



College of Business Administration DEPARTMENT OF MARKETING STUDENT HANDBOOK 2020/2021

Dar Al-Uloom University

College of Business Administration

P. O. Box 3535, Riyadh 13314-7222

Saudi Arabia

Phone: + 966 1 494 9000

Fax: + 966 1 494 9490



Table of Contents

Dean's Message	4
Part 1: The College of Business Administration (COB) Bachelor Programs (An Overview)	5
Introduction	6
COB Vision	6
COB Mission	6
COB Goals and Values	6
COB Graduates Characteristics	7
The Overall COB Programs Learning Outcomes	7
Medium of instruction	8
Total Credit-hour of COB Study Plans	8
University (DAU) Requirements	8
College (COB) Requirements	9
Part 2: Bachelor of Marketing	10
Introduction	10
Marketing Program VISION and MISSION	11
Marketing Program Goals	11
	11
Marketing Program Graduate Attributes	
Marketing Learning Outcomes	12
Marketing Program Study Plan	12
Marketing Program Core Requirements	12
Marketing Program Core Requirements from Other Programs	12
Marketing Program Elective Courses' Requirements	13
Marketing Program Elective Courses' Requirements from Other Programs	13
Marketing Program Course Structure	13
Marketing Program Course Descriptions / DAU Core Requirements	15
Marketing Program Course Descriptions / COB Core Requirements	18
Marketing Program Course Descriptions / Marketing Core Requirements	20
Marketing Program Course Descriptions / Core Requirements from Other Programs	22
Marketing Program Courses Descriptions / Elective Courses	23
Part 3: Academic Regulations	24
Academic Advising	25
Faculty Office Hours	25
Registration	25
Prerequisite and Co-requisites	25
Enrollment in the Cooperative Program and the Summer Training	25
Registration Activation	25
Late Registration	25
Class Roster	26
Adding and Dropping Courses	26
Managing Sections	26
Auditing a Course	26
Equivalent Courses	26
Course Substitution in the Degree Plan	26
Repeating a Course	27
Withdrawal	27
Academic Standing	27
Suspension	27
Ending of Academic Warning or Probation Status	27
Conferral of Two Undergraduate Degrees	28



المملكة العربية السعودية وزارة التعليم

The academic levels system	28
Course Load	28
Degree Plan	29
Student Transcript of Academic Record	29
Attendance	30
Missing final examination	30
Withdrawal from the University	31
Postponement and Suspension	31
Re-enrollment	31
Graduation	32
Dismissal	33
Examinations and Grades	33
Transfer	37
Visiting Students	38
Policy on Academic Honesty and Plagiarism	39
Part 4: Facilities and Services	40
Deanship of Admission Registration and Student Affairs	41
Directorate of Quality	41
Center of Continuing Education and Community Service	41
Information Technology Management	41
Learning Resource Center	42
Public Relations and Media	43
Cultural Center	43
Sports Center	43
Medical Center	43
Food Courts	43
Part 5: Student Information System Guide	44



Dean's Message

Praise be to Allah, Lord of the Worlds, and prayers and peace be upon the most honorable of messengers of our master Muhammad and his companions. On behalf of my colleagues in the Faculty of Business Administration College and on behalf of myself, I would like to welcome you to the College of Business at Dar Al Uloom University.

The College of Business Administration was established in 2008 as the first college in Dar Al Uloom University. Since its inception, the College of Business Administration has been a leading center in business administration and executive leadership development in the Kingdom. Hundreds of our graduate students are today in leading positions in both public and private sectors.

Currently, the college offers four programs at BA level: Bachelor of Human Resources Management, Bachelor of Marketing, Bachelor of Finance and Banking and Bachelor of Accounting. The College also offers two post-graduate programs: the MBA program in Arabic and English, and the Master of Management Information Systems program in both languages.

The College seeks through its curricula and study plans to keep pace with the evolution and change that is taking place in today's world and is keen on excellence and leadership through the application of quality systems both at institution and program levels to improve its outputs in line with the requirements of the labor market and the needs of the community, and provide graduates with management skills and entrepreneurship.

As part of the college's keenness to improve the educational process in line with international standards and in light of the fact that the University of Dar Al Uloom has obtained institutional accreditation through the NCAAA, the College is now seeking NCAAA accreditation for all its academic programs, which would reflect the quality of those programs and the level of their learning outcomes.

Prof. Dr. Abdulrahman Al Sultan

Dean of College of Business Administration

a.alsultan@dau.edu.sa

Part 1 The College of Business Administration(COB) Bachelor Programs (An Overview)



Introduction

The College of Business Administration (COB) at Dar Al Uloom University is one of the premier private College of Business in Riyadh, catering to the needs of business community. COB currently offers bachelor's degree in finance and Banking, in Human Resources, in Marketing and in Accounting. At the graduate level, COB has two programs, Master of Business Administration (MBA) and Master of Management Information Systems (MMIS); both programs are offered in Arabic and English languages.

COB Vision

We aspire to become a leading regional institution in innovative business teaching, knowledge building and value-added educational experiences.

COB Mission

Through excellence in education, research and community service, COB strives to provide business sector with highly qualified graduates equipped with business knowledge and entrepreneurial skills, and highly motivated to serve their community.

COB Goals and Values

To realize our vision, we are committed to exert all efforts possible to achieve the following strategic goals:

- 1. Recruit and preserve outstanding students who are inspired to attain success in their professional life.
- 2. Maintain high quality educational programs at both the undergraduate and graduate levels that are responsive to evolving business community needs.
- 3. Recruit, retain and promote highly qualified faculty and staff who are fully committed to COB Mission.
- 4. Implement a comprehensive communications and marketing strategy that stimulates high levels of partnership within and outside COB, in order to promote and elevate the image of DAU to stakeholders and peer institutions.
- 5. Play an effective role in our university financial sustainability that assures adequate funding sources to finance university operations and initiatives.
- 6. Develop and maintain active and mutual partnership with all stakeholders.
- 7. Implementing academic procedures and methods that ensure continuous improvement of quality, effectiveness and efficiency of COB delivery of educational programs that meet stakeholders' needs and expectations.



COB Graduates Characteristics

- 1. Knowledge of a comprehensive, coherent and systematic body of knowledge in functional areas of business and of the underlying theories and principles associated with it.
- 2. The ability to investigate complex problems and develop creative solutions with limited guidance, using insights from functional areas of business and other related fields of study.
- 3. The ability to identify and use appropriate mathematical and statistical techniques in the analysis and resolution of complex issues and select and use the most appropriate mechanisms for communicating the results to a variety of audiences.
- 4. Ability to lead and readiness to cooperate with others in joint projects and initiatives.
- 5. Full range of knowledge and skill required for effective practice in the functional areas of business including: human resources management, marketing, finance and banking, and accounting.

The Overall COB Programs Learning Outcomes

	COB SAQF Learning Domains and Learning Outcomes
1.0	Knowledge
1.1	Recognize the core functional areas of business including human resources management, marketing, finance and banking, and accounting.
1.2	Recognize modern business methods and techniques and their impact on professional practices in fields of business in national and global environments.
1.3	Recognize cross-functional and interdisciplinary nature of business issues and decisions.
1.4	Acquire cultural, linguistic, and learning skills necessary for successful educational and professional development.
2.0	Skills
2.1	Apply appropriate skills in the functional areas of business including human resources management, marketing, finance and banking, and accounting.
2.2	Analyze various data to support business decisions and assessment of business strategies.
2.3	Develop appropriate problem-solving, decision-making and critical thinking skills in functional areas of business.
2.4	Apply relevant concepts and practices of ethical and legal obligations and social responsibility of businesses in management decision-making.
3.0	Competences
3.1	Demonstrate interpersonal, team and leadership skills necessary to function in multicultural business settings.
3.2	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate organizational activities.
3.3	Apply knowledge of business concepts, quantitative analysis tools and problem-solving methodologies.
3.4	Using technology to facilitate and enhance reporting processes in the functional areas of business.
3.5	Employ information and communication resources, statistical, and research tools in the functional areas of business.
3.6	Demonstrate written and oral communication skills appropriate for business situations.



Medium of instruction

Medium of instruction for all courses is English, except for Islamic, Arabic Literature, and Skills courses, where medium of instruction will be Arabic, as well all courses in the Arabic Language track.

Total Credit-hour of COB Study Plans

Requirements	credit-hour
University Requirements	35
COB Requirements	33
Program Requirements	45
Requirements from Other Programs	24
Total	137

University (DAU) Requirements

Code	No.	Course	Credit-hours
ARAB	1100	Arabic Language Writing	2
ARAB	1103	Arabic Language Skills	2
SKL	1450	University Skills	3
SKL	1451	Leadership and Teamwork	2
СТ	1400	Computer Skills	3
MATH	1100	Elementary Mathematics	4
ISLM	1101	Islam and Society Building	2
EPH	1500	Health and Physical Education	1
ENGL	1111	A2 Waystage Listening & Speaking I	3
ENGL	1112	A2 Waystage Grammar	2
ENGL	1113	A2 Waystage Reading & Writing I	3
ENGL	1121	B1 Threshold Listening and Speaking II	3
ENGL	1122	B1 Threshold Integrated English Language	2
ENGL	1123	B1 Threshold Reading and Writing II	3
		Total	35



College (COB) Requirements

Code	No	Course	Credit-hour
MATH	1121	Business Mathematics	3
MGT	1211	Principles of Management	3
ACCT	1211	Principles of Accounting	3
ECON	1211	Principles of Microeconomics	3
STAT	1211	Business Statistics I	3
MKT	1211	Principles of Marketing	3
FIN	1221	Principles of Finance	3
ECON	1221	Principles of Macroeconomics	3
STAT	1221	Business Statistics II	3
MIS	1221	Management Information Systems	3
ACCT	1221	Principles of Cost and Management Accounting	3
		Total	33

Admission Requirements for the Bachelor of Marketing Program

- 1. The original copy of the general secondary school certificate or its equivalent from other countries.
- 2. Copy of General Aptitude Test result administered by National Center for Assessment (Qiyas).
- 3. Copy of Scholastic Achievement Admission Test result administered by Qiyas. 4. A medical fitness report.

Part 2 Bachelor of Business Administration (Marketing))



Introduction

The Bachelor of Marketing is a 137 credit-hour degree program designed to prepare students for career opportunities in marketing, selling, retailing, advertising, e-marketing, marketing research and branding. The study of marketing provides student with both general business knowledge and specialized marketing skills that help students to understand the role of marketing in private enterprises, marketing research methods and planning marketing strategies.

Marketing Program Mission

"Provide our marketing students with knowledge and practical applications through qualified faculties capable of encouraging students' research production and community engagement through developing student's entrepreneurship skills necessary for achieving 2030 KSA vision".

Marketing Program Goals

MKT program Goal 1: Build-up students intellectually, morally, and socially for today's dynamic society to be active participants and leaders in the business community.

MKT program Goal 2: Adopt an appropriate teaching and learning resources that ensure quality of MKT education.

MKT program Goal 3: Enhance the quality of the program to become in line with the national accreditation.

MKT program Goal 4: Encourage MKT student's involvement in research production by attending workshops related to scientific research/participation with faculty members researches.

MKT program Goal 5: Encompass MKT students' participation in community service and extra-curricular activities to develop their practical and professional skills and promote sense of social responsibility.

Marketing Program Graduate Attributes

- 1. Take initiative in identifying and resolving problems and issues both individually and in group situations exercising leadership in pursuit of innovative and practical solutions.
- 2. Recognize the provisional nature of Marketing and take this into account in investigating and proposing solutions to academic or professional issues.
- 3. Apply the theoretical knowledge and methods of inquiry from Marketing in considering issues and problems in other contexts.
- 4. Participate in scholar activities to keep up to date with developments in Marketing and continue to enhance their own knowledge and understanding.
- 5. Consistently demonstrate leadership and interpersonal skills, characterized by ethical behavior, in performing organizational activities.
- 6. Behave in ways that are consistent with Islamic values and beliefs, and reflect high levels of loyalty, responsibility, and commitment to service to society.



Marketing Program Learning Outcomes

SAQF Learning Domains and Learning Outcomes

1.0	Knowledge
K.1	Describe the impact of business environment and practices on marketing planning processes; and marketing strategies selection and its implementation and evaluation.
K.2	Demonstrate Marketing knowledge required for developing effective marketing strategies.
K.3	Discuss the implications of segmentation, targeting and positioning decisions on consumers/competitors/distributors.
K.4	Recognize and demonstrate knowledge of marketing's new trends such as e-marketing, social media, event marketing.
K.5	Possess technological, mathematical, accounting and financial knowledge used in the marketing decisions making.
2.0	Skills
S.1	Recommend the type of research and needed data to evaluate different situations.
<i>S.2</i>	Apply management techniques, quantitative analysis tools and problem-solving methodologies in response to the business needs of the organization.
<i>S.3</i>	Evaluate different Marketing strategies and modes of entries and identify their impacts on marketing decisions locally and internationally.
3.0	Competencies
C.1	Demonstrate interpersonal skills necessary to be successful in a marketing department.
C.2	Exercise leadership in pursuit of innovative and practical solutions.
C.3	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate organizational activities.
C.4	Apply effective information technology, analytical, mathematical and/or statistical techniques for data analysis, critical thinking and problem solving.
C.5	Communicate effectively both orally and in writing using the proper presentation forms, Islamic values, related language and reasoning appropriate for business situations.

Marketing Program Study Plan

In addition to University Core and Elective Requirements and COB Core Requirements, listed earlier, additional requirements of the Marketing Bachelor Program consist of the following:

Marketing Program Core Requirements

Code	No	Course	Credit-hour
MKT	1221	Sales Management	3
MKT	1311	Retail Management	3
MKT	1312	Services Marketing	3



MKT	1313	e-Marketing	3
MKT	1321	Consumer Behavior	3
MKT	1322	Integrated marketing communication	3
MKT	1323	Social Media Marketing	3
MKT	1424	Events Marketing	3
MKT	1360	Co-operative Training	6
MKT	1411	International Marketing	3
MKT	1421	Marketing Strategy	3
MKT	1422	Marketing Research	3
		Total	<i>39</i>

Marketing Program Core Requirements from Other Programs

Code	No	Course	Credit-hour
MGT	1212	Organizational Behavior	3
MGT	1311	Operations Management	3
MGT	1411	Business Research Methods	3
MGT	1412	Strategic Management	3
MGT	1413	Business Law & Ethics	3
MGT	1421	Entrepreneurship	3
		Total	18

Marketing Program Elective Courses' Requirements

To satisfy the Marketing Program elective courses' requirements, the student needs to take any two of the following electives courses.

Code	No	Course	Credit-hour	Perquisites
MKT	1435	Sports Marketing	3	MKT1211
MKT	1436	Supply Chain Management	3	MKT1321
MKT	1437	Customer Relationship Management	3	MKT1323
MKT	1438	Quality Management	3	MKT1211

Marketing Program Elective Courses' Requirements from Other Programs

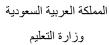
In addition to taking any two courses from FIN Program list of electives, the student must further take any two courses from other programs, provided that he has satisfied course's prerequisites.



Marketing Program Course Structure

First Year (Freshman)									
First Semester					Second Semester				
Code	No.	Course Title	CR	Prereq.	Code	No.	Course Title	CR	Prereq.
СТ	1400	Computer Skills	3	EFC	ARAB	1103	Arabic Language Skills	2	ARAB1100
ARAB	1100	Arabic Language Writing	2	EFC	SKL	1450	University Skills	3	EFC
MATH	1100	Elementary Mathematics	4	EFC	ENGL	1121	B1 Threshold Listening and Speaking II	3	ENGL1111
ENGL	1111	A2 Waystage Listening & Speaking I	3	ENGL002	ENGL	1122	B1 Threshold Integrated English Language	2	ENGL1112
ENGL	1112	A2 Waystage Grammar	2	ENGL003	ENGL	1123	B1 Threshold Reading and Writing II	3	ENGL1113
ENGL	1113	A2 Waystage Reading & Writing I	3	ENGL001 ENGL004	MATH	1121	Business Mathematics	3	MATH1100
ЕРН	1500	Health and Physical Education	1	EFC	ISLM	1101	Islam and Society Building	2	EFC
Semester	Semester Credit-Hour			18	Semeste	r Credit-	Hour		18

Second Year (Sophomore)										
	Third Semester					Fourth Semester				
Code	No.	Course Title	CR	Pre.	Code	No.	Course Title	CR	Pre.	
ACCT	1211	Principles of Accounting	3	MATH1121 ENGL1123	ACCT	1221	Principles of Cost and Management Accounting	3	ACCT1211	
MGT	1211	Principles of Management	3	ENGL1121	FIN	1221	Principles of Finance	3	ACCT1211 MATH1121	
ECON	1211	Principles of Microeconomics	3	ENGL1121 MATH1121	ECON	1221	Principles of Macroeconomics	3	ECON1211	
STAT	1211	Business Statistics I	3	MATH1121	MIS	1221	Management Information Systems	3	ENGL1122	
MKT	1211	Principles of Marketing	3	ENGL1123	STAT	1221	Business Statistics II	3	STAT1211	
					MKT	1221	Sales Management	3	MKT1211	
Semester Credit-Hour		15		Semester Credit-Hour			18			





Third Year (Junior)									
Fifth Semester					Sixth Semester				
Code	No.	Course Title	CR	Pre.	Code	No.	Course Title	CR	Pre.
SKL	1451	Leadership & Teamwork	2	SKL1450	MKT	1321	Consumer Behavior	3	MKT1312
MGT	1212	Organizational Behavior	3	ENGL1123	MKT	1322	Integrated Marketing Communication	3	MKT1311
MGT	1311	Operations Management	3	MGT1211 STAT1221	MKT	1323	Social Media Marketing	3	MKT1313
MKT	1311	Retail Management	3	MKT1221	MKT	1324	Events Marketing	3	MKT1312
MKT	1312	Services Marketing	3	MKT1221					
MKT	1313	E-Marketing	3	MIS1221 MKT1221	Elective 3		RP		
Semest	Semester Credit-Hour 17				Semester Credit-Hour 15			15	
Summer Session									
MKT 1360 Co-operative Training							6		



Fourth Year (Senior)									
	Seventh Semester					Eighth Semester			
Code	No.	Course Title	CR	Pre.	Code	No.	Course Title	CR	Pre.
MGT	1411	Business Research Methods	3	STAT1211 MGT1211	MGT	1421	Entrepreneurship	3	MKT1211 MGT1211 FIN1221
MGT	1412	Strategic Management	3	MGT1311	MKT	1421	Marketing Strategy	3	MGT1412
MGT	1413	Business Law and Ethics	3	MGT1211	MKT	1422	Marketing Research	3	HRM1411
MKT	1411	International Marketing	3	MKT1321	Elective		3	RP	
Elective		3	RP	Elective		3	RP		
Semester Credit-Hour 15			15	Semester Credit-Hour 15				15	
Total Program Credit-Hour				137					

EFC= English foundation courses - ENGL (001,002,003,004).

RP= Respective perquisite for course.

Marketing Program Course Descriptions / DAU Core Requirements

Arabic Language Writing - ARAB1100

(2, 0, 2)

Prerequisite: EFC

يركز المقرر على تنمية المهارات الكتابية لدى طالب السنة الاولى المشتركة في جامعة دار العلوم، وتطبيق تلك المهارات في حياتهم الجامعية والعملية، بما في ذلك توظيف المهارات الخاصة بعلامات الترقيم، والسلامة النحوية، والسلامة الإملائية. كذلك يتناول المقرر تنظيم الالفاظ وفق نسق لغوي صحيح، صياغة التعبير الكتابي بأسلوب سليم، صياغة الرسائل الإدارية والاجتماعية والالكترونية، التمكن من مراجعة المعاجم اللغوية واستخراج معاني الكلمات، إضافة إلى مهارات كتابة المقالات بصورة سليمة.

Arabic Language Skills - ARAB1103

(2, 0, 2)

Prerequisite ARAB 1100

يتكون هذا المقرر من أربع وحدات: الوحدة الأولى (علامات الإعراب الأصلية والفرعية)، الوحدة الثانية (الجملة الفعلية، واسم الفاعل، واسم المفعول، والمصدر)، الوحدة الثالثة (المبتدأ والخبر، إن وأخواتها، كان وأخواتها، كاد وأخواتها، ظن وأخواتها)، والوحدة الرابعة (المفعول به، والمفعول المطلق، والمفعول لأجله، والحال، والتمييز).

University Skills - SKL1450

(3, 0, 3)

Prerequisite EFC

This course develops university skills (academics skills, communication skills, and self-skills) for students of first common year at Dar Al-Uloom University, and their applicability in university life.

Leadership and Teamwork- SKL1451

(2, 0, 2)

Prerequisite SKL 1450

This course discusses the role and importance of leadership and teamwork in organizations, and the combination of features, skills and abilities required for successful leadership of Teamwork, and how to build high-performing teams and the attributes and skills required for an effective team membership.



المملكة العربية السعودية وزارة التعليم

Computer Skills – CT1400

(3, 0, 3)

Prerequisite EFC

This course, using both lecture and laboratory practice, introduces students to basic computer concepts in hardware, software, networking, computer security, database, websites, and other emerging technologies such as blogs, wiki, RSS, podcasting, and Google applications. Widely used applications including word processing, spreadsheets, databases, presentation, and web development software are studied. Students will also develop critical thinking skills, learn terminology and problem-solving techniques which are critical to solve Information Technology (IT) problems. Throughout the course, emphasis will be placed on performing tasks that simulate professional work situations.

Elementary Mathematics – MATH1100 (4, 0, 4)

Prerequisite EFC

Students in this course will study functions including understanding the definition of a function, domain, range, one to one function, and the inverse of a function. The subject of functions extends to understanding of the Cartesian coordinate system and the process of drawing functions at a two-dimensional level. Different types of functions will be introduced including linear functions, quadratic functions, polynomial, rational, exponential, and logarithmic Functions. Student will also study finding solutions for linear equations and inequalities, finding a straight-line equation, finding the length a straight line, the middle point in a line segment. Students are also exposed to the understanding of angles and their measurements, trigonometric functions, and the graph of trigonometric functions. The course covers matrices and operation on matrices and system of linear equations solution. The last part of the course will cover different topics which include sequences, permutations, and combinations.

Islam and Society Building - ISLM1101

(2, 0, 2)

Prerequisite EFC

يتناول هذا المقرر تعريف المجتمع المسلم واسسه، أسباب تقوية الروابط الاجتماعية، أهم المشكلات الاجتماعية، اهمية الاسرة ومكانتها في الإسلام والرد على الشبهات، عوامل حماية الاسرة، الخطبة وأحكامها العامة، النكاح اركانه وشروطه ومقاصده، الاثار المترتبة على عقد النكاح، أحكام الطلاق في الإسلام والتمييز بينها وبين الطلاق في الشريعتين اليهودية والنصرانية.

Health & Physical Education - EPH1500

(1. 0.

Prerequisite EFC

يغطي هذا المقرر مهارات ومعارف تتعلق بالعادات الغذائية والسلامة الجسدية ودور وأهمية ممارسة الرياضة والصحة الوقائية في المحافظة على الصحة، كما يشتمل على تعريف الطالب بالإسعافات الأولية وأفضل سبل التعامل مع الضغوط النفسية، كما يشمل المقرر أيضا ممارسة أنشطة رياضية وتمارين بدنية تستهدف المحافظة على الصحة باستخدام الأجهزة الحديثة والمتطورة.

A2 Waystage Listening & Speaking I - ENGL1111 (3, 0, 3) Prerequisite ENGL002

This course integrates listening and speaking skills and builds on the foundation provided by the level C courses. The course provides instruction and practice on listening strategies like listening for general information and detail, guessing word meaning from context. The speaking section of the course attempts to develop presentation skills such as format, organization, body language and eye-contact. Students practice conversations and role-plays in order to build on their skills.

A2 Waystage Grammar – ENGL1112

(2, 0, 2)

Prerequisite ENGL003

This course integrates vocabulary and grammar skills and builds on the foundation provided by the level C courses. The course provides instruction and practice on vocabulary learning strategies like context clues, imagery and word-parts. The grammar section of the course attempts to develop a good grounding in a range of topics including some of the present and past tenses, adjectives & adverbs, possessives, modal verbs, quantifiers etc. Grammar learning strategies such as prediction, mind-maps and contextualization are utilized in order to reinforce and support learning. Students also practice communicative activities such



المملكة العربية السعودية وزارة التعليم

as conversations, role-plays and writing tasks in order to further practice and master the vocabulary and grammar items.

A2 Waystage Reading & Writing I – ENGL1113 (3, 0, 3) Prerequisite ENGL001 & ENGL004

This course integrates reading and writing skills and builds on the foundation provided by the level C courses. The course provides instruction and practice on reading strategies like scanning, skimming, context clues, and summarizing. It also focuses on recognition of main ideas and supporting details. The writing section of the course attempts to develop writing accurate, concise, and well-connected paragraphs, and summaries. Concepts of writing processes like brainstorming, planning, drafting and revising are introduced and practiced. Students practice writing topic sentences that introduce a paragraph, supporting sentences, and concluding sentences. Writing instruction also focuses on paragraph coherence and cohesion.

B1 Threshold Listening and Speaking II - ENGL1121 (3, 0, 3) Prerequisite ENGL1111

Following on from ENGL-1111, students will use their vocabulary resources, syntactic knowledge and idiomatic expressions developed to support students in functioning confidently in more challenging academic content. In this second level, there will be a greater focus on effective listening and speaking strategies in using English in extended academic lectures, talks, reports, and radio programs. The importance of non-verbal, verbal communication and intercultural communication will be emphasized in one-to-one, small group and large group communication settings. Practice activities on pronunciation, intonation patterns, and stress placement at the phrase/sentence level and above will be a feature of this course. Suitable appropriate authentic resources and materials — in both e-learning and paper format - will be used to support trainees in taking responsibility for their own learning.

B1 Threshold Integrated English Language - ENGL1122 (2, 0, 2) Prerequisite ENGL1112

This course will cover each of the four skills tested in the IELTS test: Reading and Writing Task one. Using a textbook, classroom activities, and practice tests, students will be exposed to a variety of strategies for improving their IELTS score and will become familiar with the format and design of the exam. A variety of test-taking skills will be taught and practiced.

B1 Threshold Reading and Writing II – ENGL1123 (3, 0, 3) Prerequisite ENGL1113

This course focuses on the development of critical reading skills and academic writing. Students will develop reading and writing skills with clearly defined learning outcomes within a critical thinking framework. Students will develop their reading sub-skills using a variety of text types, previewing, predicting, skimming, scanning, reading for specific information and inferring meaning from context. Writing is developed by looking at essay structure and content, building students skills resources. Suitable appropriate resources and materials—in both e-learning and paper format - will be used to support students in taking responsibility for their own learning.



Marketing Program Course Descriptions / COB Core Requirements

Business Mathematics - MATH1121

(3, 0, 3)

Prerequisite MATH1100

The purpose of this course is to increase student mathematical knowledge and skills and provide methods for solving business problem. The course covers linear and quadratic functions and graphs, as well as presents solution of equations and inequalities. The course also introduces students to the average rate of change and instantaneous rate of change as the definition of derivatives, differentiation rules, differentiation techniques, and differentiation of exponential and logarithmic functions. In addition, the course presents application of first and second derivatives in finding local maximum and local minimum and inflection points. The last part introduces the idea of integration as anti-derivatives and extends the topics to the fundamental theorem of calculus and applications.

Principles of Management - MGT1211

(3, 0, 3)

Prerequisite ENGL1121

This course introduces the concepts, theories, and principles of management and techniques used in carrying various management's functions; including planning, organizing, communicating, leading and controlling, as well as decision-making and managing change in organizations.

Principles of Accounting - ACCT1211

(3, 0, 3)

Prerequisite ENGL1123 & MATH1121

This introductory course presents fundamental concepts, principles and techniques of financial accounting, including the double entry system. It deals with the study of accounting cycle for service and merchandise companies. Special focus given to analyzing transactions, summarizing them using the general ledger and reporting the results through the preparation of financial statements mainly used by the internal and external decision makers. The last part covers the basics of inventory valuation, cost of sales, accounting treatment for tangible & intangible assets and the preparation of adjustment entries.

Principles of Microeconomics - ECON1211 (.

(3, 0, 3)

Prerequisite ENGL1121 & MATH1121

This course designated to introduce students to the fundamentals of microeconomics. Topics include supply & demand analysis, elasticity of demand & supply, theories of consumer & producer behavior, and market structure: perfect competition, monopolistic completion, monopoly and oligopoly. Additional topics include factors of productions markets and economic welfare.

Business Statistics I - STAT1211

(3, 0, 3)

Prerequisite MATH1121

Business Statistics I introduces students to data collection and statistical techniques to analyze data. Topics start with introduction descriptive statistics which covers data collection, sampling techniques, organization and tabulation of data, and graphical representation of data. The course also covers numerical measures such as measures of central tendencies and measures of dispersion. The course also presents basic probability, some important probability distributions, time series, and index numbers.

Principles of Marketing - MKT1211

(3, 0, 3)

Prerequisite ENGL1123

This introductory course seeks to develop a general understanding and appreciation of the forces, institutions, and methods involved in marketing of products and services. Topics include marketing introduction, marketing strategy, consumer behavior, business buying behavior, segmentation, target marketing, positioning, branding strategies, pricing, marketing channels, marketing communication and global marketing.



Principles of Finance - FIN1221

(3, 0, 3)

Prerequisite ACCT1211 & MATH1121

This course focuses on the basic concepts of finance and introduces students to analytical tools used in decision making. Topics include Legal forms of business organizations, financial goals, financial statements and its analysis, time value of money, overview of financial markets and institutions, principles of risk and return and overview of corporate financing.

Principles of Macroeconomics - ECON1221 (3, 0, 3)

Prerequisite ENGL1211

This course focuses mainly on economic analysis of aggregate employment, income and prices. It introduces student to the basic principles of macroeconomics with emphasis on developing analytical skills through the topics covered. These topics include: introduction to basic macroeconomic relationships; determining aggregate supply and aggregate demand; measuring economic output and growth, concept of fiscal and monetary policies, deficits and their financing through debt, and extends to include international economic concepts such as International trade, Balance of Payments, Exchange Rates, and Trade Deficits. Brief overview of Economics of Developing Countries and debates between Macro Theory and Policy.

Business Statistics II - STAT1221

(3, 0, 3)

Prerequisite STAT1211

Business Statistics II designed to focus on inferential statistics. The topics covered in the course include review of probability distribution, central limit theorem, sampling distribution, point estimation, and confidence intervals. The course also covers hypothesis testing and statistical inference using t-test about the mean and Chi-square tests for goodness of fit and independence.

Management Information Systems - MIS1221

(3, 0, 3)

Prerequisite ENGL1122

Managers and business analysts in organizations are expected to know how information systems (IS) can be used to make businesses more competitive, effective and efficient. This course provides an introduction to information systems and technologies for business and management. It is designed to familiarize students with the technical, organizational and managerial foundations of information systems to better understand their role in enhancing business processes and management decision making across the organization, and how to design, develop and manage information systems in organizations. The course focuses on topics such as the management of the digital firm, Internet and Internet technology, electronic business and commerce, information technology (IT) infrastructure, wireless technology, ethical and security issues related to information systems, and enterprise applications.

Principles of Cost and Management Accounting - ACCT1221 (3, 0, 3)

The course introduces the basic concepts of cost and management accounting through a focus on the role played by cost and management accounting information in the business environment. Its main objective is to provide students with an understanding and ability to apply the simple techniques of cost and management accounting that will be used in planning and decision making for business situations. This course also covers cost concepts such as; cost classification, elements of direct and indirect costs, costs of materials, labor and overhead costs, cost theory & cost estimation. The later part covers basics of managerial accounting concepts such as analysis of financial statements, cost – volume – profit analysis and budgetary planning.



Marketing Program Course Descriptions Marketing Core Requirements

Sales Management - MKT1221

(3, 0, 3)

Prerequisite MKT1211

The course aims to study the various aspects of the sales management process. Specific activities of interest will be how sales managers design and execute plans for creating customer satisfaction through the developing of the selling function, strategic sales planning, building a sales program, and controlling the sales force. Topics include the principles, methods and problems of management of sales in organizations; as well as the selling process and the job of the sales manager. Additionally, the course examines the process of developing partnerships with customers and coordinating sales with other functional areas.

Retail Management - MKT1311

(3, 0, 3)

Prerequisite MKT1221

This course covers essential skills and knowledge related to retail management. Topics include types of retailers, consumer buying behavior, retail marketing strategies, retail site locations selection, supply chain management, merchandising, pricing, store management, store layout & design and customer service.

Services Marketing - MKT1312

(3. O. 3)

Prerequisite MKT1221

The course seeks to provide students with an understanding and knowledge of marketing strategy and management in the services sector. Topics include an overview of services marketing, understanding the customer in services marketing; standardizing and aligning the delivery of services; the deference between service marketing and the marketing of good; promotion and pricing in services marketing.

E-Marketing - MKT1313

(3, 0, 3)

Prerequisite MIS1221 & MKT1221

This course will provide students with a thorough understanding of the principles and practices of using the Internet to market goods and services. It examines the demographics of the Internet and the various business models employed in online marketing, explores techniques and methodologies for conducting online market research and developing competitive intelligence in an organization. In addition, the course details processes for planning and implementing a comprehensive e-marketing strategy using alternative online pricing strategies, Web-based advertising and promotion, and Internet distribution channels; it also considers other critical issues, such as customer acquisition and retention and the challenges faced by firms in the application of e-marketing strategies in global markets.

Consumer Behavior - MKT1321

(3, 0, 3)

Prerequisite MKT1312

This course focuses on the study of the buying and consumption behavior of individuals and families and the various factors influencing their buying decisions including cultural, social, psychological, and situational factors. It discusses theories that stem from other social sciences such as psychology, sociology and others, and apply them to the purchasing and consumption behavior of individuals.

Integrated Marketing Communication – MKT1322

(3, 0, 3)

Prerequisite MKT1311

This course introduces students to the fundamentals of Integrated Marketing Communications (IMC). The course cover IMC planning process and the role of integration in achieving consistency and complementary in the use of traditional and digital media in promoting and marketing products.



Social Media Marketing - MKT1323

(3, 0, 3)

Prerequisite MKT1313

This course emphasizes the important role of social media's role in modern marketing efforts, which now became an integral component of almost every successful marketing strategy. Through case studies, interactive sessions, and class exercises, students will learn best practices and develop the skills to connect business objectives with social media strategy, platforms and tactics. Topics will include choosing appropriate platforms, creating effective and engaging social media content, content management, social listening and creating a social media policy.

Events Marketing - MKT13234

(3, 0, 3)

Prerequisite MKT1312

This course reviews the concepts and tools required in designing and implementing a successful event marketing strategy. The focus of the course is on applying contemporary principles of strategic marketing in promoting and marketing events, such as festivals, sporting events, community and cultural events and arts productions.

Co-operative Training - MKT1360

(6, 0, 6)

Prerequisite Completion of 90 CHRs

Cooperative Training provides the student with a platform for reflecting critically and constructively on the link between his college coursework and real business conducts. The student will be working as an intern in a business unit related to his field of study and will be assigned various tasks that have to be completed under supervision of both a field mentor (company side) and an academic mentor (college side). Upon completion of a one-semester coop training, the student will be required to submit and present a report detailing tasks performed and experiences gained to an academic committee headed by his academic mentor.

International Marketing - MKT1411

(3, 0, 3)

Prerequisite MKT1321

This course is designed to provide students with an understanding of the growing commercial and economic interdependence among nations and the complexities and challenges that companies face in market their products across international borders. The course focuses on functional aspects of international marketing management, and strategic international marketing formulation.

Marketing Strategy - HRM1421

(30,3)

Prerequisite MGT1412

This course covers basic concepts and analytical tools used in formulating marketing strategies. It give special attention to developing students' competence in effective management of strategic marketing function, and nurture a sustainable competitive advantage for the organization and to think strategically about marketing problems and their potential solutions. Applications emphasized through case studies and/or computer game simulation of competitive interaction and the development of a strategic marketing plan.

Marketing Research - MKT1422

(3, 0, 3)

Prerequisite MGT1411

The central aim of the course is to equip students with knowledge and skills required to manage strategic alignment of HR strategy with organization overall business strategies, in order to maximizing organizational performance. The course focuses on issues and skills involved in the optimization of human performance necessary for the development, implementation and evaluation of human resource strategy effectiveness.



Marketing Program Course Descriptions / Core Requirements from Other Programs

Organizational Behavior — MGT1212

(3, 0, 3)

Prerequisite ENGL1123

This course integrates management principles and practices with human behavior within the organization. It focuses on management and organizational behavior theory applications to promote organizational effectiveness, efficiency, and human resource development. Topics covered include diversity in Organization, attitudes and job satisfaction, individual decision-making, group behavior, communication, leadership, and conflict and negotiation.

Operations Management - MGT1311

(3, 0, 3)

Prerequisite MGT1211 & STAT1221

This course introduces concepts, principles, problems, and practices of operations management. It focusses on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management.

Business Research Methods - MGT1411

(3, 0, 3)

Prerequisite MGT1211 & STAT 1211

Business Research Methods introduces students to the nature, scope, and objective of research and research methodologies. The course uses primary and secondary research methods with applications to specific business issues within student's field of study, using qualitative and quantitative approaches. Students will complete an individual research proposal based on their business topic of interest, exposing them to research process stages including, formulating and clarifying research questions, writing a literature review, designing research, choosing appropriate methods of sampling, data collection and analysis, and reporting of findings.

Strategic Management - MGT1412

(3, 0, 3)

Prerequisite MGT1311

The course covers basic principles, skills and tools of strategic management, to provide students with an overview of the planning process of business strategies. Topics include concepts of corporate strategy, the decision-making process, strategic thinking, formation, implementation and evaluation of strategy.

Business Law and Ethics - MGT1413

(3, 0, 3)

Prerequisite MGT1211

This course examines the formulation, interpretation, and application of law to business. It incorporates the study of ethical issues that arise in contemporary business settings, including professional conduct and corporate social responsibility. This course covers major areas of legal regulation businesses are subject to, including tort liability, contract law, partnership and corporate law, employment and labor law, intellectual property law, environmental regulation and sustainability, and financial regulation. Emphasis is placed on active, experiential application of legal reasoning and analysis and on the global and comparative dimensions of legal and ethical issues.

Entrepreneurship – MGT1421

(3, 0, 3) Prerequisite MKT1211 & MGT1211 & FIN1221

This course provides students with the skills necessary to succeed as an entrepreneur. The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an effective accounting system will be covered. Also, this course evaluates the business skills and commitment necessary to successfully operate an entrepreneurial venture and reviews the challenges of entrepreneurship.



Marketing Program Courses Descriptions / Elective Courses

Sports Marketing – MKT1435

(3, 0, 3)

Prerequisite MKT1211

This course focuses on the promotions, public relations, and advertising and other marketing functions involved in sports' events marketing. The course provides the students with an opportunity to apply key marketing concepts and strategies within various settings in order to gain better understanding of this important market.

Supply Chain Management - MKT1436 (3, 0, 3)

Prerequisite MKT1321

This introductory course provides an overview of many of the key components of supply chain management and logistics. Main topics include supply chain and logistics strategies, technology, procurement, warehousing and material handling.

Customer Relationship Management - MKT1437 (3, 0, 3)

Prerequisite MKT1323

Customer Relationship Management (CRM) is a business strategy that aims to understand, anticipate and manage the needs of an organization's current and potential customers in order to form a lasting partnership with them. This course introduces critical concepts and methods such as customer behaviors and expectations, service delivery strategies, customer value, guest satisfaction, service quality, continuous improvement processes, and reward and loyalty programs.

Quality Management - MKT1438

(3, 0, 3)

Prerequisite MKT1211

This course introduces the basic principles of quality management in the context of the production of goods and services. It presents a systematic approach that allows any organization to adopt the integral management of quality. The course presents a set of approaches, techniques and tools that are necessary for successful quality management.



Part 3 Academic Regulations

Academic Advising

Students are responsible for knowing and following the academic rules and regulations including the requirements for graduation. Academic advisors assist students in planning their academic programs, but their academic advising activities do not relieve students of this responsibility. Therefore, every student should be thoroughly familiar with all the academic regulations and the degree conferral system and remain informed about them throughout his career at the University. A student may seek the assistance of his academic advisor or the department chair in this respect. The University assigns an academic advisor to each student to assist him in matters relating to his academic progress such as:

- Selecting a degree program consistent with the student's objectives and ability;
- Interpreting and understanding the academic regulations;
- Informing the student of the sequence of required and elective courses in his/her degree program and suggesting electives;
- Monitoring the student's progress and performance.

Faculty Office Hours

Students are the heart of all COB administrative and academic operations. Faculty are required to allocate at least 4 hours a week, in addition to their classroom hours, when they are available for academic counseling for their students. Office hours and contact information are announced to students on the first day of classes. Also, office hours are maintained in the Faculty Schedule. Faculties are encouraged to invite, or even schedule their students, to visit them during office hours for help catching up on course materials and to provide one-on-one tutoring for low achievers.

Registration

Registration is held at the beginning of each semester or summer session as indicated in the academic calendar. Students must personally register by themselves. Courses are offered in consent with the academic departments as per the degree plans and the students' progress.

Prerequisite and Co-requisites

The student must be familiar with the prerequisite and co-requisites for each course, their degree plans, and all related bylaws. The students can seek the help of their academic advisors any time they want. No student can register a course without its prerequisites. Exceptions can be made only at the graduation semester.

Enrollment in the Cooperative Program and the Summer Training

Students must register for the coop or summer training early enough to find a training opportunity for them. The students are required to be in continuous contact with their academic advisors regarding their cooperative assignment or summer training for the required steps.

Registration Activation

The students can register course by themselves. The finance department activates the registration within 24 hours upon receiving the tuition fee; or otherwise the registration will be deleted.

Late Registration

The students, who have not completed the formal registration process on the fixed date, may register late during the period specified in the academic calendar.



Class Roster

The class rosters can be accessed through the student information system. Once the registration is activated, the students can use their accounts in the learning management system to access the course materials and learning activities.

Adding and Dropping Courses

A student may change his registration by adding or dropping some courses during the registration period. A student may drop courses as per the academic calendar. Courses so dropped will not appear on the student's transcript. In addition, the following conditions apply for dropping/adding courses. Dropping courses may render up to 50% deduction off the paid tuition fee as per the academic calendar. If the course dropped is a co-requisite for another registered course, the two courses should be dropped simultaneously. The course load must remain at or above the minimum allowable limit and should not exceed the maximum allowable limit. The courses added should not result in a conflict in the student's schedule.

Managing Sections

Sections are opened, merged, or cancelled in consent with the academic departments. When making a change in any section status, the academic department will take necessary actions to inform the students and attend to their needs. The academic departments are responsible for managing their courses timetable. Any section that does not satisfy the minimum capacity will be closed.

Auditing a Course

A student can change the status of a course for which he/she has already registered from regular to audit with the consent of the course instructor and subsequent approval of the Head of the concerned department, the academic advisor, and the Dean of the student's College. However, while making a request to audit a course, the student must bear in mind that:

- The student can audit a course only if he/she is expecting to graduate in the current semester.
- The student cannot audit a course that he needs in order to graduate.
- The "audit" status for a course cannot be changed to "credit" status.
- Once a course has been audited, it cannot be repeated for credit in subsequent semester(s).
- The deadline for receiving audit requests by the Deanship of Admission, Registration and Student Affairs is the last day for dropping course(s) with the grade 'W' in the respective term as indicated in the academic calendar.

Equivalent Courses

A course in one department may be equivalent to another in a different department. Students can substitute a course with another course equivalent to it without having to make a petition.

Course Substitution in the Degree Plan

A student qualifies for graduation when he/she meets the requirements of the degree program in effect at the time, he/she commences his/her studies. If certain courses are discontinued during a student's course of studies in a degree program, or changes are made to the contents of a course, or a new curriculum is adopted that does not include certain courses required by the student, alternative courses can be substituted with the approval of the Dean. The substitute course must be consistent in level, subject area and credit hours with those in the program for which substitutions are required.



Repeating a Course

A student who obtains a failing grade in a required course must repeat the course, and therefore should formally register for it in the following semester(s). Additionally, a student who wishes to improve his academic standing may repeat a course for which he previously obtained a D or a D+ grade. The last grade will reflect the student's performance in such a course.

Withdrawal

A student can withdraw from one or more course within the first 10 weeks of the academic semester and the first 6 weeks of the summer semester, with a grade "W".

Academic Standing

A student's academic standing will be determined at the end of each semester and will appear on the transcript that shows his/her achievements throughout the undergraduate study. However, the summer session has no effect on academic standing. A student's academic standing may be one of the following:

- Good Standing: This status is assigned to all students at the beginning of their course of study. Students are expected to maintain this standing till their graduation. This involves a minimum GPA of 1.00 out of 4.00 in the student's cumulative and semester GPA.
- 1st, 2nd, and 3rd Academic Warnings: A student will be warned if the semester GPA falls below 1.00 out of 4.00, even if the cumulative GPA is above 1.00 out of 4.00.
- Academic Probation: A student will be given this status after the final grades have been processed at the end of each academic semester if the cumulative GPA falls below 1.00 out of 4.00.

Suspension

A student is suspended for at least one academic semester in either of the following cases if:

- the semester GPA continues to fall below 1.00 out of 4.00 after the 3rd warning,
- the cumulative GPA continues to fall below 1.00 out of 4.00 after probation;

Suspension period does not count in the maximum period for graduation. The Rector of the University may however give the student an opportunity to continue following the recommendation of the relevant college council.

Ending of Academic Warning or Probation Status

The status of academic warning can be revoked after the lapse of one Academic Semester from the date of the warning if the student achieves a semester and cumulative GPA of 1.00 or above at the end of this semester.

A student who has discontinued may apply for readmission within a period not less than one month from the beginning of the next semester. The academic departments consider applications for readmission at the end discontinuation period.



Conferral of Two Undergraduate Degrees

Students are advised to study for one undergraduate degree. However, upon obtaining the approval of the two department councils and the two college councils concerned, a student may apply for two undergraduate degrees provided he/she has completed at least 32 credit hours and cumulative GPA is not less than 3.00 (out of 4.00). The following conditions also apply:

- The course and cumulative GPA requirements for each degree must be individually satisfied.
- The total credit-hours completed should be at least 28 in excess of that which is required by whichever of the two-degree programs carries the higher credit-hour requirement.
- If both programs have cooperative assignments, the student may take one assignment and substitute the other by taking courses as determined by the councils of the two colleges concerned, in accordance with the study plan of the two degrees.
- If both programs require summer training, the student may undertake one program as per the recommendation of the councils of the two colleges concerned.

The academic levels system

The academic levels system divides the academic year into two Academic Semesters. There may be a summer session, the duration of which is considered as half an Academic Semester. The degree requirements are divided into various levels in accordance with the degree plan approved by the University Council.

Course Load

A course load is defined as the number of credit-hours for which a student is registered in an Academic Semester or a summer session. The restrictions on the course load are:

- Students with good standing: The minimum course load limit is 12 credit hours and the maximum is 20 credit hours. The maximum can be increased in advanced levels and if the student has maintained a minimum cumulative GPA of 3.00 out of 4.00 with the college approval. The minimum course load in a summer session is 1 credit hour and the maximum is 9 credit hours.
- Students on Academic Warning or Probation: The minimum course load in such cases is 12 credit hours; the maximum is 13 credit hours (can be increased to 15 upon department approval) in each Academic Semester and 7 credit hours in a summer session.
- Students in their Last Term before Graduation: The minimum course load at this level is 1 credit hour and the maximum is 20 credit hours during an Academic Semester and 9 in the summer session, provided the student's cumulative GPA is not less than 2.00 out of 4.00.



Degree Plan

The courses of each degree are spread over 8 academic levels. The required as well as elective courses and the number of credit hours that a student needs to successfully complete in order to receive a degree in his major field are clearly specified for each academic level. This distribution of courses and credit hours is called "the Degree Plan". All degree plans are approved by the University Council. The academic departments regularly review and update the degree plans in order to provide students with continuously updated programs. The following rules apply to the degree plans.

- A student's degree plan is referred to by a specific code number, with effect from the first semester of his commencement of undergraduate study.
- In special circumstances, some students may change from one-degree plan to another, provided this does not affect their graduation requirements.
- In introducing any changes to a degree plan, it is anticipated that some courses may not be offered, or be discontinued, or new courses may be included in the degree plan. Therefore, out of phase students should complete their graduation requirements in accordance with the time schedule of their original degree plan. If the new degree plan requires studying a course that has been canceled, and consequently it becomes impossible to register for such a course, the course could be substituted by an alternative course, consistent in level, subject area, and credit hours, with the approval of the academic advisor, the department council, and the college council. The Deanship of Admission and Registration should be informed about the approval of this substitution.
- A readmitted student will be subject to the degree plan assigned to him during his last semester at the University before receiving discontinued status. However, if this plan has been canceled, he will be placed in the most recent plan in his major.

The academic departments develop subcategories of non-major electives as they deem fit. These may include technical, free and college electives. A list of the electives approved by the College Council concerned is provided to the Deanship of Admission and Registration and every effort will be made to make students aware of this list.

Student Transcript of Academic Record

The transcript comprises the complete academic record of the student from the date of admission to the issue date. No partial records are issued. An official transcript may be issued or sent to any outside agency upon receiving a written request from the student.

The accuracy of a student record is of the utmost importance and errors or suspected errors should be brought to the immediate attention of the Deanship of Admission, Registration and Student Affairs.



Attendance

A regular student should attend all classes and laboratory sessions. A student may be discontinued from a course and denied entrance to the final examination if his attendance is less than the limit determined by the University Council. This limit cannot be less than 75% of classes and lab sessions assigned to each course during the semester. A student who is denied entrance to the examination due to excessive absences will be considered as having failed that course.

A regular student will not be allowed to continue in a course and take the final examination and will be given a DN grade if his unexcused absences are more than 25% of the lecture and laboratory sessions scheduled for the course.

The student is warned 3 times through the learning management system before a DENIED (DN) grade in given.

The instructor submits the grade denial form to the Dean who in turn discusses the forms in the College Council

The dean forwards the forms to the Deanship of Admission and Registration after approval.

The university council may exempt a student from the provisions of attendance and allow him/her to attend the final examination if he/she provides an excuse acceptable to the council. For such an exemption provided by the University Council, the minimum attendance requirement is not less than 50% of the lecture and laboratory sessions scheduled for the course.

Missing final examination

A student who fails to attend the final examination will be given zero in that examination. In this case, the course grade will be calculated based on the class work score earned in the course.

If a student fails to attend the final examination of any of the scheduled courses due to circumstances beyond his/her control, the college council, in exceptional cases, may accept the excuse and arrange a make-up examination for the student within a period not exceeding the end of the next semester. In such cases the course grade will be given to the student after the make-up examination.

The student must furnish the excuse to his instructor and request a makeup examination before the end of the next Academic Semester.

The course instructor submits the report to the department chairman for presentation to the department, then the college council. The dean of the college informs the student of the council's decision, i.e., as to whether his/her petition has been accepted or rejected. If the petition is accepted, the student will be informed of the date of the make-up examination.

Under exceptionally pressing circumstances, the college council may accept the student's excuse and give make-up examination before the end of the next semester. The final grade will be given to the student after that make-up examination.

Withdrawal from the University

A student may be allowed to withdraw from the University for a semester and not be considered as having failed if he/she furnishes an acceptable excuse to the authorized body as determined by the University Council, within a period defined by the University Council. A student can withdraw from one or more courses as per the implementation rules of the university, as follows:

If a student has received any course grades before applying to withdraw for a semester, all such grades are retained in his academic record and he will be given a W grade in the remaining courses.

A student may apply to discontinue study in a semester and withdraw from all courses during the stipulated period provided he/she has an acceptable excuse and the grade in each course is determined as "Withdrawn with Pass" or "Withdrawn with Fail" according to his performance. The grade will be assigned by the instructor, with the approval of the department chairman, in the light of the student's performance before the application to discontinue studies.

Postponement and Suspension

A student may apply for suspension of enrollment, for reasons acceptable to the college council, provided the suspension period does not exceed two consecutive semesters, or a maximum of three non-consecutive semesters, during his entire course of study at the University. Otherwise his/her enrollment status will be canceled. However, the University Council may, at its discretion, make exceptions to this rule.

If a student interrupts his/her studies for one semester without applying for suspension of enrollment, the enrollment status at the University will be canceled. The University Council however, may at its discretion, cancel a student's enrollment status if he/she discontinues studies for a period of less than one semester.

A student is not considered to have interrupted his/her studies during the terms he spends as a visiting student in other universities.

Re-enrollment

A student, whose enrollment status has been canceled, may apply for re-enrollment with the same University ID number and academic record he/she had before suspension, provided:

- He/she applies for re-enrollment within four Academic Semesters from the date of cancellation of his enrollment status;
- He/she obtains the approval of the relevant college council and related departments for the reenrollment;
- That five or more semesters have lapsed since cancellation of enrollment, in which case the student can apply to the University for admission as a new student without considering the old academic record, if he/she fulfills all the admission requirements for new students;
- That he/she has not been re-enrolled previously;
- That he/she was not on probation prior to the cancellation of his enrollment.

A student who has been dismissed from the University for academic or disciplinary reasons - or from other universities for disciplinary reasons - will not be re-enrolled at the University. If it becomes known later that a student has been dismissed for such reasons, his enrollment will automatically be considered null and void as of the re-enrollment date.



Graduation

A student graduates after successfully completing the graduation requirements according to the degree plan, provided his cumulative GPA and major GPA are both not less pass. Following the recommendation of the department council, the college council may determine certain additional courses the student should take to improve his cumulative GPA if he has passed the required courses, but with a low GPA.

The student is required to pursue his/her major degree plan and complete all requirements before graduation. The academic advisor follows up his/her advisees' progress through the student information system. A student must graduate with a minimum academic standing of pass.

A student who fails to achieve the minimum academic standing can submit a petition for cumulative GPA recalculation as described below, however, the student's cumulative GPA should not be more than 1.00 (out of 4.00) after recalculation.

The student applying for cumulative GPA recalculation must successfully finish all graduation requirements. The grades F, DN, and WF may be excluded by subtracting the number of credit hours of a certain course from the total credit-hours used in calculating the student's cumulative GPA and subtracting the quality points assigned to these credit hours from the total quality points used for calculating the student's cumulative GPA.

The total credit hours of the courses to be excluded from the cumulative GPA calculation should not exceed 24.

The academic record must include all the grades of the courses taken by the student, showing the grades earned on each occasion. A special mark should be introduced to identify the courses, which have been excluded from the cumulative GPA calculation. The academic record should show the recalculated cumulative GPA.

No change is to be introduced to the academic record after the graduation document is issued.

Under no circumstances, will the recalculation of cumulative GPA raise the GPA above 1.00, which is the minimum required to satisfy graduation requirements.

The Deanship of Admission and Registration thoroughly reviews all student records to ensure that all graduation requirements are satisfied.

The Deanship of Admission, Registration and Student Affairs submits a draft recommendation to the academic departments listing the students nominated for graduation at the end of each semester. A graduating student is obliged to obtain a clearance form.

The Deanship of Admission, Registration and Student Affairs prepares and releases the official graduation certificates and degrees and maintains copies of these documents.



Dismissal

A student is dismissed if he/she receives three consecutive academic probations.

Following the recommendation of the college council, the University Council may allow the student a fourth opportunity to improve his/her cumulative GPA.

A student is dismissed if he/she fails to complete the graduation requirements within an additional period equal to one-half of the original program's duration.

In exceptional cases, the University Council may allow the student to complete the graduation requirements within an additional period of a maximum duration equal to that of the original program.

The Deanship of Admission and Registration informs the student of his/her dismissal and cancels the enrollment.

A dismissed student is obliged to obtain a clearance form, and have it signed by all the relevant departments.

Examinations and Grades

Based on the recommendation of the department council offering the course, the college council determines the class work score as being not less than 30% of the course final grade. The continuous assessment may be done in one of the following two approaches:

- One written test plus practical test, oral tests, and any other class activity.
- Two written tests.

The college Council, based on a recommendation from the council of the department, which teaches the course, may allow the student to complete the requirements of any course during the next term. In such an event, the grade IC will be recorded for the student in his academic record. IC grades are not included in the calculation of the semester and cumulative GPA until the student obtains his/her final grade in the course by completing all the requirements. If no change has been made in the IC grade after the lapse of one semester, the IC status will be changed to an F grade which will be included in the calculation of semester and cumulative GPA.

Upon the instructor's recommendation, the council of the department, which teaches the course, may allow the student to complete the requirements of any course during the next term. In such an event, the grade IC will be recorded for the student in his/her academic record. IC grades are not included in the calculation of the semester and cumulative GPA until the student obtains his/her final grade in the course by completing all the requirements. If no change has been made in the IC grade after the lapse of one semester, the IC status will be changed to an F grade, which will be included in the calculation of semester and cumulative GPA.

The course instructor may allow the student to complete the course requirements during the following term if there are exceptional circumstances, which are beyond the student's control.

The course instructor recommends assigning an IC grade after identifying the work and the time required to complete the course requirements.

The course instructor should submit a report to the department chairman indicating the reasons and justifications for assigning the IC grade and the work and time required to complete the course.



Based upon the instructor's recommendation, the department chairman may allow the student to complete the course requirements during the following semester.

The student must complete the course requirements by the end of the next Academic Semester. However, exceptions may be made in the following cases.

Students registered in the coop program may, with the approval of the department chairman, delay completion of the course for an additional Academic Semester.

Students with an IC grade before registering for the coop program may be allowed to complete incomplete courses within a maximum period of one Academic Semester after completion of the coop program.

When the student completes the course requirements within the specified period, the course instructor changes the student grade from IC to the new earned grade. This takes place within a maximum period of one semester after the end of the term during which the student earned the IC grade. The instructor also informs the Deanship of Admission and Registration of the grade change.

The Deanship of Admission and Registration changes the grade to F and informs the student and department chairman accordingly if the grade has not been changed by the instructor within the specified period.

If the student has registered for a course in the term following the semester in which he /she previously earned an IC grade and the said grade has not been changed, then the previous grade will be changed to F by the Deanship of Admission and Registration.

If a student has an IC grade, this results in the suspension of the student's academic standing during that semester. This also includes the suspension of distinction status.

No student can register for a course in which he/she earned a grade of IC in the course pre-requisite.

If any course of a research nature requires more than one semester for its completion, the student will be assigned an IP grade, and after the completion of the course, the student will be given the grade he has earned. However, if he/she fails to complete the course on time, the department council teaching the course may approve the assignation of an IC grade for this course in his/her record.

The grades a student earns in each course are calculated as follows:

Letter Grades	Marks	Points	Grades in English
A+	95 – 100	4.00	Exceptional
Α	90 – Less than 95	3.75	Excellent
B+	85 – Less than 90	3.50	Superior
В	80 – Less than 85	3.00	Very Good
C+	75 – Less than 80	2.50	Above Average
С	70 – Less than 75	2.00	Good
D+	65 – Less than 70	1.50	High-Pass
D	60 – Less than 65	1.00	Pass
F	Less than 60	0.00	Fail



The student's final course grade will be one of the above nine levels and his/her grades will be calculated in accordance with this table. The course instructor may consider both the grade average and the standard deviation in determining the student's end-of-course grade which reflects his/her achievement in the course. The "in progress" grade (IP) will be assigned to students registering in courses that extend to more than one semester.

The "in complete" grade (IC) will be given to a student who fail to attend the final exam with an acceptable excuse

The "denial" grade (DN) will be given to students to fail to attend a certain minimum of lectures in a course as denied earlier.

The "no grade pass" grades (NP) or "no grade fail" grade (NF) are assigned for courses offered based on pass or fail, such as thesis and summer training.

The "withdrawn with pass" grade (WP) is given to a student who officially withdraws from all courses after the permitted withdrawal deadline. Such a grade will be given upon the instructor's confirmation that the student's performance was satisfactory and that his/her unexcused absences were less than 20% of the lecture and laboratory sessions scheduled for the course at the time of withdrawal. This grade does not affect the student's cumulative GPA.

The "withdrawn with fail" grade (WF) is assigned to a student who officially withdraws from all courses after the permitted withdrawal deadline, if his/her performance was unsatisfactory. A student who obtains such a grade is considered as having failed this course.

The "credit only" grade (CR) is issued for alternate methods of earning credit such as placement test.

The "credit transfer" grade (T) is issued for alternate methods of earning credit such as transferring credits from other institutions.

The "audit" grade (AU) will be assigned to students who attend a course as auditors without being given any grades, regardless of their performance in the course. The effect of this assignment on the student's cumulative or semester grade is the same as the grade "no grade pass" or NP. The instructor informs the Deanship of Admission and Registration in the event of such a student being absent for more than one third of the classes, in which case the course will be eliminated from his record.

Based on the cumulative Grade Point Average achieved by a graduating student, his graduation rank is assigned to one of the following standings.

Standing	Range of Cumulative GPA
Excellent	3.50 - 4.00
Very Good	2.75 - 3.49
Good	1.75 - 2.74
Pass	1.00 - 1.74



First honors will be granted to graduating students who achieve a cumulative GPA of 3.75 - 4.00. Second honors will be granted to graduating students who achieve a cumulative GPA of 3.25 - less than 3.75. In order to be eligible for the first or the second honors the student:

- must not have failed in any course at the university he is currently attending or any other university;
- must have completed all graduation requirements within a period of duration ranging between the maximum and minimum limits for completing the program of study;
- must have completed 60% or more of the graduation requirements from DAU.

No student is to be given more than two examinations in one day. The University Council may allow for exceptions to this rule.

Following the recommendation of the relevant department council, the college council determines the duration of the final written examinations, which, in any case, should not be less than one hour and not more than three hours' duration.

No student will be allowed to sit for a final examination after the lapse of 30 minutes from the beginning of the examination. In addition, no student will be allowed to leave the examination venue less than 30 minutes after the beginning of the examination.

Cheating, or attempting to cheat, or violating instructions and examination regulations shall render the offender subject to punishment in accordance with the Student Disciplinary Rules as issued by the University Council.

Cheating is an act of dishonesty and faculty members and students must maintain trust and honesty to ensure and protect the integrity of grades.

All academic work or requirements assigned to a student must be carried out by him without any unauthorized aid of any kind.

Instructors must exercise due professional care in the supervision and verification of academic work so that honest effort on the part of the students will be positively encouraged.

If any instance of dishonesty by a student in homework assignments or any other requirements of the course are discovered by an instructor, it is his responsibility to take appropriate action. Based on his judgment of each case, he should, for instance, give a zero grade for that assignment or homework. The instructor will notify the department chairman about the incident in writing who, in turn, will submit the case to the attention of the dean of the college. After deliberating the case, the college council, may approve the instructor's decision(s), or else if further action is required refer it to the Academic Disciplinary Committee for review, and submit its recommendation to the Rector of the University based on the Student Disciplinary Rules. A student has the right to appeal within one week of notification of a disciplinary decision.

A course instructor or a supervisor of a course examination who discovers that a student is cheating or attempting to cheat in any of the written examinations must give the student a zero grade in that examination. He/she should also submit a report containing his recommendation to the chairman of the department offering the course. Based on his judgment of each case, the course instructor may additionally choose to take further action such as to give the student an F grade in that course. The department chairman should submit his report on the case to the dean of the college. After deliberating the case, the college council may approve the instructor's decision(s), or else if further action is required refer the case to the Academic Disciplinary Committee for review and submit its recommendation to the Rector for appropriate action based on the Student Disciplinary Rules.



A student who feels strongly that he has received a grade that is demonstrably inaccurate, or that the grading was unfair, must promptly discuss the matter with the instructor of the course. If the student and his instructor are unable to arrive at a mutually agreeable solution, the student may forward an official appeal to the chairman of the department offering the course, no later than the end of the fourth week of the next semester. The department chairman will investigate whether the appeal is justified by reviewing the instructor's evaluation of the student based on the student's class work and final examination scores. The department chairman will then take appropriate action, if he deems it necessary, by submitting the student's appeal to the college council.

Transfer

The transfer of a student from outside the University may be accepted under the following conditions:

- The student should be enrolled at a recognized college or university.
- The student must not have been be dismissed from that university for disciplinary reasons.
- The student must satisfy the transfer provisions as determined by the University Council.

The college council shall review the courses taken by the student outside the University based on the recommendations of the departments, which offer equivalent courses. The courses evaluated as equivalent will be transferred to the student's record but will not be included in the calculation of his cumulative GPA.

In transferring credit for any course taken outside the University, the following guidelines are used: The obtained grade of C or higher in the transferred course.

The transferred course must be from a recognized college or university.

The transferred course is equivalent in two thirds of the contents in one of the courses in the DAU degree requirements.

One or more transferred courses can be equivalent to one of the courses in the DAU degree requirements given that contents match in two thirds and the total credits in transferred courses is greater than or equal to the credits in the equivalent course.

One transferred course can be equivalent to one or more of the courses in the DAU degree requirements given that contents match in two thirds and the credits in transferred course is greater than or equal to the total credits in the equivalent courses.

The "credit transfer" grade (T) will be given to transfer courses in the student academic record. The "credit transfer" grades (T) are not included in the student's cumulative GPA.

If, after transfer, it is discovered that a student had been dismissed from his/her previous university for disciplinary reasons, the enrollment will be considered canceled as from the date of acceptance of transfer to the University.

A student may be transferred from one college to another inside the university in accordance with University Council rules.

A student may transfer from one college to another within the University before he/she completes the sixth academic level.

The student should continue to study all the courses registered for at the level preceding the transfer, in compliance with the adding and dropping rules.

The transfer from one college to another will be recorded in the academic record of the student the term following his transfer.

A student is allowed a maximum of two transfers from one college to another.

The academic record of a student transferred from one college to another includes all the courses he has studied together with the grades and the semester and cumulative GPA's obtained throughout his period of study at the University.

With the approval of the dean of the relevant college, a student may transfer from one major to another within the same college according to the rules established by the University Council.

A student may transfer from one major to another within his college at any time before he completes the sixth academic level. The college council may consider exceptional cases where students have already completed the sixth level.

The transfer will be recorded in the academic record of the student at the beginning of the term following the transfer.

A student is allowed a maximum of two transfers from one major to another within the same college. The college council may consider exceptional cases.

The academic record of a student transferring from one major to another will include all the courses the student has taken, including the grades and the semester and cumulative GPA's obtained throughout his period of study at the University.

Visiting Students

A "visiting student" is a student who studies some courses at another university or in one branch of the university to which he belongs without transferring. Equivalency for such courses shall be granted according to the following rules:

- The student must obtain prior approval from the college at which he is studying.
- The student should be enrolled at a recognized college or university.
- The course the student is taking outside his university should be equivalent to one of the courses included in his degree requirements.

The University Council determines the maximum credit hours to be allocated to a visiting student from outside the University.

The course grades credited to the visiting student will not be considered in his cumulative GPA.

The University Council may establish other conditions regarding visiting students.

Case One: A student from DAU visiting another university

- a. The department council sets up a committee to study the outside courses which the student plans to take and determines the equivalent University (DAU) courses.
- b. The student should submit to the chairman of the academic department a written application indicating the course(s) he intends to study at the other university.
- c. The student may also submit this application after completing the course(s) if he/she has been unable to get prior approval. The final decision whether or not to accept a course for transfer is made by the committee formed in (a).



Transferred credits are not included in the cumulative GPA.

The maximum number of semesters that can be taken outside the University is three consecutive or non-sequential semesters.

Case Two: A student from another university visiting DAU

The visiting student must satisfy all the requirements of the courses for which he is intending to register (whether co-requisite or pre-requisite requirements).

The courses for which the student wishes to register must be available and not fully enrolled.

All courses should be recorded in a unified academic record, including all courses studied at this University while a regular or visiting student.

Policy on Academic Honesty and Plagiarism

There are lots of resources, particularly on the World-Wide Web which the students are expected to explore and use. One of the reasons the Web has grown so quickly is that anyone can publish anything on it. This raises a number of problems, particularly with the issue of copyright. It is very easy to find information, images, audio and video files on the Web. You can then easily save them and incorporate them into your own material. This ease of copying means people often make the mistake of assuming that everything on the Web is freely available. This is not the case and you should to be aware of what is acceptable and not acceptable in this approach.

As a general guide, we expect you as students to use the Web as a resource to find information, and to work together to discuss your findings and develop your understanding of issues. What we do not expect is for you to directly copy from the work of others — this is known as plagiarism; it is not acceptable and will be penalized. You will find that there are many pages that can be found providing what may seem at first to be ready made answers to your assignments. Teachers are also aware of this, and there are tools which allow us to search for phrases from your assignment to see if they occur in other documents published on the Web. You need to rephrase, the material you make use of, in your own words in order to demonstrate your own understanding. This does not mean that you cannot quote from others to make a point, but where you have used the words or images of others you must acknowledge your sources.



Part 4 Facilities and Services



Deanship of Admission Registration and Student Affairs

Deanship of Admission, Registration, and Student Affairs follows up students academically. Its responsibilities extend to include providing all information about the University, its colleges and majors. It is also responsible for the announcement of the University's terms of Admission and the academic rules and regulations. It is interested in clearly answering all inquiries related to it and establishing and managing student's activities. The Deanship is also in charge of preparing statistics that are required by different parties from inside and outside the University and that contribute in clarifying the important role of the University in the process of national revival.

The Deanship of Admission, Registration, and Student Affairs includes three units,

- the unit of Admission
- the unit of Registration, and
- the unit of Student Affairs.

Directorate of Quality:

The Directorate of Quality (DQ) was set up with the primary role to lead DAU's various change initiatives and programs aimed at upholding the highest quality standards and ensuring compliance with the university's policies and procedures, as well as fulfilling the requirements for accreditation and quality assurance of the National Commission for Academic Accreditation and Assessment (NCAAA) and other internationally recognized accrediting authorities. It plays a pivotal role both institution and program levels.

- DQ consists of three main units:
- Quality Assurance and Accreditation Unit.
- Smart Learning Unit.
- Institutional Research, Statistics & Archiving Unit (IRAU)

Center of Continuing Education and Community Service

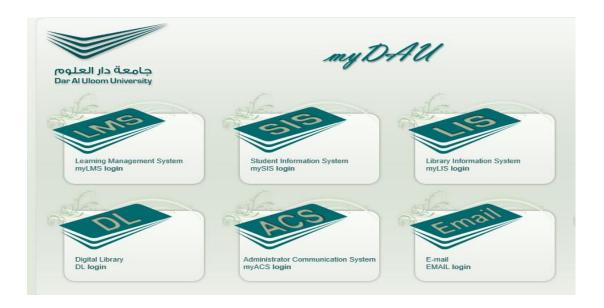
The university relies on three major dimensions in its achievement of its objectives: research, education and community service. The Deanship of Continuing Education and Community Service was established to work on these dimensions of continuous education and community engagement. The Deanship of Continuing Education and Community Service seeks to find economically effective learning outcomes that can make a change to make the best effect on the individuals and the institutions through providing them with the necessary knowledge and skills, offering training programs and consultation services that are based on universal standards, and partnership with selected international firms. Furthermore, there is a focus on professional quality criteria in order to make the offered programs a distinguished model that can compete globally.

Information Technology Management

The University relentlessly Work towards the upgrading and sustainability of modern computing and networking equipment and Information Technology infrastructure. The DAU IT Department is responsible for

- Constructing and maintaining the Student Information System (SIS) and the Learning Management System (LM) to facilitate ease of learning and student administration.
- The department is also responsible for maintaining networking intact and safe and thereby guaranteeing the security of information and computing.



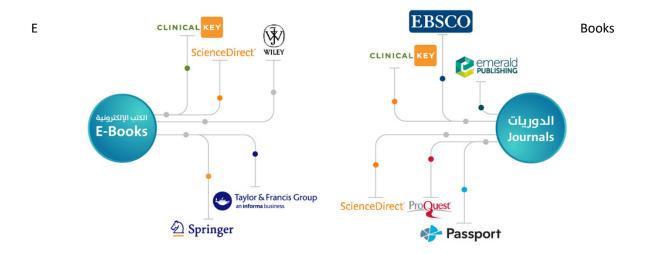


Learning Resource Center

The Learning Resource Center (LRC) is where technical and educational materials - both electronic and paper - can be found for individual and group learning, to include reading, viewing and conversation. The LRC is the place where students are encouraged to use and develop all of their senses while studying under the supervision of specialists and trainers.

Your gateway to the world of knowledge

المكتبة الرقمية Digital Library بوابتك إلى عالم المعرفة















Public Relations and Media

The Department of Public Relations and Media has multiple responsibilities, including the preparation and organization of different events, the hosting of university guests and taking responsibility for various publications, and communications with third parties.

Cultural Center:

Typical rooms and facilities for seminars and lectures. It can accommodate all cultural activities as well as host foreign grove.

Sports Center:

Swimming, Football, Volleyball, Handball, Billiards, Fitness and training with weights facilities.

Medical Center:

A fully facilitated and well-equipped medical Centre, with full time medical doctors available for local examinations and consultancy.

Food Courts:

A variety of nutritional, hygiene and well serviced eating outlets are also made available.



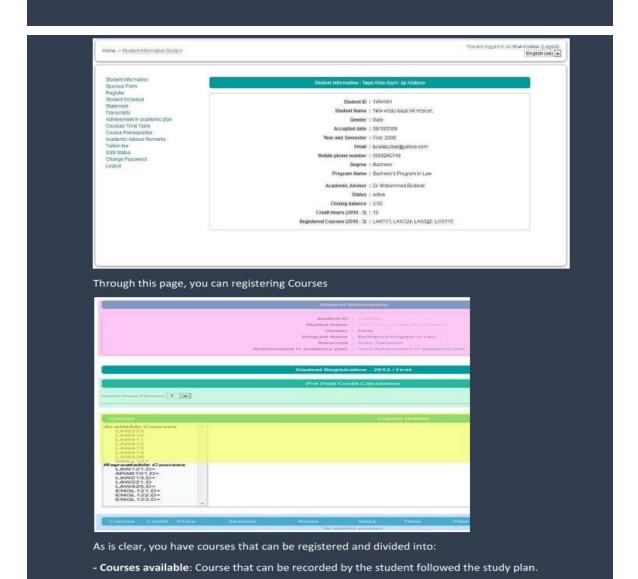
Part 5 Student Information System Guide



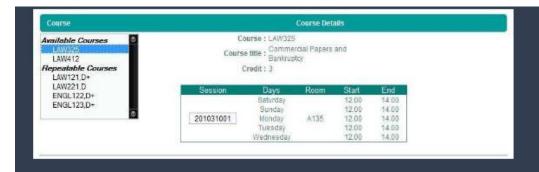
SIS- Student information system guide Self-Registration Steps

First / Registering courses:

To begin registering courses press "register" from the main menu, and you will see the following screen:





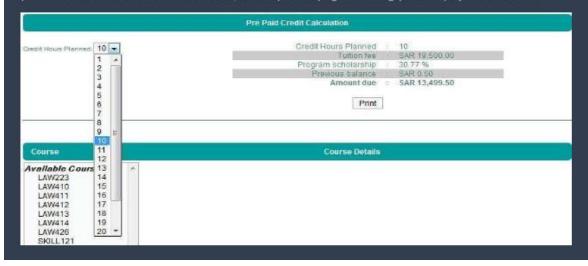


- Courses allowed return: pre-registered courses and a student did not successfully crossed with acceptable / high acceptable degree.



When selecting courses to be registered, click on it and it will show you more details about the set are:

- The number of credit hours and in which the tuition fees are calculated.
- Schedule of the sections and the days and classroom.
- When your courses to be registered are completed, you calculate the amount owed from the calculator of hours, choose the number of hours and hours you will see the fees and the previous balance and the amount due, ask to print a page showing you the payment details.





Having completed financial procedures and the amount deposited / receipt with the accounting department at the university, you can dip your guide to the academic registered courses. Upon completion of the process of selecting courses will show you a table at the bottom of the courses recorded as shown in the following:

Course	Credit	Pi	ice	Session	Room	Days	Time	Paid	Edit	Delete
LAW3:	13	3	1950	201031001	A139	Saturday Sunday Monday Tuesday Wednesday	14.00-16.00 14.00-16.00 14.00-16.00 14.00-16.00 14.00-16.00	No	4	Ŝ
LAW3	24	3	1950	201031001	AG03	Saturday Sunday Monday Tuesday Wednesday	16.30-18.30 16.30-18.30 16.30-18.30 16.30-18.30 16.30-18.30	No		-
						ts hours registere Tudion fo PYP scholarshi ogram scholarshi Previous balanc Amount du	B SR 11,7 p 0.00 % p 30,77 % e SR 0.50	(i		

Then you can print you time table by clicking on Student Schedule, the following figure is an example of Student Schedule:

