

Introduction to Business (BEAD1322)

The Introduction to Business is a continuum to the Principles of Management course. It is an introduction to what a business is, how it operates, and how it is managed. Students will identify forms of ownership and the processes used in production and marketing, finance, personnel and management in business operations. This course is an introduction to the many facets of the private enterprise system and of the businesses that operate within its framework. It will enable students to gain a better understanding of what business arena is all about, how a business operates and which business functions are needed in any business enterprise.

Commercial Law (BEAD3324)

The course is about the theoretical framework of commercial law and the application of fundamental principles to typical business and financial transactions. The course studies business and commercial laws, its characteristics, development, sources, and its relation to other laws. The course deals with the types of business, the difference between it and civil works. The course examines the trader's theory and discusses its status, its conditions, obligations and characteristics. The course also addresses the commercial register, its importance and functions. Will also be studied the companies and their forms. The course also deals with commercial contracts, their parties, their effects, and the obligations of the parties to the contract.

Maths for Economic & Management (BEAD1321)

The course studies the financial mathematics especially the basic law of simple interest, equal payments, and studies the concept of

simple interest debt discount, and the vehicle. And deals with concepts such as current values, debt settlement, and evaluation of bonds and consumption. It also teaches the course pure mathematics where he will address the basics of sports functions and differential equations and algebraic functions, matrices and determinants and their applications in the event of a set of simultaneous equations in two variables or more and mile straight line and algebraic functions and derivatives.

Human Development (BADMN1001)

The course deals with the concept of development in general, and economic development in particular. The course will then address concept of "human development" (HD), where the concept and its methodology will be discussed, as well as the objectives and obstacles to achieving HD, especially in the Arab world. The course will also address the most important frameworks and concepts related to human development. The course will also discuss some administrative concepts related to human development such as leadership, planning, creativity and self-management. Finally, the course will discuss in detail the United Nations' Annual Human Development Report.

Market Management (BADM4312)

This course aims to give the student an integrated picture of the modern concept of marketing and the evolution of this concept in the development of the surrounding marketing environment and its impact on the philosophy of organizations. It deals with the study and analysis of the fundamentals of marketing management and how to plan, organize and control marketing processes, marketing information system and marketing research. Marketing, and deals with the most important marketing mix elements strategies

Supply Chain Management (BEAD2322)

Supply chain management (SCM) involves the coordination of suppliers, distributors, manufacturers and retailers to ensure products and services are delivered to customers at a timely and cost-effective manner.

This course provides a clear framework for understanding the essential concepts of supply chain management. It shows how to develop and deploy supply chains to achieve success in the fast-paced, global economy.

Management Information System (BEAD3312)

The course introduces the main concepts of MIS. It studies the relationship between information and the functions of management. It addresses the methods of collecting and processing data, the types of information systems and their components, and the characteristics of MIS with linkage to concepts like communication, networks, internet and artificial intelligence. The course also deals with issues related to the security and confidentiality of information systems as well as ethical and social issues of MIS.

Public Administration (BEAD2313)

This course aims at introducing students to the concepts of public administration and management of governmental institutions by addressing a series of topics that show how the public institutions apply the principles of management, starting from planning to organizing and leadership and finally controlling. The course will present various obstacles and challenges facing managers in public institutions and how to deal with these issues in their daily work.

Operations Management (BEAD3313)

Operations Management (OM) is concerned with the management of resources and activities that produce and deliver goods and services for customers. Efficient and effective operations can

provide an organization with major competitive advantages since the ability to respond to customer and market requirements quickly, at a low cost, and with high quality, is vital to attaining profitability and growth through increased market share. As competition becomes fiercer in an increasingly open and global marketplace, a company's survival and growth become greatly contingent on its ability to run its operations efficiently and to exploit its resources productively. The course focuses on the basic concepts, issues, and techniques for efficient and effective operations. Special emphasis is placed on process improvement and supply chain management. Topics include operations strategy, product and service design, process design and analysis, capacity planning, lean production systems, materials and inventory management, quality management, project management, and supply chain management.

Business Ethics (BADMN2005)

The course deals comprehensively with the concept of ethics, So that it covers personal and organizational ethical standards and those related to corporate and business, also deals with the behavior of individuals in organizations of all kinds. Aiming to introduce students to professional ethics and job behavior, Both those required in the administration from the employees, also shows its importance in achieving the goals of the institution. The course provides a definition of ethics in Islam and the sources of good ethics and morals that must be displayed by the employee, It also deals with the instilling of work ethic as required and how to maximize the good morals, a statement sources of Islamic law, the course discusses reasons for the decline of ethics and the emergence of ethical problems in various fields and sectors of work, and discusses some of the patterns of the wrong behavior, including the emergence of financial corruption, and discrimination and discusses how to treat this decline in work ethics, and the means to consolidate the ethics and moral values from Islamic thoughts perspective, in order to urge the student to think and address the moral aspects of his career in any sector, in line with the reality of the Palestinian Arab Muslim community.

Communication and Public Relations Management (BADM3322)

This course focuses on the individual's interaction with others in the areas of private, professional and public life through a review of the role of effective communication in building and maintaining relationships and mutual understanding with others. The course will also review the importance of communication in many aspects of life, such as getting a job, working with the team, and talking and persuasion skills and how to influence others. The course deals also with the concept of Public Relations and Development as well as the objectives and functions of public relations. This will allow students discover the organizational, administrative and technical approaches and have overview of the reality of public relations in the various communities and especially the Palestinian society.

Banking Management (BADM33160)

The course introduces students to the concepts related to the banking system, types of banks, commercial banks, money creation, sources of financing of commercial banks, various aspects of employment, direct credit facilities, analysis of commercial bank budget, internal organization of the commercial bank and the central bank Specialized, and the difference between commercial banks and Islamic banks.

International Management (BADM4313)

This course focuses on the basic concepts of international business, its nature and its fields. Will be addressed the types of international businesses and investments, and the forms of monopolies and cartels on the international level. The course will study the environment of international management, and the ways to penetrate international markets and the adjacent risks. This will include the study of multinational companies, international marketing, international trade, and the structure of the international financial systems as well as the methods of negotiation and international cooperation.

Logistics Management (BADM2321)

This course introduces the definition of purchasing and inventory, through the study of the concept, importance, goals, organizing purchasing and inventory. It offers a detailed explanation of the calculation of the economic size of the purchase and determine inventory levels, in addition the centralization and decentralization in the purchase, the purchase of appropriate quality, purchase the appropriate amount, purchasing with the right price and the differentiation between alternatives and methods of buying capital goods and interest about the responsibilities associated with managing stores and inventory control.