

Course Descriptions

Accounting Courses

ACCT 110 Financial Accounting 3(3, 0, 0)⁴

An introduction to financial accounting that covers the use, interpretation, and analysis of the principal financial statements and other sources of financial information from a national and international perspective.

ACCT 215 Managerial Accounting 3(3, 0, 0)

This course covers the use, interpretation, and analysis of management accounting information for management decision-making, planning, and control of operations. The focus is on cost behavior, cost measurement, budgeting, performance measurement and valuation, responsibility accounting, and product costing. Prerequisites: ACCT 110.

ACCT 321 Intermediate Financial Accounting 1 3(3, 0, 0)

This course covers concepts and standards of external financial reporting, systems to record and prepare financial accounting information, contents and presentation of basic financial statements, and financial reporting issues of assets. Prerequisites: Business third year standing and ACCT 110. Corequisite: ACCT 110.

ACCT 422 Intermediate Financial Accounting 2 3(3, 0, 0)

This course covers concepts of financial reporting related to liabilities, equity, and other selected financial reporting issues and disclosure. Prerequisites: Business third year standing and ACCT 321. Corequisite: ACCT 110.

ACCT 425 Cost Accounting 3(3, 0, 0)

A course on accounting in manufacturing operations; cost concepts and classifications; cost accounting cycle; accounting for materials, labor, and burden; process cost accounting; budgeting; standard costs; cost reports; direct costing and differential cost analysis; cost-volume-profit analysis and gross profit analysis. Prerequisites: Business third year standing and ACCT 215.

ACCT 430 Introduction to Auditing 3(3, 0, 0)

As an introduction to auditing and the professional responsibilities of a career in accounting, the course covers a comprehensive study of procedures used in the verification of financial statements. Topics include the legal and ethical responsibilities of accountants; professional auditing standards; international auditing standards; the acquisition, evaluation, and documentation of audit evidence; reports on the results of the engagement, evaluation in internal control, compliance testing, substantive testing, and statistical sampling and auditing EDP. Prerequisites: Senior standing and ACCT 321.

ACCT 435 Accounting Information System 3(3, 0, 0)

This course explores in detail several typical Accounting Information System (AIS) application subsystems, such as order entry/sales, billing/receivables/cash receipts, inventory, purchasing/accounts payable/cash disbursements, payroll, and materials planning/production. This course includes understanding, documenting, designing, using, and auditing these application subsystems. Prerequisites: Senior standing and INFO 200.

⁴ Credits (Lecture, Tutorial, Lab)

ACCT 445 International Accounting 3(3, 0, 0)

This course focuses on the main challenges faced by professional accountants in international business, that includes the financial reporting standards, foreign currency, budgeting, management control, and the analysis of the profit plan. Prerequisites: Senior standing and ACCT 215.

Business Courses

BUSS 100 Orientation Workshop 0(3, 0, 0)

The main objectives of this orientation are to give students general insight into the fields of business and management, to introduce recent regional developments and career possibilities, and to familiarize students with the requirements of the business study program. The primary aims of this course are to help students plan out their study programs for the business diploma or for a specific track within the business bachelor->s degree program, and to advise students on course and degree objectives.

BUSS 110 Statistics and Data Analysis 3(3, 0, 0)

This course covers basic statistical concepts and introduces some advanced concepts and tools that are useful for decision-makers. Topics include descriptive statistics, probability distribution, statistical inference (hypothesis testing and analysis of variance) from small and large samples of data, correlation and regression, forecasting and time series and statistical quality controls. An emphasis will be given to the understanding, applicability of statistical analysis and interpretation of the output of analyses using Excel spreadsheet tools and small mini real-life cases. Prerequisites: MATH 203.

BUSS 200 Business Communication Skills 2(2, 0, 0)

This course is designed to introduce students to the various communication skills needed in a typical work environment. Mastering these skills plays a profound role in shaping and advancing professional careers in all types of industries and work scopes. Prerequisite: BUSS 100

BUSS 210 Business Law 3(3, 0, 0)

The main objective of the course is to help business students understand Saudi and Gulf legal environment and the legal aspect of common business activities and the formation and functioning of commercial companies along with the related ethical principles. Topics covered include laws pertaining to business people and employment, labor laws, business associations, the business firm, breach of contract, commercial papers and letters of credit. Prerequisite: MNGT 110.

BUSS 300 Strategic Career Planning 1(1, 0, 0)

This course is designed to build awareness of changing career patterns and major personal and professional influences that impact future careers. The course covers issues such as preparation for joining the labor market, basic career guidance, understanding career stages, and practicing self-assessment. Prerequisite: Business third year standing.

BUSS 330 Managerial Economics 3(3, 0, 0)

The main objective of this course is to equip students with the necessary economic theory and techniques and the ability to apply them in order to inform and enhance managerial decision making. Topics covered include: optimization techniques, demand theory and estimation, forecasting and measurement, theory of production and estimation, cost theory and estimation, pricing and output determination under different market structures, game theory, and pricing in practice. Prerequisites: Business third year standing and ECON 211, BUSS 110.

BUSS 345 Internship/Practicum 3(3, 0, 0)

A summer period of guided work experience under faculty supervision by a mentor, and corporate guidance by a preceptor is designed to acquaint students with the ground realities and help them acquire core values and basic skills necessary for an understanding of the field operations of a firm. Prerequisites: Business third year standing and FINA 110, MNGT 110, MKTG 210, INFO 200.

BUSS 400 Developing Entrepreneurial Plan 2(2, 0, 0)

This course focuses on starting your own business from inception to IPO, passing through the stages of feasibility study, VC financing, launching, and operating. Prerequisites: Senior standing.

BUSS 440 Strategic Management 3(3, 0, 0)

This capstone course exposes seniors to the strategic management process of local, regional, and multinational corporations. Emphasis is placed on identifying the tools needed for strategic analysis of the firm and the industry, and on comprehending the key strategic issues that managers face in managing corporations. Prerequisites: Senior standing and MNGT 110.

BUSS 450 Graduation Project 3(3, 0, 0)

The project requires, among other things, that the student works on a problem faced by one of the local or regional businesses, and recommend a set of possible solutions under the supervision of a faculty mentor in the particular area of concentration. The results of the project are normally presented in a meeting in the presence of representatives from the business subject to the consulting assignment. Prerequisites: Senior standing.

Decision Systems Courses**DCSN 200 Managerial Decision Making: Models and Techniques 3(3, 0, 0)**

This course addresses formulation of models that can be used to analyze complex problems taken from various functional areas of management, including finance, marketing, operations, and human resources. The goal is to understand how business decisions are reached, what tradeoffs are made, and how outcomes depend on the underlying data. A broad range of analytical methods is covered, including linear programming, integer linear programming, decision analysis, decision trees, queues, and Monte Carlo simulation. Software packages like Excel, Tree Plan, and Crystal Ball are used. Prerequisites: BUSS 110, CSC 100.

DCSN 305 Operations Management 3(3, 0, 0)

This course offers an overview of the issues involved in how operations managers make strategic decisions to operate a production or service system in order to give the firm a sustainable competitive advantage in a global marketplace. Specific topics covered include operations strategy framework; project management; product design and process management; total quality management; capacity planning; supply chain design; and control of operations. Prerequisites: Business third year standing and DCSN 200.

DCSN 415 Advanced Managerial Decision Making Models 3(3, 0, 0)

This course addresses advanced models from functional areas of management, including finance, marketing, operations, and human resources, through case studies and use of applications software. Prerequisites: Senior standing and DCSN 200.

Economics Courses**Econ 211 Principles of Microeconomics 3(3, 0, 0)**

This is an introductory course which presents the general Principles of microeconomics. Topics include supply and demand, market equilibrium, consumer theory, market equilibrium, production, market structures (monopoly and oligopoly), and welfare economics and income distribution.

Econ 212 Principles of Macroeconomics 3(3, 0, 0)

This course deals with principles of economics that apply to an economy as a whole. It includes elements on the determinants of the general price level and national output, consumption, investment, inflation and unemployment. The course introduces the monetary and fiscal policies to promote long-term economic growth. It also provides a basic understanding of the foreign exchange markets, balance of payments and the effects of currency changes on a country's imports and exports. Prerequisites: ECON 211

Entrepreneurship Courses**ENTM 420 Entrepreneurship and Small Business Management 3(3, 0, 0)**

This course covers the management, organization, and operational issues of small business enterprises. This course emphasizes the identification and resolution of managerial problems from the perspective of small business focusing mainly on marketing, finance and HR areas. Prerequisites: Senior standing and ACCT 110, FINA 110, MNGT 215, BUSS 400.

Finance Courses**FINA 110 Business Finance 3(3, 0, 0)**

This course teaches the tools that determine and analyze the major decisions a financial manager has to make, including identification of the firm's goals, time value of money, use of discount cash flow models, capital budgeting under certainty, capital structure as it relates to cost of capital, dividend policy, and ethics in finance. Prerequisites: ACCT 110.

FINA 215 Financial Markets and Institutions 3(3, 0, 0)

This course covers analysis of existing financial systems, money and capital markets, banks and non-bank financial intermediaries, term structure of interest rates, and securities markets including the stock and bond exchanges. It introduces the role of risk management in the financial institutions industry. Both quantitative and qualitative measures of risks are emphasized. Prerequisites: FINA 110.

FINA 310 Islamic Finance and Management 3(3, 0, 0)

This course introduces financial institutions, transactions and instruments that comply with Islamic principles. The course focuses on Shariah compliant transactions and instruments such as financial partnerships and profit sharing, asset-backed equity and debt, and Shariah compliant insurance. Further topics include the development of new instruments and practices to offer a broader range of Islamic financial solutions, practical management uses and implications of Islamic finance. Prerequisites: Business third year standing and FINA 110, MNGT 110.

FINA 410 Financial Planning and Control 3(3, 0, 0)

This course focuses on topics such as the financial planner's role and environment, cash flow budgeting, consumer credit, controlling and planning labor and overhead costs, expense and capital expenditure planning, debt management, insurance, taxation and financial planning. The course also covers aspects of personal financial planning, including retirement planning, estate planning and wills, personal bankruptcy and insolvency, and preparation of financial plans. Prerequisites: Senior standing and FINA 110.

FINA 420 Investment Management 3(3, 0, 0)

A study of the operations of securities markets, investment policies, valuation of individual securities, and techniques of investing in securities. This course also introduces students to analysis of investment information, evaluation of risks and returns, and principles of portfolio selection in investment decisions. Prerequisites: Senior standing and FINA 215.

FINA 422 Valuation Methods 3(3, 0, 0)

This course covers techniques used by investment bankers and analysts for enterprise valuation. The techniques used are divided into intrinsic valuation and relative valuation. Intrinsic valuation includes dividend discount models, free cash flow to equity, free cash flow to firm. Relative valuation includes measures are price-to-earnings, price-to-sales, price-to-book, price-to-cash flow. Prerequisites: Senior standing and FINA 215.

FINA 425 Commercial Bank Management 3(3, 0, 0)

This course focuses on the management aspects of commercial banks, financial analysis of bank statements, liquidity management, assets and liability management, profitability, capital adequacy, credit analysis, trade finance, and banking regulations. Prerequisites: Senior standing and FINA 215.

FINA 430 International Financial Management 3(3, 0, 0)

This course examines international regulatory and environment differences, access to money and capital markets, use of derivatives to hedge exchange rate risk, exposure to different types of risks, and international diversification handled by multinational corporations. Prerequisites: Senior standing and FINA 110.

FINA 450 Risk Management in Financial Institutions 3(3, 0, 0)

This course defines the role of risk management in the financial industry. It focuses on the qualitative and quantitative measures of risk, and considers the management of various risks faced by investors: interest rate risk, foreign exchange rate risk, credit risk, operational risk. It also discusses portfolio analysis and the role of asset and liability management and risk control processes. Prerequisites: Senior standing and FINA 110.

Management Courses**MNGT 110 Principles of Management 3(3, 0, 0)**

A course that focuses on the modern corporate entity: rationale, structure, processes and functions; internal dynamics of supervision and leadership, functions of management, performance and change management, systems dynamics, and interface with the environment.

MNGT 215 Organizational Behavior 3(3, 0, 0)

This course deals with corporate behavioral dynamics at the individual and group levels, managerial communication, team building, leadership, motivation, and conflict resolution. Prerequisites: MNGT 110.

MNGT 418 Business Ethics 3(3, 0, 0)

This course covers the topics of instrumental expediency and moral imperatives, ethical dimensions of corporate decision making, intra- and interpersonal ethical conflicts, and limits of individual and corporate responsibility. Prerequisite: Business third year standing & MNGT 110.

MNGT 420 Human Resource Management 3(3, 0, 0)

A course that deals with understanding and managing human capital as a major strategic asset, macro and micro manpower planning, skill surveying, management learning, de-learning and relearning, results-driven performance in the age of virtual organizations and telecommuting, and knowledge workers in a rapidly changing corporate context within a global knowledge economy. Prerequisites: Senior standing and MNGT 110.

MNGT 430 International Business and Management 3(3, 0, 0)

This course examines substantive and stylistic challenges for senior and middle management in international cross continent corporations and conglomerates, standardization and diffusion of authority and operations, mobility and self reinvention, and integration and differentiation. Prerequisites: Senior standing.

MNGT 440 Total Quality Management 3(3, 0, 0)

This course covers an advanced analytical account of TQM as a modern management philosophy and a program for reaching customer satisfaction. It includes a large set of practical applications at different firm levels in sustaining the relationship with customers. Prerequisite: Senior standing.

MNGT 450 Case Studies/Special Topics 3(3, 0, 0)

This course deals with special issues and management concerns that are not covered in regular courses. Students will solve in-depth business case studies covering different strategic management problems and situations. Prerequisite: Senior standing.

MNGT 460 Change Management 3(3, 0, 0)

This course discusses a central paradigm in modern management theory and practice. It reviews various organizational forces that enable and resist change. It includes the change processes at the individual, group, and organizational levels and introduces theories and approaches related to managing changes. Prerequisite: Senior standing.

Management Information Systems Courses**INFO 200 Management Information System 3(3, 0, 0)**

This course introduces the IT applications in businesses that raise productivity, create customer value and sustain competitive advantage. The survey of the underlying information technology and information systems (IT/IS) show how business processes and transactions are supported. Prerequisites: MNGT 110, CSC 100.

INFO 400 E-Commerce (EC) Strategies and Applications 3(3, 0, 0)

This course explores strategies and applications in the context of planning an EC initiative or startup. Business models and competitive strategies are used as the framework: (a) for understanding how EC is different from and similar to other businesses; and (b) how to create business value from the combined use of internet technology and the underlying IS/IT. Students/teams outline key items of an EC business plan; write high-level requirements for an E-Commerce initiative/startup; and study cases. Prerequisites: Senior standing.

Marketing Courses

- MKTG 210 Principles of Marketing 3(3, 0, 0)**
This course presents an overview of marketing activities including marketing inputs in strategic planning, global marketing, marketing research, analysis of buyer behavior, market segmentation and positioning, and development of the marketing mix elements. Prerequisite: MNGT 110.
- MKTG 320 Competitive Marketing Strategies 3(3, 0, 0)**
This course provides the insight and skills necessary to formulate and implement sound marketing strategies. The process of strategy formulation is divided into three stages; strategic analysis, strategic decision-making, and implementation of strategies. Specific topics include strategic planning, consumer decision-making, life cycle segmentation, product positioning, market response, competitive behavior, new product development, product line management, and the marketing plan. Prerequisites: Senior standing and MKTG 210
- MKTG 420 Marketing Research 3(3, 0, 0)**
A course that provides thorough coverage of various marketing research tools along with an applied orientation, including a systematic analysis of the steps comprising the marketing research process, starting with research problem definition and terminating with data collection, analysis, and presentation. Prerequisites: Senior standing and MKTG 210, BUSS 110.
- MKTG 430 Professional Selling and Sales Management 3(3, 0, 0)**
This course examines sales management functions and strategies, developing the selling function, sales goals and structure, building a sales program, and leading and motivating the sales force. This course also examines the opportunities and problems faced by marketers in contemporary retail formats. The principle issues involved in retailing are explored, including store location and layout, merchandise planning, buying and selling, category management, and coordination of store activities. Overall the course allows students to develop appropriate skills and knowledge for effective and efficient decision making in the contemporary retail environment. Prerequisites: MKTG 420
- MKTG 435 Public Relations 3(3, 0, 0)**
This course focuses on the communication between an individual or organization and the public to promote stakeholder acceptance and approval. Students explore traditional and emerging components of the public relations process through mass media, as well as the needs of different types of businesses, such as corporations, non-profit organizations, and government agencies. Prerequisites: Senior standing and MKTG 210.
- MKTG 440 Consumer Behavior 3(3, 0, 0)**
This course introduces behavioral science perspective to analyze and predict consumer behavior by focusing on the decision-making processes followed by consumers in different situations. Prerequisites: Senior standing and MKTG 210.
- MKTG 450 Logistics Marketing Management 3(3, 0, 0)**
This course examines on the organizational, management and technology issues related to the sales and marketing function. It covers the business approaches that support sales and marketing plans as well as information and knowledge management considerations. It also explores the knowledge linkages between the sales and marketing function and the supply chain functions. Prerequisites: Senior standing and MKTG 210.

The Executive MBA Program

(Pending Final MOHE Approval)

Background

The Executive MBA Program has been designed to deliver excellence in business education to middle and upper level managers in the private and public sectors.

The rigorous program will enable participants to acquire the conceptual knowledge and improved decision-making skills to improve their on-the-job performance in an increasingly complex business environment.

During the course of study, participants are guided through case analyses and simulations to ensure a quick transfer of skills and knowledge from the seminar room to the workplace with a special attention to the present and future needs of Saudi and foreign firms across the Kingdom. As a result, participants will quickly realize personal and professional benefits and their contributions will be recognized through greater responsibilities, promotions and self satisfaction.

Program Objectives

FBSU's EMBA program will strive to:

- Enhance the general managerial capabilities of participants by building upon the core functions and disciplines of business administration
- Develop leaders and entrepreneurs with a clear strategic vision, strong critical analytical skills, a problem-solving orientation and a broad sensitivity to global issues
- Strengthen the leadership, creative and teamwork skills that would sharpen the participants' competitive edge, and add value to their organizations.

Program Structure

The program is composed of a total of 42 credits divided over 8 semesters. This excludes the pre-requisite foundation module that covers Math and Computer skills, and which is given at the beginning of studies. Lectures are scheduled on weekends twice per month. The degree requirements can be met in 21 months of study.