

Course Description

Compulsory Program Courses

PBA711 Strategic Human Resource Management

This course addresses human resource management from a strategic perspective, focusing on the role of HR decisions in building high-performance organizations and institutions. HRM is presented as a dynamic system that helps organizations adapt to rapid environmental changes. Key topics include reward systems, performance management, and the selection and retention of high-performing employees, with emphasis on the challenges managers face across various roles. Special attention is given to identifying, evaluating, and resolving problems, as well as highlighting the core strategies and functions of HRM and their importance in achieving organizational success and executing visions, along with HR planning and career path planning. (Prerequisite: None)

PBA751 Strategic Management and Planning

This course examines how an organization's strategy is built by defining its vision and mission and implementing strategic planning through setting future goals based on an analysis of the current situation. It aims to provide a comprehensive view of organizations that goes beyond simply linking various functional cycles, by exploring contemporary theories and practices across different fields. Topics include environmental scanning, corporate responses to environmental changes, sustainability, strategic and ethical behavior, industry analysis, and business globalization. The course enhances analytical, cognitive, and applied skills while providing details on organizational decision-making processes in a global context, as well as the scientific and analytical study of management cases from advanced organizations. (Prerequisite: None)

PBA702 Preparatory Course for Doctoral Dissertation

This course aims to enable students to prepare and present their doctoral dissertation proposal before the relevant committee and defend it in a public session. A student is considered successful upon the committee's acceptance of the submitted proposal and the student's successful completion of the public defense session. (Prerequisite: None)

PBA721 Seminar in Production and Supply Chain Management

This course aims to provide students with detailed critical knowledge and in-depth concepts in operations management, production, and supply chains in industrial and service organizations, and to develop their skills in using quantitative methods to address problems facing operations management in a changing work environment. Emphasis is placed on the trend toward large-scale service production and the globalization of production operations, alongside the expanded use of modern technology and the promotion of technological innovation. The course covers quantitative methods in areas such as demand forecasting, production capacity planning, internal layout design, work standards, production scheduling, inventory and quality control, Just-in-Time (JIT) supply systems, Material Requirements Planning (MRP), and maintenance, with a focus on achieving integration in material flow through supply chains (SC). (Prerequisite: None)

PBA701 Research Methods and Applied Statistics Seminar

This course is designed to equip students with the knowledge and skills necessary to conduct advanced scientific research. It covers the stages of scientific research, from problem identification and question formulation to study design and the selection of appropriate methodologies. The course also focuses on data collection and analysis techniques using quantitative and qualitative statistical methods, highlighting ethical issues and the reliability and validity of findings. It further addresses how to write, document, and discuss scientific research and academic theses, with a focus on applying statistical

Course Description

methods in the fields of management and accounting. Content includes types, characteristics, and steps of scientific research, data collection methods, sampling, research design, data review and coding, analysis, hypothesis testing, output interpretation, data presentation, and proper scientific documentation. (Prerequisite: None)

PBA741 Seminar in Financial and Monetary Markets

This course aims to provide students with the fundamentals of money and financial markets, focusing on their vital role in supporting saving, investment, and financing in the global economy. It covers the analysis of various financial instruments such as stocks, bonds, and money market instruments, as well as the rules of securities trading and financial market efficiency. It also focuses on investment strategies, portfolio management, central bank monetary policies, and the impact of interest rates, economic changes, and political developments on markets. The course includes a study of contemporary applications of securities instruments and markets and their impact on economic growth and liquidity provision, in addition to seminars on current trends in financial and monetary markets, an analysis of the challenges and opportunities facing investors, and an assessment of the impact of financial and monetary policies on securities markets. (Prerequisite: None)

PBA731 Advanced Management Studies

This course examines management concepts and principles from a comprehensive perspective, focusing on the philosophical and ethical foundations underpinning management. It includes exploration of management methods that uphold core values such as justice, transparency, and credibility, with an emphasis on how these principles are applied in different work environments. It also addresses contemporary management issues such as effective leadership, human resource management, and strategic decision-making, and aims to develop students' ability to integrate modern management knowledge with ethical principles to design innovative management models that address current challenges and respond to the demands of evolving work environments. (Prerequisite: None)

PBA703 In-Depth Studies on Advanced Administrative Issues

This course aims to familiarize students with various research approaches and models in the field of business administration, providing them with a comprehensive overview of the state of scientific research in areas of interest to faculty members, with a focus on current research issues in these fields. It also aims to develop students' skills in preparing and writing systematic literature reviews, supporting their ability to build a solid theoretical foundation for their research dissertations. The course serves as a platform for faculty members to present their research interests and ongoing projects, helping guide students toward selecting appropriate research areas and working on doctoral dissertations in collaboration with an academic faculty member. (Prerequisite: PBA702)

PBA734 Business Intelligence

This course aims to provide students with a comprehensive and in-depth understanding of the advanced principles and techniques of business intelligence and their applications in the modern business environment. It focuses on clarifying the relationship between managerial and technological aspects through the use of advanced data analysis techniques to support strategic decision-making. Students learn how to collect, store, and analyze complex data from multiple sources, in addition to using descriptive, predictive, and prescriptive analytics tools to provide strategic insights that help evaluate performance, discover trends, and develop policies. The course also covers artificial intelligence and machine learning techniques for developing smart systems that improve efficiency and support the resolution of complex problems in companies, enhancing innovation, institutional efficiency, and the achievement of competitive advantage in changing markets. (Prerequisite: None)

Course Description

PBA799 Doctoral Dissertation

This course is designed to prepare students to plan and execute a specialized doctoral dissertation in the field of business administration according to a rigorous scientific methodology based on the principles and steps of advanced scientific research. Students are expected to use higher-order skills to conduct critical evaluation of information in order to investigate and address a highly complex and non-routine research problem and develop innovative, evidence-based solutions. This is achieved through a structured methodological framework encompassing a systematic literature review and the collection and analysis of relevant data, with the goal of reaching sound research conclusions and practical, actionable recommendations that achieve a qualitative impact at both the professional and societal levels. The final version of the dissertation is subject to an oral and written presentation before the examination committee, and its evaluation is based on the student's adherence to the scientific and academic standards set forth in the approved thesis preparation guide of the Applied Science University. (Prerequisites: PBA701, PBA702, PBA703)

Elective Program Courses

PBA742 Investment and Portfolio Management

This course is designed to provide students with critical knowledge and comprehensive understanding of modern strategies for investment and portfolio management. It covers the assumptions, importance, determinants, and critique of Modern Portfolio Theory, as well as risk management, risk aversion, probability distributions, and return and risk measures. It also addresses optimal portfolio management and modern asset management strategies, including the Capital Asset Pricing Model (CAPM), Arbitrage Pricing Theory (APT), Sharpe and Markowitz models, the Treynor index, and stock selection applications. The course also covers efficient capital markets, advanced technical analysis and efficient market testing tools, behavioral finance and behavioral models, investment from an Islamic perspective, the legitimacy of investment portfolios and their risk management, as well as options contracts, swaps, financial derivatives, foreign investment risks, and exchange rate fluctuations. (Prerequisite: None)

PBA752 International Business Management

This course examines methods of managing and organizing multinational and transnational organizations, with a focus on identifying promising, emerging, and advanced markets and how to enter them and adapt to varying economic, social, political, and legal conditions. It combines theoretical and applied aspects through discussion of recent cases from international organizations and the presentation of effective strategies for dealing with the challenges of diverse business environments. The course aims to introduce students to international business and how organizations decide to expand internationally by understanding the cultures of communities in new markets, identifying appropriate leadership styles, designing international business strategies, managing international human resources, and selecting elements of international marketing. (Prerequisite: None)

PBA761 Advanced Marketing Management

This course focuses on the requirements for developing a marketing strategy for a business organization by understanding its integrative relationship with the organization's overall strategy. It addresses the importance of marketing decisions based on the results of strategic analysis of the marketing environment, as well as diagnosing gaps using appropriate analysis tools for the components of the marketing mix based on consumer trends. The course also covers international marketing in the context of globalization and prepares students to use monitoring mechanisms to evaluate marketing performance, with a focus on research and development in the marketing field. It includes the study of business markets, market segmentation, building business relationships, product and pricing strategies,

Course Description

traditional and electronic distribution channels, and communication and promotional tools. (Prerequisite: None)

PBA722 Project Management

This course focuses on reviewing fundamental and advanced concepts related to project management and organization, including feasibility studies, implementation, and progress monitoring, as well as identifying potential risks facing a project. It also covers the analysis of schedules and estimated budgets for each project. The course aims to familiarize students with how to successfully manage diverse projects by activating core management processes such as planning, organizing, directing, and controlling across all phases of the project lifecycle, with a focus on appropriate management strategies linked to the project type, contributing to the achievement of objectives efficiently and effectively and enhancing the ability to deal with complex challenges in dynamic work environments. (Prerequisite: None)

PBA713 Knowledge Management and Technology

This course covers the concept of knowledge management, the nature of knowledge and its relationship to technology, and the foundations of knowledge management such as infrastructure and knowledge management solutions, including the processes, systems, and organizational effects arising from them. It also addresses knowledge application systems and technologies, such as knowledge-using systems, knowledge capture systems that preserve and shape it, knowledge-sharing systems that organize and distribute knowledge, and knowledge discovery systems that secure knowledge. The course also focuses on emerging knowledge management practices and the factors influencing them, the role of leadership in evaluating knowledge management and its future, and how to create and mine knowledge repositories to enhance organizational performance and achieve competitive excellence in the changing international business environment. (Prerequisite: None)

PBA753 Entrepreneurship and Small Business Strategies

This course focuses on advanced concepts and theories in entrepreneurship and the study of recent developments in this field, in addition to the managerial philosophies and approaches associated with entrepreneurial strategies and small businesses. It covers the concept of entrepreneurship and the entrepreneurial personality, the evolution of related management concepts, and highlights the importance of entrepreneurial ventures at various levels and the entrepreneur's role in the success of small businesses, with an emphasis on their management, financing, and role in economic development. (Prerequisite: None)

PBA733 Insurance and Risk Management

This course aims to introduce insurance services and their marketing concept, comparing capitalist and socialist economic systems. It also addresses the concept of social solidarity from an economic perspective, in addition to studying the banking system. The course focuses on the principles and foundations of insurance in terms of philosophy, objectives, and types such as commercial, cooperative, social, and takaful insurance as well as commercial reinsurance. It also covers insurance management through the fundamental principles of solidarity and cooperation, studying and analyzing risk management across various types of insurance, and offering a comparison between conventional thought and traditional insurance management, thereby enhancing the understanding and application of risk management strategies in various economic contexts. (Prerequisite: None)

Course Description

PBA712 Organizational Change and Development

This course is designed to present the concept and origins of organizational development and theories of planned change, clarifying the characteristics and skills of organizational planning and change. It provides a detailed explanation of the stages of the general model of planned change, from entry and contracting, through diagnosis at various levels, to planning and implementing change through various organizational interventions. The course focuses on the importance of managing organizational development and change in facing the challenges organizations encounter and how to adapt to changing circumstances amid local and international competition, in addition to studying applied cases of organizations that have successfully adapted to change through effective organizational development strategies. (Prerequisite: None)

PAC713 Managerial Accounting

This course is designed to cover advanced skills and detailed critical knowledge in management accounting topics, including the role of contemporary management accounting in serving strategic management, management accounting in a big data environment in terms of cost and benefit, and modern continuous improvement strategies. It also covers the role of the sustainable balanced scorecard and strategy map in measuring and controlling performance, the use of contemporary methods for differential costs and value stream costing in strategic decision-making, modern Activity-Based Costing (ABC) systems, strategic planning and performance-oriented budgeting, variance analysis as a control tool for performance evaluation, the strategic role of responsibility accounting and decentralization, contemporary methods of total quality management, advanced tools for implementing cost and market strategy, and emerging ethical issues in management accounting and control systems. (Prerequisite: None)