants on an international level. Special emphasis will be placed on cultural and environmental aspects of international trade, and integration of culture and marketing functions.

Course Objectives:

- A. Introduce students to the marketing practices of companies seeking market opportunities outside their home country, and to raise your awareness about the importance of viewing marketing management strategies from a global perspective.
- B. Study how companies enter international markets and their choices in standardizing or adapting the marketing mix.

Student Learning Outcomes:

- I. Apply the key terms, definitions, and concepts used in marketing with an international perspective.
- II. Compare the value of developing global awareness vs. a local perspective in marketing.
- III. Evaluate different cultural, political, and legal environments influencing international trade.
- IV. Distinguish the advantages and disadvantages Canadian products and services possess in international marketing in both emerging markets and mature markets.
- V. Explain the impact of global and regional influences on products and services for consumers and businesses.
- VI. Apply basic internationally oriented marketing strategies (total product concept, pricing, place, and promotion).
- VII. Develop creative international market entry strategies.
- VIII. Understand the importance of the Internet for global business.
- IX. Explain the differences in negotiating with marketing partners from different countries and the implications for the marketing strategies.

Course Material:

materials will be available to the student by the instructor

Supplemental Material:

Cateora, P. R., Money, R. B., Gilly, M. C., & Graham, J. L. (2020). International marketing (18th ed.). New York, NY: McGraw-Hill Education. ISBN: 978-1-260-54787-0

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2-3	Global Culture and the Market

4	International Politics and Laws & their impact on marketing
5	Economic Development
6	Multinational Markets
7-8	International Marketing Channels, Supply Chain and Retailing, selection of middlemen
9-10	Integrated Marketing Communications in the Global Setting
11	Pricing for International Markets
12	General review of the course