

1830240

Microeconomics

3 credits

This is an introductory course in microeconomic theory. This course will focus on examining the behaviour of individuals & firms in the market and implications of their choices. So, this course covers the following topics such as: demand, supply, utility, elasticity, and cost of production, perfect competition, & monopoly. Microeconomics is concerned with the analysis of economic phenomena from the perspective of the individual. The course covers the basic concepts and tools needed to undertake the analysis of such problems that arise due to the law of scarcity.

1830241

Macroeconomics

3 credits

This course focuses on the core part of the macroeconomics with the emphasis on the development of analytical tools and the understanding of how the theories are constructed, and to analysis the performance of the national economy and its links to global economy. This course is designed to examine economic growth, employment, and inflation, as they relate to the business cycle and the health of the economy. The roles of fiscal policy, money, banks, and monetary policy in the economy are discussed along with examining the role policies.

1830131

Statistics

3 credits

This course is an introduction to statistical methods and concepts applied to business and economics data. The topics include probability distributions, confidence intervals, hypothesis testing, and multiple regressions. The students will learn the basics of using statistical methods in applications related to business and economics. These include the following skills: a basic understanding of the theory of probability and statistics and how it is applied to test different kinds of hypotheses as well as the basic skills required for preparing and analysing the data.

1830150

Accounting I

3 credits

This course is designed as an introductory course in financial accounting for zero level students in accounting (students who have not taken accounting courses previously). It contains the basic concept of financial accounting and the accounting techniques to measure the businesses performance. The purpose of this course is to acquaint students with accounting theory, concepts, analysis, for application to financial accounting measurements and reporting. Several accounting concepts and issues will be studied during this course in detail , including: Measuring and Recording Business Transactions, Basic Financial Statements, Business Income and Adjusting Entries, Completion of the Accounting Cycle, Accounting for Merchandising Operations, Inventories, Internal Control and Cash, Receivables.



1830151

Accounting II

3 credits

This course is designed as an introductory course in financial accounting. The purpose of this course is to acquaint students with some accounting basic concepts such as long-term assets, current liabilities, long-term liabilities, some basic forms of the organizations like corporations, accounting for investments, statement of cash flows, and financial statement analysis.

1830251

Principles of Marketing

2 credits

This course examines the dynamics of marketing and its important role in today's society. In addition to discussing marketing functions (pricing, product development and management, promotion and channels of distribution), marketing organizations, marketing research and other key dimensions of marketing, the course will address cultural, social, ethical, legal and international aspects of the field. Case Study and examples of business and non-business organizations will be discussed.

1830270

Finance & Investment I

2 credits

The course develops theoretical framework for understanding and analysing major financial problems of a modern company in market environment. It covers basic models of valuation of corporate capital, including pricing models for primary financial assets, real assets valuation and investment projects analysis, capital structure and various types of corporate capital employed and derivative assets. It provides necessary knowledge in evaluating different management decisions and its influence on corporate performance and value.

1830401

Sales Management

2 credits

This course emphasizes the importance of sales management in a competitive global economy by integrating current technology, research, and strategic planning activities. Topics include the role of the sales manager, buying and selling processes, customer relationship management, organizing the sales force, sales forecasting and budgeting, selecting, training, compensating, and motivating the salesperson, and evaluating salesperson performance.

1830301

Production & Operations Management

2 credits

This course is an examination of the role of operations within manufacturing and service organizations. Emphasis is placed upon recognizing operational opportunities and trade-offs, and employing quantitative and qualitative tools and decision-support systems to assist strategic and operational decision making. Topics include: process design, quality management, capacity planning, supply chain management, and production planning.

1830402

Civil & Business Law

2 credits

This course examines basic legal principles, which will enable you to recognise relevant issues and the legal implications of business situations. This course will help to understand the legal system, its role and place in society through knowledge of the structure of the legal system and relevant laws. It will enable the student to identify legal problems within the field of civil and business law and solve legal problems by using knowledge of the legal system and methods.

1830302

Human Resources Management

2 credits

This course focuses on the analysis of professional practice issues in personnel and human resource management. Students will form in-class enterprises to explore topics including: human resource planning, recruitment, staffing, performance appraisal, compensation and reward system design, training and development, employee rights and safety, labour-management relations, and legal and international dimensions of human resource management.

1830303

Business Research Methods

2 credits

This course is designed to teach students how to support management decision making and develop understanding of a variety of research methodologies as well as the basic skills in applying them. While qualitative research techniques are examined, a considerable portion of the course is focused on designing and implementing surveys. A key output of the course is the ability to produce a professional research proposal, which could be used as your applied project proposal where appropriate. Indeed, for students intending to do survey research as part of their applied project, this course is invaluable and plans should be made well in advance for taking this course prior to the research start time. Although the course focuses on research design, basic statistical analyses using the SPSS software provided will also be covered.

1830253

Cost Accounting

2 credits

Cost accounting is primarily used as a decision-making tool for individuals in charge of business operations. Managers use standardized methods to control cost in order to meet the desired level of profitability. Students learn about pricing, budgeting, and performance analysis to determine overall success based on predetermined objectives. Students apply cost accounting methods to identify profitable products and services, to analyse reports to make sound pricing decisions, to compare cost systems and choose the one that's right for your company and to evaluate results against budgets with greater accuracy. The use cost accounting methods to optimize the use of people, resources and materials

1830304

Business Simulation

2 credits

The simulation and add-on activities represent an important enhancement to a deeper understanding of dynamic business processes to the students. To this end, the results presented herein demonstrate that the simulation experience refines the decision-making skills of students, better enabling them to fulfil their future role as business leaders. In terms of details, the students manage a fully-functioning enterprise in a dynamic, highly competitive environment over an extended period of time. Throughout, the instructor challenges students to leverage their affinity for numbers and their willingness to approach decisions in an organized, disciplined manner. Further, the uncertainty associated with changing market conditions and contemporaneous competitor moves presents challenges for the students to develop unstructured problem-solving skills and a tolerance for and appreciation of ambiguity. Furthermore, students practice developing, presenting, and defending a business plan with independent judges who question the students and challenge the perceived shortfalls in their work.

1830405 **Project Management** **2 credits**

This course is designed to teach students about major principles of efficient project management. The aim is to learn a systematic approach to implement and conduct projects. The course offers various tools for planning, controlling and managing projects. Students will learn the definition of project management, the assessment and selection of projects, the organisation of new projects, the cost control, project planning, supervision and control, selection of team members, the coordination of a project team and more.

1831301 **International Business I** **2 credits**

This course introduces international business and basic knowledge about the theory and practice of international corporations: National differences in political economy and differences in Culture will be introduced. International Trade Theories and the Political Economy of International Trade, concepts of Foreign Direct Investment and the Regional Economic Integration will be explained.

1831302 **International Business II** **2 credits**

This second part of the course provides the students with the variety of global business knowledge as well as interpersonal, organizational, technological and decision-making skills needed to succeed in today's fast-changing international business environment. This course explores the interrelatedness of the various functions of international business operations, and sets the context for understanding the broader environment in which international businesses and organizations function. The concept is to apply theory in actual international business situations through exercises, case studies, team projects and hands-on training. Students will develop an essential understanding of core international business topics such as financial systems, resource bases, corporate culture (HMR), marketing, organizational behaviour, productivity tools and technology, and communication skills.



1831401 International Finance 2 credits

Management of an international business requires knowledge of international financial instruments, markets, and institutions. This course examines these issues from theoretical and applied perspectives. Topics include the nature of foreign exchange risk, the determination of spot and forward exchange rates and interest rates, the returns to foreign investments in external currency and in bond and stock markets, the management of foreign exchange risk with forward markets and foreign currency option markets, and the dynamics of the balance of payments with a focus on understanding international capital flows, country debt, and exchange rate fluctuations.

1831403 Cross Cultural Management 2 credits

This course is designed to develop the awareness, skills and knowledge required by managers seeking to work abroad as international executives. It provides a key grounding in the nature of management in the global context by increasing awareness and understanding of the soft skills in international management, particularly those relating to cross-cultural management. The meaning of culture is explored by drawing on a range of national cultural and institutional models and Study and providing a broad understanding of the international context in which multinational corporations operate. How national culture influences management practice is also considered. It will also focus on emerging challenges of international management. The emphasis will be on how individuals, teams and organizations manage these cultural differences.

1831402 International Supply Change Management 2 credits

International supply chains interact with all facets of business and society. In this interdisciplinary course, students will gain a multi-faceted perspective on the global dimensions of today's business operations. Students will explore the interrelationships between global supply chains, logistics operations, society, and the environment. The study of business operations will be set in the context of social science theories and popular perspectives on the history, geography, structure and ethics of trade. Students will examine the impacts of current trade systems on both production and consumption regions and the human and environmental consequences of trade patterns.

1831404 International Marketing 2 credits

This course will expand the tools and terminology to explore and understand marketing practices in a global environment. Putting yourself as an international marketing manager, you will learn the scope and challenge of international marketing, the dynamic environment of international trade, the culture, political, legal, and business systems of global markets, the global market opportunities and finally, the ways to develop global marketing strategies. Students will also conduct a group project. This course is designed to give students insights of current

knowledge about the history of public relations in modern organizations and a variety of theories and paradigms of effective public relations. They will gain skills in the practical arts of market/audience research and analysis, campaign development, image and text design, media relations, crisis management, and communication ethics. More specifically, students will learn to develop market surveys, write news releases, produce public service announcements, conduct news conferences, and design web pages. Throughout the class, students will consider the professional and social obligations associated with a career in public relations.

1831407 International Economic Relations 2 credits

The focus of this course is on international political economy. International political economy is the study of how and why international economic policies are formed, and how international factors influence domestic policy-making, while comparative political economy examines economic policy-making in a domestic context. Prior work in economics is helpful for navigating this course, but students will also learn a good bit of economic theory. The students will deal with important contemporary topics such as foreign trade, capital flows, monetary policy and exchange rates, issues in globalization, and international organizations and institutions such as NAFTA, GATT, the IMF, and the EU.

1831306 Consumer Behaviour 2 credits

An essential component of marketing is consumer insight – both the obvious needs and wants that are on the surface of conscious thought, but also the deeper, possibly unconscious motives that drive human behaviour at an implicit level. This course gives an overview of psychological knowledge as it pertains to capturing consumer insight. The course also reviews factors that can influence purchase behaviour. Armed with this conceptual framework, the course covers the major topics of consumer behaviour, including attitudes, impulsive vs. deliberative purchase, psychographic profiling and assessment, brand loyalty, experiential marketing, self and identity, and product satisfaction. The course uses a mix of large cases, mini-cases, and lectures to advance these concepts.

1831406 Total Quality Management 2 credits

Total quality management (TQM) is a philosophy, methodology and system of tools aimed to create and maintain mechanism of organization's continuous improvement. It involves all departments and employees into improvement of processes and products. It helps to reduce costs and to meet and exceed needs and expectations of customers and other stakeholders of an organization. TQM encompasses the concepts of business and social excellence that is sustainable approach to organization's competition, efficiency improvement, leadership and partnership. The objectives of this course is to introduce the main principles of business and social excellence, to generate knowledge and skills of students to use models and quality management methodology for the implementation of total quality management in any sphere of business and public sector.

1831305

E-Commerce

2 credits

Electronic commerce (E-Commerce) is changing our life. Businesses are recognizing the Internet's role in the decision process. Increasing profitability, gaining market share, improving customer service, and delivering products faster, cheaper, better are some of the organizational performance gains possible with e-commerce. In this course we will study the basics fundamentals of the business and economic motivations for E-commerce as well as the needs and desires of individuals. The course teaches about the underlying computation, information and communication environments that encompass and enable E-commerce transactions, and the evolving role of social media and mobile devices in E-commerce.

1831407

Financial Markets & Financial Institutions

2 credits

The first part of this course will expose students to the workings of global financial markets, their key institutional features, and the theoretical underpinnings of their design. Topics will include different types of financial securities such as debt, equity, convertible debt, and preferred stocks traded in the market, their relative advantages and disadvantages and the roles of institutions such as banks, credit rating agencies and institutional investors (such as pension funds and activist investors) in these markets.

The second part of this course provides an introduction to the management of financial institutions and intermediaries. It focuses on the importance of ensuring good organizational functioning within institutions to manage the varied types of risk that they may be exposed to. Students are introduced how financial institutions have specific requirements. The course then examines the principles of the theory and practice of effective organizational structure and policies for successful risk management and how to manage the inter-relationships that are inherent between departments. Students are also introduced to international standards of banking practice and how they impact the functioning of the institutions plus how to define and measure various types of risk these institutions can be exposed to.

1832310

Applied Topics in International Business

2 credits

This course will introduce students to current topics of real life in international business with theoretical explanations. The students will learn about the fundamental theories underlying modern international business and their real world application. The course contains cases in international management, international marketing, market entry strategies, logistics, human resources management, and others. The cases are focused on European and American companies operating in foreign markets. The cases can be used as examples for Palestinian and Arabic companies starting new businesses abroad.

1832309

Applied Topics in Finance

2 credits

The main objective of this course is to enable students to apply the theoretical concepts in finance covered in the basic finance courses, to problems in the area of corporate finance with all the complexities that the real world entails. The course focuses on fundamental themes in corporate finance both in a local and an international setting including: the analysis of cross-border investments, mergers and acquisitions, take-over battles and defences leverage buyouts (LBOs), project finance, corporate restructuring, companies in financial distress and bank merger valuations.

3. DSBI Required Courses

1800002

English Language I

2 credits

This course aims to promote English language proficiency at undergraduate level. It focuses on core language skills such as listening, speaking, reading and writing by using traditional texts and interactive content.

1800003

English Language II

2 credits

The aim of this course is to enhance student's communications skills. After having the necessary English skills in the previous course, students will focus on writing essays, delivering speeches, and presenting their work.

1800004

Upper-Intermediate English

2 credits

Building on English Skills II, this course will focus on research techniques, documentation styles, and argumentative strategies. In this course we will screen documentaries, read newspaper articles, scholarly essays, short stories, and conduct formal interviews in order to thoroughly investigate, evaluate, and analyse selected topics. It also focuses on critical analysis of text, advanced composition writing, and class presentations demonstrating an excellent grasp of the art of persuasion. Based on the information gathered from different sources students will submit proposals for projects relevant to social and cultural issues. In a polarized society people often take positions on social, cultural, and moral issues without hearing all sides what to speak of studying and exhausting the available sources of information.

1800010

Advanced English

2 credits

This course is the fourth of a series of four English courses which is designed for learners who can understand lectures in the target language on both familiar and unfamiliar topics, and understand news on television and radio well, taking an active part in discussions on both familiar and unfamiliar topics, but still make mistakes and fail to make themselves understood occasionally. During this course, students will develop accuracy and fluency in speaking and writing, awareness of the writing process and reading and listening sub-skills. Learners can understand a wide range of demanding, longer texts and recognize implicit meaning. They can also express themselves fluently and spontaneously without much obvious searching for expressions, use English flexibly and effectively for social, academic and professional purposes and produce clear, well-structured and detailed texts on different subjects, showing controlled use of organizational patterns connectors and cohesive devices. In addition, it aims at familiarizing students with the internationally recognized proficiency tests such as (TOEFL & IELTS) to ensure students have the integrated skills needed in taking the proficiency tests.

1800005

German Language I

2 credits

This is an introductory course that aims to provide students with the ability to understand, speak, read and write simple German/ Hebrew. Primary goals are to introduce beginning students to basic structures of the German/ Hebrew language by developing vocabulary and a command of idiomatic expressions; to familiarize students with sentence structure through written exercises and short compositions.

1800006

German language II

2 credits

This course emphasizes on conversation skills and aims to enable students to effectively communicate with German / Hebrew speaking people. It focuses on interactive teaching materials

1800012

Entrepreneurship I

2 credits

The course will cover the basic skills needed to improve the personality characteristics and enhance the interpersonal skills of the students. Broadening the student's visions and focusing on internal success factors are key elements of the course. The course will tackle issues like; entrepreneurship and entrepreneurial life, SMEs successes and failures, motivation and self - management, creativity and innovation, leadership and teamwork, networking and negotiation and developing personal goals and objectives.

1800013

Entrepreneurship II

2 credits

