



## 1. Program Identification and General Information

<b>Program Name:</b> Double Major in Business Administration
<b>Department:</b> Business Administration
<b>College:</b> College of Business Administration and Finance
<b>Institution:</b> Saudi Electronic University

<b>Program Main Location:</b>
The main location is Riyadh. Other locations: Jeddah and Dammam.
<b>Total Credit Hours for Completing the courses: (39 Hours)</b>
The 39 credit hours are divided as follow: <ul style="list-style-type: none"><li>• 39 hours as department requirements- 13 courses</li></ul>



## 2. Program learning Outcomes

Knowledge and Understanding	
<b>K1</b>	Understand the principles and theories in business discipline applicable at the local or global level.
<b>K2</b>	Recognize the micro and macro business models, business practices and strategies in management
<b>K3</b>	Understand how global competitive environments are changing business practices on business environment in the field of management.
Skills	
<b>S1</b>	Recognize the effective skills in written and verbal communications using appropriate tools.
<b>S2</b>	Demonstrate the skills to integrate the concepts of the core areas of business field.
<b>S3</b>	Design a critical and analytical thinking for effective opportunity in problem solving and decision-making for business issues
<b>S4</b>	Identify appropriate management and leadership styles for different situations
Values	
<b>V1</b>	Demonstrate effective and collaborative interpersonal skills in a team setting.
<b>V2</b>	Recognize and apply academic integrity, professional code of conduct and ethical standards in business practice.



## Courses Descriptions

<b>Course Title</b>	<b>Marketing Management</b>
<b>Course Code</b>	MGT201
<b>Pre-requisite(s)</b>	HCM101
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	Marketing has emerged as a key function within successful organizations. It is expected that the marketing professional be able to analyze their market, craft the right message, and develop and execute a plan that effectively reaches the target audience. Students will explore how to manage the marketing function within an organization, including market analysis, target marketing, branding, advertising, and marketing mix manipulation.

<b>Course Title</b>	<b>H.R Management.</b>
<b>Course Code</b>	MGT211
<b>Pre-requisite(s)</b>	HCM101
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	This course introduces the human resource function and related elements and activities. The course outlines the roles and functions of members of the human resources (HR) department as well as educating others outside HR in how their roles include HR-related activities. The student will learn about the evolution in human resources management (HRM). Emphasis is placed on the modern-day importance of HRM and the new corporate view of the function. Additionally, the student will be exposed to the view of HRM from the perception of both management and subordinate employees. The importance of maintaining fair and equitable compensation and benefit programs will be discussed. The student will be exposed to practical situations and problem-solving regarding areas of employee counseling, discipline, and termination. Equal Employment Opportunity will be discussed for the student to understand its need, importance, and the legal issues surrounding it. Other critical areas of training and development, staffing, and strategy will also be explored.



<b>Course Title</b>	<b>Decision Making and Problem Solving</b>
<b>Course Code</b>	MGT312
<b>Pre-requisite(s)</b>	HCM101
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	This course focuses on the development of individual and team decision-making and problem-solving skills. Real world domestic and global issues will be analyzed, diagnosed, and evaluated through the application of a variety of quantitative and qualitative tools and techniques used to arrive at effective decisions and solutions.

<b>Course Title</b>	<b>Intro to International Business.</b>
<b>Course Code</b>	MGT321
<b>Pre-requisite(s)</b>	None
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	This course addresses the factors that affect international business and business expansion. Discussion topics include demographic, economic, political, natural resource, technology, and cultural characteristics and the role they play in the advancement of multinational enterprises. Challenging business and legal issues in Asia, South and Central America, Europe, the Middle East, and North America including the United States shall be covered in the content presented to students. Face to Face (F2F) and Virtual (online) classes will each be held once per week. Please refer to your class schedule for the days and times of these classes. Your professor will provide instructions on how to attend the virtual class. Participation in these classes is mandatory, and to do well in this course, it is expected that you attend all sessions. If there is some reason you cannot attend a class, please notify your professor.



<b>Logistics Management</b>	
<b>Course Title</b>	
<b>Course Code</b>	MGT322
<b>Pre-requisite(s)</b>	HCM101
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	Course Description This course explores the transportation and logistics concepts within supply chains. Topics covered will include tools and techniques used in the design and operation of transportation and logistics systems and global issues in transportation and logistics management. In addition, “Quick Response” scenarios used to handle transportation and logistics issues, in the event of natural and non-natural disasters.

<b>Management of Technology</b>	
<b>Course Title</b>	
<b>Course Code</b>	MGT325
<b>Pre-requisite(s)</b>	HCM101
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	This course provides in-depth coverage of the role of information systems in business organizations, with a focus on their applications and current issues facing managers and users. Lectures, discussions, presentations and student project work will promote an understanding of the strategic importance of information systems, their impact on people and organizations, the many ways they can improve work practices, and the ways they can improve products and services.



Strategic Management	
Course Title	
Course Code	MGT401
Pre-requisite(s)	MGT201
Credit hours	3
Contact hours	4.5
Course Description	The course examines the processes of formulating and implementing strategies, and the critical thinking behind the multifaceted role of organizations in complex business environments. Focuses on strategy issues in and between a range of commercial and public organizations, from entrepreneurial firms to multinational corporations.

Knowledge Management	
Course Title	
Course Code	MGT403
Pre-requisite(s)	HCM101
Credit hours	3
Contact hours	4.5
Course Description	This course introduces student to understand the importance of Knowledge for business and management. It presents key concepts and processes of knowledge management and demonstrates them on case studies to understand how knowledge could be maintained, developed and shared among company personnel. Focus will be on models, processes and application of Knowledge Management and its use to create the competitive advantage.

Organization Design and Development	
Course Title	
Course Code	MGT404
Pre-requisite(s)	HCM101
Credit hours	3
Contact hours	4.5
Course Description	This course aims to highlight the organization design process and its development. First, it focuses on developing an understanding about the basics of organizational design, the organizational design principles to manage change, keeping the design aligned with the needs of the firm and the different forms of organizational structure. Second, the course



presents the different perspectives of an Organization Development at the individual, group, and organizational levels of analysis. Theoretical models will be considered, along with real-world examples of organizations that have or have not benefited in the past, or that might or might not benefit in the future, from Organization Development interventions. Students will learn how to use theoretical models to evaluate, and will learn, also, how to evaluate theoretical models in terms of their research and work experience.

<b>Course Title</b>	<b>Entrepreneurship</b>
<b>Course Code</b>	MGT402
<b>Pre-requisite(s)</b>	HCM101
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	This course helps students develop skills necessary to start and operate a business. Students will develop an awareness of the opportunities for business ownership and develop the planning skills needed to start and grow a business. Students will explore the traits and characteristics of successful entrepreneurs and develop necessary skills in research, planning, operations, and regulations affecting business. The capstone event for this course is the development and presentation of a formal business plan suitable for submission to potential backers.

<b>Course Title</b>	<b>Communications Management</b>
<b>Course Code</b>	MGT421
<b>Pre-requisite(s)</b>	HCM101
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	Employers are demanding business school students with strong communication skills. Covers the theory and process of communication in today's knowledge and information-intensive organizations. Develops oral and written communication skills, including professional presentations. Focuses on the role of interpersonal and team-based communication in building more effective business relationships.



<b>Course Title</b>	<b>Business Ethics and Organization Social Responsibility</b>
<b>Course Code</b>	MGT422
<b>Pre-requisite(s)</b>	None
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	This course focuses on the application and evaluation of scholarly articles, case studies, and real-life ethical dilemmas using an ethical decision-making model. Students will evaluate personal value systems; individual, leadership-driven, organizational, and community ethical issues; and the social responsibilities of global organizations. The course will culminate in an in-depth analysis of a real-life ethical dilemma based on an authentic organization

<b>Course Title</b>	<b>Quality Management</b>
<b>Course Code</b>	MGT424
<b>Pre-requisite(s)</b>	HCM101
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	This course provides students with understanding and knowledge of the philosophies and methods used to improve effectiveness and efficiency of organizational processes. Quality concepts from Juran and Deming will be discussed along with more current quality concepts such as six-sigma, black-belt quality associates, and total quality management (TQM). In addition, issues applying quality concepts to global companies will be explained.