Arab Academy for Science and Technology & Maritime Transport

University/Academy: Arab Academy for Science and Technology & Maritime Transport
Faculty/Institute: College of Computing and Information Technology
Program: Computer Science / Information Systems / Software Engineering

Form No. (12)
Course Specification

1- Course Data

Course Code:	Course Title:	Academic Year/Level:
NC272	Fundamental of Business	Year 1 / Semester 2
Specialization:	**No. of Instructional Units:**	**Lecture:**
Humanities	2 hrs lecture	

2- Course Aim	The course provides an introduction to the basic concepts of business, including the conceptual and economic foundations of business, the types of business firms, and the basic business functions such as marketing, production, sales, and finance.

3- Intended Learning Outcome:

a- Knowledge and Understanding	**Students will be able to demonstrate knowledge of:** **K8.** Management and economics principles relevant to computing and information disciplines. • Understanding the Business Environment • The concept of business and the concept of profit • The economics of a market system Understanding economic performance • conducting business ethically and responsibly • Ethics in the workplace • Social responsibility • Areas of social responsibility • Implementing social responsibility programs • understanding entrepreneurship and business ownership • What is a small business • Starting and operating the small business • Franchising Success and failure in small business • Non corporate business ownership • understanding global context of business • The risk of international business International business

	management - motivating, staffing and leading employees - Psychological con tracts in organizations - The importance of satisfaction and morale Motivation in the workplace - Organizing business enterprise Strategies for enhancing job satisfaction and morale - Goods and service operations - Creating value through operations - Operations planning - Operations scheduling - Operations control - Quality improvement - Adding value through supply chain - The foundations of human resource management - Staffing the organization - Developing the work force - Compensation and benefits - The legal context of HR management - New challenges in changing workplace Dealing with organized labor - Collective bargaining - The effect of IT on business and introduction of e-business
b- Intellectual Skills	**By the end of the course, the student acquires high skills and an ability to understand:** I7 Achieve judgments considering balanced costs, benefits, safety, quality, reliability, and environmental impact. . - Understand basic concepts of business - Understand the importance of business ethics - Comprehend the techniques of small business - Understand global business and compare it to local and small businesses - Learn how to manage staff - Understand how to manage staff morale - Understand operations and quality control - Understand marketing planning and scheduling - Learn the basic techniques of distribution and supply chains. - Learn how to manage staff - Understand the effect of technology in business

c- Professional Skills	**By the end of the course the student will have the ability to:** **P2.** Implement comprehensive computing knowledge and skills in projects and in deployment of computers to solve position practical problems. **P4.** Apply computing information retrieval skills in computing community environment and industry**.**

d- General Skills	Students will be able to: **G1.** Demonstrate the ability to make use of a range of learning resources and to manage one's own learning. **G3** Show the use of information-retrieval.

4- Course Content	1	Conduct business in the global economy.
	2	Start and Expand a small business
	3	Manage a business, information systems, and production
	4	Manage employees.
	5	Develop marketing strategies to satisfy customers.
	6	Manage accounting and financial resources.

5- Teaching and Learning Methods	Lectures, Labs, Projects, Individual study & self-learning.

6- Teaching and Learning Methods for Students with Special Needs	• Students with special needs are requested to contact the college representative for special needs (currently Dr Hoda Mamdouh in room C504) • Consulting with lecturer during office hours. • Consulting with teaching assistant during office hours. • Private Sessions for redelivering the lecture contents. For handicapped accessibility, please refer to program specification.

7- Student Assessment:

a- Procedures used:	Exams and Individual Projects

b- Schedule:	Week 7 exam Projects through the semester Week 16Final exam

c- Weighing of Assessment:	7th week exam 30% Projects 20% Course work 10 % Final exam 40%

8- List of References:

a- Course Notes	From the Moodle on www.aast.edu

b- Required Books (Textbooks)	Ebert, Ronald , *Business Essentials*, Prentice-Hall 7ed. 2009

c- Recommended Books	Hill, C.Global Business Today, Irwin, 2006 Mescon, M., Bovee, C., Thill, J., Business Today, 10th edition, Prentice Hall, 2002
d- Periodicals, Web Sites, …, etc.	

Course Instructor: **Head of Department:**

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