



Business Administration
& International Marketing

SU ARISH
SINAI UNIVERSITY

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Message from the Dean

Welcome to the official site of the Business Administration & International Marketing faculty at Sinai University, which is filled with helpful information to you.

As the technology and market forces make the global economy profoundly competitive, business education needs to be rigorous and bold. New ideas, new products and new economies demand, new insights tools and responses.

Our primary objective is to understand the characteristics of the business knowledge and to offer a quality education to students which makes the difference in their academic life.

To do that , we developed a curriculum plan that provides our students with the necessary skills to meet the latest international standards Moreover, our academic team does not only possess adequate academic track but, also have numerous experience in many business disciplines :entrepreneurship, economics, finance, marketing, and several business related fields, such as, mathematics ,statistics , and commercial law with extensive international experiences in teaching ,training and consultations.

Accordingly, we promise our students that, they will receive the knowledge, research insights and personal effectiveness skills to meet the needs of business professionals at critical ages of their careers.

Finally, we believe that our innovative philosophy will allow our students to increase their future personal successes, looking forward to meet our students, parents, faculty, and colleagues to discuss our above goals.

Prof. Ahmed Abd Allah Abaza

Dean, Faculty of Business Admin & International Marketing.



Vision

Our vision is straight forward, what underlines everything excellence and the impact it has on the society.

We value excellence in teaching, innovation and creative thinking; also we value ethical practice and diverse perspectives.

Mission

To be a regional recognized scientific center for developing effective and responsible business leaders by creating insightful knowledge and inspiring minds, to provide a lifelong return on investment for our students .

Why Study Business Administration in Sinai University

A business university degree gives you skills that will enable you to succeed in any situation in many areas in your life, in our faculty you can choose to study business elements in a wide range of fields, from accounting to management to marketing to finance and investment, the faculty is located in a pleasant surrounding blessed and quite area, and zero pollution environment on the Mediterranean sea. The location enriches the education process.



Program Objectives

Skills and knowledge that you gain from your business degree will give you an excellent foundation for many careers.

These skills are:

- Critical and creative thinking.
- Research and analysis.
- Communication.
- Personal development.

During the educational study program, students will develop thinking skills and enquiring mind to know how to:

- Analyze problems and evaluate solutions.
- To use judgment and make decisions.
- To engage in reflective and creative thinking.

Program Outcomes

As a graduate from our faculty, your time and financial resources are critical assets .we encourage you to become a part of our distinctive educational offering, as we co-invest in your future.

You will be capable of recognizing when information is needed and you will have the capacity to locate, evaluate and use this information effectively.

Also, you will be able to communicate knowledge, idea, recommendations and decision effectively. The following table can demonstrate what we mean.

Business School Bachelor Program Goals

Goal 1: Business Knowledge

Our Bachelors programs develop each graduate to be adept in identifying and understanding major commercial trends both locally and globally.

Goal 2: Critical Thinking

Our Bachelors programs develop each graduate to be a critical thinker and discerning decision maker.

Goal 3: Business Analysis and Problem Solving

Our Bachelors programs develop each graduate to be a capable business analyst and program – solver.

Goal 4: Communication

Our Bachelors programs develop each graduate to be an effective and professional business communication.

Goal 5: Team Working

Our Bachelors programs develop each graduate to be an effective team member in a variety of business context.

Goal 6: Ethical and Social Responsibility

Our Bachelors programs develop each graduate to be an ethically –and socially responsible professional.

Learning Outcome

1- Able to demonstrate an understanding of challenging in managing business in a range of business and cultural contexts.

2- Able to solve business problems.

3- Able to analysis and diagnose business problems and design a range of business improvements that can result in significant business process improvement.

4- Able to communicate effectively, both orally and in writing. Using a range of modes of communication including business reports and presentations and including the ability to negotiate.

5- Able to collaborate effectively with others in a professional business manner as both members and leaders of teams. And n relation to client interactions .

6- Able to demonstrate an understanding of pertinent moral, ethical and corporate social responsibility considerations.



Career Opportunities

- Accounting
- Advertising
- Business studies
- Communication studies
- Economics
- Electronic Media & Broadcasting
- Finance
- Global International Studies
- Hotel, Restaurant and tourism
- Human Resource
- Logistics
- Management
- Management information systems
- Marketing
- Public relation
- Retail / Merchandising
- Sport Management
- Statistics

Facilities

At Sinai University the dorms are adjacent to the school facilities and transportation time is saved.

The physical facilities of the University are considered the top in Egypt. This provides a healthy educational environment.

The University is equipped with modern computer, and language labs. In addition to a state of the art educational library.

The university provides a theatre, sports courts, restaurants, coffee shops, and playgrounds.

Every student has a professor as an academic advisor to plan and monitor the educational ladder.

Program Credit Hours

The Bachelor degree of Business and International Marketing is granted to students who successfully complete a minimum of 143 hours divided as follows:

1. University requirements: 11 credit hours (five Courses)

2. Faculty requirements: 132 credit hours (43 Courses) divided as:

- 15 credit hours (5 elective courses)
- 30 credit hours (9 compulsory courses for the department)
- 87 credit hours (29 compulsory courses for the faculty)





Courses



Courses

I-University Requirements

The University offers elective courses from which the students are free to select 11 credits.

Course Code	Course Title	Credit Hours			Examination Marks		Total Marks	Exam Time
		*L	*A	Total	*CW	*F.E.		
SUE E44	English Language (1)	2	-	2	25	25	50	2
SUE E45	English Language (2)	2	-	2	25	25	50	2
IUC E01	Introduction to Computer Science	2	1	3	25	25	50	2
SUG E01	Human rights	1	-	1	25	25	50	1
SUG E02	Sinai History	1	-	1	25	25	50	1
SUG E03	Scientific Thinking	1	-	1	25	25	50	1
SUG E04	Study and Personal Skills	2	-	2	25	25	50	2
SUG E05	Arabic Language	2	-	2	25	25	50	2
SUG E06	Introduction to Future Studies	2	-	2	25	25	50	2

L= lecture, A=Application, CW= Course work, F.E. =Final exam

II- Faculty Requirements

The faculty departments and the subjects studied within each are as follows:

Department of Management (M)

Course Code	Course Title	L	A	Credit Hours
BGM 1101	Introduction to Management	3	1.5	3
BGM 1202	Organizational Behavior Management	3	1.5	3
BGM 2203	Production Management	3	1.5	3
BGM 2204	Management Information Systems	3	1.5	3
BGM 3105	Human Resources Management	3	1.5	3
BGM 3206	Strategic Management	3	1.5	3
BGM 3207	Feasibility Studies and Project Evaluation	3	1.5	3
BGM 3221	Financial Management	3	1.5	3
BMM 4108	Graduation Project (Continuous Course - Two Semesters)	6	-	6
BMM 4109	Leadership in Organizations	3	1.5	3
BMM 4110	International Management	3	1.5	3
BMM 4111	Quality Management	3	1.5	3
BMM 4117	Managing Innovation and Technology	3	1.5	3
BMM 4212	Material Management	3	1.5	3
BMM 4213	Decision Making and Planning	3	1.5	3
Elective Courses				
BGM E2215	Public Administration	3	1.5	3
BGM E3116	Public Relations	3	1.5	3
BMM E4121	Seminar in Management	3	1.5	3
BMM E4218	Researches in Management	3	1.5	3
BMM E4219	Management of Negotiations	3	1.5	3
BKM E4120	Comparative Management Systems	3	1.5	3

Department of Accounting (A)

Course Code	Course Title	L	A	Credit Hours
BGA 1101	Financial Accounting (1)	3	1.5	3
BGA 1202	Financial Accounting (2)	3	1.5	3
BGA 2103	Partnership Accounting	3	1.5	3
BGA 2204	Corporation Accounting	3	1.5	3
BGA 3105	Cost Accounting (1)	3	1.5	3
BGA 3106	Principles of Auditing (1)	3	1.5	3
BGA 3207	Intermediate Accounting	3	1.5	3
BAA 4108	Graduation Project (Continuous Course- Two Semesters)	6	-	6
BAA 4109	National and Governmental Accounting	3	1.5	3
BAA 4110	Accounting Information System	3	1.5	3
BAA 4111	Auditing (2)	3	1.5	3
BAA 4112	Financial Statements Analysis	3	1.5	3
BAA 4113	Cost Accounting (2)	3	1.5	3
BAA 4114	Tax Accounting (1)	3	1.5	3
BAA 4215	Managerial Accounting	3	1.5	3
BAA 4216	International Accounting	3	1.5	3
BAA 4217	Tax Accounting (2)	3	1.5	3
Elective Courses				
BAA E4218	International Accounting Standards	3	1.5	3
BAA E4219	Seminar In Accounting	3	1.5	3
BAA E4112	Financial Statements Analysis	3	1.5	3

Department of Investment and Finance (F)

Course Code	Course Title	L	A	Credit Hours
BFF 4101	Current Financial problems	3	1.5	3
BFF 4102	International Financial Institutions	3	1.5	3
BFF 4103	Graduation Project(Continuous Course- Two Semesters)	6	-	6
BFF 4104	Investment Theories	3	1.5	3
BFF 4204	Capital Budgeting	3	1.5	3
BFF 4105	Research in Investment & Finance	3	1.5	3
Elective Courses				
BFF E4206	Seminar in Investment	3	1.5	3
BFF E4105	Research in Investment and Finance	3	1.5	3

Department of Marketing (M)

Course Code	Course Title	L	A	Credit Hours
BGK 2101	Principles of Marketing	3	1.5	3
BGK 3102	Strategic Marketing	3	1.5	3
BKK 4103	Graduation Project(Continuous Course- Two Semesters)	6	-	6
BKK 4104	International Marketing	3	1.5	3
BKK 4105	Retail Marketing	3	1.5	3
BKK 4106	Marketing Channels and Supply Chain	3	1.5	3
BKK 4107	Advertising Management	3	1.5	3
BKK 4110	Logistics Management	3	1.5	3
BKK 4208	Marketing Researches	3	1.5	3
BKK 4209	Sales Management	3	1.5	3
Elective Courses				
BKK E4111	Services Marketing	3	1.5	3
BKK E4212	E-Marketing	3	1.5	3
BKK E4213	Direct Marketing	3	1.5	3



Other Faculty Courses:

Course Code	Course Title	L	A	Credit Hours
BGE 1101	Microeconomics	3	1.5	3
BGS 1102	Fundamentals of Mathematics	3	1.5	3
BGS 1203	Statistics (1)	3	1.5	3
BGL 1204	Introduction to Law	3	1.5	3
BGE 1205	Macroeconomics	3	1.5	3
BGS 2106	Financial Mathematics	3	1.5	3
BGS 2107	Statistics (2)	3	1.5	3
BGE 2108	Money and Banking	3	1.5	3
BGS 2209	Research Methods	3	1.5	3
BGS 2210	Quantitative Methods	3	1.5	3
BGL 3111	Commercial Law	3	1.5	3
BGS 3213	Risk Management and Insurance	3	1.5	3
BFE 4114	Financial Markets	3	1.5	3
BFE 4215	Finance and Islamic Banks	3	1.5	3
Elective Courses				
BGE E2216	International Trade	3	1.5	3
BGE E2217	Economic Resources	3	1.5	3
BGS E3118	Software Packages & Applications	3	1.5	3
BGS E3119	Operations Research	3	1.5	3
BGE E3212	Public Finance	3	1.5	3
BGE E3220	Economic Development and Planning	3	1.5	3
BGS E3221	Decision Making Theory	3	1.5	3
BME E4122	Managerial Economics	3	1.5	3

Other Faculty Courses: 18- PROGRAMME CURRICULUM

Semester (1)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGM 1101	Introduction to Management	3	1.5	3	
BGA 1101	Financial Accounting (1)	3	1.5	3	
BGE 1101	Microeconomics	3	1.5	3	
BGS 1102	Fundamentals of Mathematics	3	1.5	3	
SUE E44	English (1)	2	1.5	2	
IUC E01	Introduction to Computer science	3	1.5	3	
Total		17	1	17	

L= lecture, A= application

Semester (2)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGA 1202	Financial Accounting (2)	3	1.5	3	BGA 1101
BGS 1203	Statistics (1)	3	1.5	3	
BGM 1202	Organizational Behavior Management	3	1.5	3	
SUG E01	Human Rights	1	-	1	
BGL 1204	Introduction to Law	3	1.5	3	
BGE 1205	Macroeconomics	3	1.5	3	BGE 1101
SUG E04	Study and Personal Skills	2	-	2	
Total		18	-	18	

Semester (3)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGK 2101	Principles of Marketing	3	1.5	3	BGM 1101
BGA 2103	Partnership Accounting	3	1.5	3	BGA 1202
BGS 2106	Financial Mathematics	3	1.5	3	BGS 1102
SUG E02	Sinai History	1	-	1	
BGS 2107	Statistics (2)	3	1.5	3	BGS 1203
BGE 2108	Money and Banking	3	1.5	3	BGE 1205
SUE E45	English (2)	2	1.5	2	SUE E44
Total		18	-	18	

Semester (4)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGS 2209	Research Methods	3	1.5	3	
BGM 2203	Production and Operations Management	3	1.5	3	BGM 1101
BGM 2204	Management Information Systems	3	1.5	3	BGM 1202
BGA 2204	Corporation Accounting	3	1.5	3	BGA 2103
BGS 2210	Quantitative Methods	3	1.5	3	BGS 1203
*The student should choose one course from the following :					
BGE E2216	International Trade	3	1.5	3	BGE 1205
BGE E2217	Economic Resources	3	1.5	3	
BGM E2215	Public Administration	3	1.5	3	BGM 1101
Total		18	-	18	

Semester (5)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGK 3102	Strategic Marketing	3	1.5	3	BGK 2101
BGA 3105	Cost Accounting (1)	3	1.5	3	BGA 1202
BGA 3106	Principles of Auditing (1)	3	1.5	3	BGA 2204
BGM 3105	Human Resources Management	3	1.5	3	BGM 1101
BGL 3111	Commercial Law	3	1.5	3	BGL 1204
*The student should choose one course from the following :					
BGM E3116	Public Relations	3	1.5	3	BGM 1101
BGS E3118	Software Packages & Applications	3	1.5	3	BGS 1203
BGS E3119	Operations Research	3	1.5	3	BGS 1102
Total		18	-	18	

Semester (6)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BGM 3206	Strategic Management	3	1.5	3	BGM 1101
BGA 3207	Intermediate Accounting	3	1.5	3	BGA 1202
BGM 3221	Financial Management	3	1.5	3	BGM 1101
BGS 3213	Risk Management and Insurance	3	1.5	3	
BGM 3207	Feasibility Studies and Project Evaluation	3	1.5	3	BGA 3105
*The student should choose one course from the following :					
BGE E3220	Economic Development and Planning	3	1.5	3	BGE 1205
BGS E3221	Decision Making Theory	3	1.5	3	BGS 2107
BGE E3212	Public Finance	3	1.5	3	BGE 1205
Total		18	-	18	



Department of Management

Semester (7)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BMM 4108	Graduation Project	3	-	3	
BMM 4109	Leadership in Organizations	3	1.5	3	BGM 1101
BMM 4110	International Management	3	1.5	3	BGM 3206
BAA 4112	Financial Statements Analysis	3	1.5	3	BGA 1202
BMM 4117	Managing Innovation and Technology	3	1.5	3	BGM 1101
*The Student should choose one course from the following:					
BME E4122	Managerial Economics	3	1.5	3	BGE 1205
BMM E4121	Seminar in Management	3	-	3	
BAA E4113	Cost Accounting (2)	3	1.5	3	BGA 3105
Total		18	-	18	

Semester (8)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BMM 4108	Graduation Project (Continue)	3	-	3	
BMM 4212	Material Management	3	1.5	3	BGM 1101
BMM 4213	Decision Making and Planning	3	1.5	3	BGM 1101
BAA 4215	Managerial Accounting	3	1.5	3	BGA 3105
BMM 4111	Quality Management	3	1.5	3	BGM 1101
*The student should choose one course from the following:					
BFE E4114	Financial Markets	3	1.5	3	BGE 2108
BMM E4218	Researches in Management	3	1.5	3	BGM 3206
BMM E4219	Management of Negotiations	3	1.5	3	BGM 3206
Total		18	-	18	

Department of Marketing

Semester (7)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BKK 4103	Graduation Project	3	-	3	
BKK 4104	International Marketing	3	1.5	3	BGK 3102
BKK 4105	Retail Marketing	3	1.5	3	BGK 3102
BKK 4106	Marketing Channels and Supply Chain	3	1.5	3	BGK 3102
BKK 4107	Advertising Management	3	1.5	3	BGK 2101
*The student should choose two courses from the following:					
BKM E4120	Comparative Management Systems	3	1.5	3	BGM 3206
BKK E4111	Services Marketing	3	1.5	3	BGK 2101
BME E4122	Managerial Economics	3	1.5	3	BGE 1205
Total		18	-	18	

Semester (8)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BKK 4103	Graduation Project (Continue)	3	-	3	
BKK 4208	Marketing Researches	3	1.5	3	BGK 3102
BAA 4215	Managerial Accounting	3	1.5	3	BGA 3105
BKK 4209	Sales Management	3	1.5	3	BGK 2101
BKK 4110	Logistics Management	3	1.5	3	BGK 2101
*The student should choose one course from the following:					
BMM E4219	Management of Negotiations	3	1.5	3	BGM 3105
BKK E4212	E-Marketing	3	1.5	3	BGK 2101
BAA E4216	International Accounting	3	1.5	3	BGA 1202
BKK E4213	Direct Marketing	3	1.5	3	BGK 2101
Total		18	-	18	

Department of Investment and Finance

Semester (7)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BFF 4103	Graduation Project	3	-	3	
BAA 4112	Financial Statement Analysis	3	1.5	3	BGA1202
BFF 4104	Investment Theories	3	1.5	3	BGS 2106
BFF 4102	International Financial institution	3	1.5	3	
BFE 4114	Financial Markets	3	-	3	BGE 2108
The student should choose one course from the following:*					
BFF E4105	Research in Investment & Finance	3	1.5	3	
BME E4122	Managerial Economics	3	1.5	3	BGE1205
Total		18	-	18	

Semester (8)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BFF 4103	Graduation Project (Continue)	3	-	3	
BFF 4204	Capital Budgeting	3	1.5	3	
BAA 4215	Managerial Accounting	3	1.5	3	BGA 3105
BFE 4215	Finance and Islamic Banks	3	1.5	3	BGE 2108
BFF 4101	Current Financial problems	3	1.5	3	
The student should choose one course from the following:					
BFF E4206	Seminar in Investment	3	-	3	
BAA E4216	International Accounting	3	1.5	3	BGA 1202
Total		18	-	18	



Department of Accounting

Semester (7)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BAA 4108	Graduation Project	3	-	3	
BAA 4109	National and Governmental Accounting	3	1.5	3	BGA 3105
BAA 4111	Auditing (2)	3	1.5	3	BGA 3106
BAA 4114	Tax Accounting (1)	3	1.5	3	BGA 2103
BAA 4113	Cost Accounting (2)	3	1.5	3	BGA 3105
The student should choose one course from the following:					
BAA E4112	Financial Statements Analysis	3	1.5	3	BGA 1202
BME E4122	Managerial Economics	3	1.5	3	BGE 1205
Total		18	-	18	

Semester (8)

Course Code	Course Title	L	A	Credit Hours	Prerequisite
BAA4108	Graduation Project (Continue)	3	-	3	
BAA 4217	Tax Accounting (2)	3	1.5	3	BAA 4114
BAA 4215	Managerial Accounting	3	1.5	3	BGA 3105
BAA 4216	International Accounting	3	1.5	3	BGA 1202
BAA 4110	Accounting Information Systems	3	1.5	3	BGA 3105
*The student should choose one course from the following courses:					
BAA E4218	International Accounting Standards	3	1.5	3	BGA 1202
BMM E4111	Quality Management	3	1.5	3	BGM 1101
BAA E4219	Seminar In Accounting	3	-	3	BAA 4111, BAA 4109
Total		18	-	18	

Departments

- Department of Marketing (M)

The Department of marketing is home to some of the most interesting challenging and important topics in business education. Marketing involves the creation and delivery of exceptional value by fulfilling the needs and wants of a variety of groups, as well as the needs of an organisation.

- Department of Finance and Investment (F)

Coursework in finance and Investment help you build industry related skills, providing more opportunity for you hone your area of expertise and choose the career path that is right for you.

- Department of Management (M)

Our curriculum in management, you will have the opportunity to focus on developing critical thinking and communication skills , also developing your management skills through studying business functions.

- Department of Accounting (A)

A degree in accounting gives you the foundational accounting skills, upon which you can build a successful career. In this program you will work with professors whom are experienced experienced in accounting and are dedicated to help.

Training Oppurtunities:

A letter of Reference is available when its required by the student.

SU ARISH
SINAI UNIVERSITY

**YOUR LIFE...
YOUR DECISION**

SU ARISH

SINAI UNIVERSITY

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