

اسم التخصص	الريادة والاعمال
الدرجة العلمية للتخصص	ماجستير
الكلية	كلية الدراسات العليا والبحث العلمي

الساعات المطلوبة للحصول على درجة الماجستير في هذا التخصص (مسار الرسالة)

متطلبات اجبارية	متطلبات اختيارية	الرسالة	المجموع
(24) ساعة معتمدة	(6) ساعة معتمدة	6 ساعات	36 ساعة

أ- المواد الإلزامية: بواقع (21) ساعات معتمدة موزعه كالتالي:

الرقم	رقم المادة	اسم المادة	عدد الساعات المعتمدة
1	701199	Human Resources Management	3
2	702258	Entrepreneurship And Innovation	3
3	707459	Entrepreneurship and small Businesses	3
4	710110	Research Methodology	3
5	710240	Strategic Management	3
6	700221	Change Management	3
7	704153	Project Analysis and Evaluation	3
8	707158	Advanced Marketing	3
		المجموع	24

ب- المواد الاختيارية: بواقع (6) ساعات معتمدة يختارها الطالب من المواد التالية:

الرقم	رقم المادة	اسم المادة	عدد الساعات المعتمدة
1	710200	Managerial Economics	3
2	705055	Social Entrepreneurship	3
3	710120	Advanced Financial Management	3
4	705956	Knowledge Management	3
5	707759	Public Relation Management	3
6	704454	Advanced Organizational Behaviour	3
8	703852	Special Topics	3

ج- الرسالة

الرقم	رقم المادة	اسم المادة	عدد الساعات المعتمدة	شروط خاصة
1	701799	Thesis 1	3	اجتياز 18 ساعة
2	701800	Thesis 2	3	701799

وصف المساقات :

- 1) **Human Resource management:** The course explores the principles, concepts and theories of, as well as practices in, human resource management in global contexts. Specifically, the course examines current trends and classical practices on various aspects of HRM, such as planning and decision making, staffing, job analysis and design, performance appraisal, compensation administration, promotion, industrial relations, occupational safety and health, and training and development. Essentially, the course discusses how HR practices and functions can be used to develop and enhance the organization's competitive edge.
- 2) **Public Relations Management:** This course focuses on the challenges, opportunities, strategies, solutions, and outcomes organizations experience in managing their reputations. It builds on students' existing knowledge of public relations, tools and techniques used by public relations professionals, and the concept that public relations is a strategic management function that can build and sustain positive relationships with key publics through genuine engagement. This course provides practical, real-world experience analysing and applying case-specific solutions. The cases cover a wide range of communication issues, including internal communications, media relations, community relations, investor and financial relations, consumer relations, issues management and crisis communication.
- 3) **Entrepreneurship and Small Businesses:** This course introduces students to the theory of entrepreneurship and its practical implementation. It focuses on different stages related to the entrepreneurial process, including business model innovation, monetization, small business management as well as strategies that improve performance of new business ventures. Centered around a mixture of theoretical exploration as well as case studies of real-world examples and guest lectures, students will develop an understanding of successes, opportunities and risks of entrepreneurship. Students will also develop skills in written business communication and oral presentations that allow students to integrate entrepreneurship concepts and interact with business experts.
- 4) **Advanced Marketing:** This course builds on the knowledge of marketing theory and practice gained in Marketing Management. The course covers Brand Management and Marketing Strategy and is designed to develop students ability and thinking in the implementation and management of marketing from a business and marketing specialist perspective. Furthermore, The focus of this course is strategic marketing analysis for making marketing decisions and marketing planning. Students will learn the components and construction of a strategic marketing plan, and they will gain considerable experience in the analysis of complex marketing decisions
- 5) **Research Methodology:** This course is designed around four research strands; quantitative, qualitative, interpretive and critique. Each of the four major strands of research is discussed and evaluated in terms of theory and practical rationale so the student gains knowledge in research and treats research as a tool to validate the student's hypotheses. Students would also be exposed to data collection techniques, statistical tools for data analysis, and models for writing good research proposal.

- 6) **Strategic Management:** The course emphasizes the value and process of strategic management. In addition to familiarizing students with new subject matter, students are expected to integrate and apply their prior learning to strategic decision making in organisations. The Strategic Management course is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.
- 7) **Change Management:** This course is focusing on teaching the change management process as well as some change management tools and principles that can support managers, consultants and other change facilitators to fulfil their mission: to initiate and sustain change processes. Furthermore, the course is identifying the need for change, assessing change options, planning for change and then implementing and managing change process through to successful outcomes. Important subtopics will be covered to broaden the students' perspectives in this regard.
- 8) **Managerial Economics:** The aim is teaching the students obtaining economic information required for decision making process, elaborating it with appropriate statistical and econometric methods, evaluating and interpreting it correctly and utilizing it for searching the optimal solutions of managerial decision making problems.
- 9) **Social entrepreneurship:** is a new and fast growing field of academic study and real world practice. In essence, social entrepreneurship is doing well financially by creatively solving social issues. This course introduces students to both theory and practice of social entrepreneurship through highly experiential, interactive, and collaborative workshops. Working in a team and on a social issue they care about, students will learn system thinking skills, entrepreneurial mind-set, skills, and tools to start up their own social venture or work in a social business.
- 10) **Advanced Organizational Behaviour:** This course describes the application of theories of organizational behaviour to the problems of educational institutions. Through the examination and application of theories including but not limited to leadership, decision-making, communication, motivation, power and influence, group dynamics, and change, this course is designed to develop diagnostic and problem-solving skills necessary for successful leadership of educational organizations. Prerequisite: Doctoral status.
- 11) **Special topics:** This course focuses on a topical issue in global management. The course's topic will depend on the current global business environment and on the specialty of the corresponding teacher, but the content will always support the overall learning objectives of Global Management (incl. CEMS MIM). The course format will be based on the principle of combining theory with a strong practical emphasis.

- 12) **Entrepreneurship And Innovation:** This course aims to provide students with an understanding of the nature of enterprise and entrepreneurship and introduces the role of the entrepreneur, innovation and technology in the entrepreneurial process. It is not about small business or life style businesses but instead the development of growth oriented businesses - whether for-profit or not-for-profit. Entrepreneurship is both a way of thinking and of doing. It involves "building something from nothing" and successful entrepreneurs know how to manage and mitigate uncertainty and risk. The course content is relevant to those individuals thinking about starting a business or who are already in business - large or small, those who are interested in commercialising their own innovations or of others, and those who advise entrepreneurs or engage in policy making in the entrepreneurship area.
- 13) **Knowledge Management:** This course addresses contemporary issues in managing knowledge, intellectual capital and other intangible assets. Beginning with a view that these intangibles are strategic assets, the course will introduce the fundamentals of managing knowledge and intellectual capital, understanding some of the measurement issues, processes and cycles involved in their management and the specific issues in managing knowledge based workers and the organizations in which they work. The course then turns to the strategic issues of creating value from flows in intangible assets and organization structures to support knowledge and intellectual capital. The course concludes with a review of specific application issues, global issues, application to the public sector and current developments in the field.
- 14) **Research Seminar:** This course is designed to examine the empirical and theoretical research on the work environment, compensation, unions, and workers performance. Emphasis on legislation affecting employee selection, rewards, and the quality of work life.
- 15) **Advanced Financial Management** This course covers in-depth analysis and decision making in various areas of financial management, with emphasis on development of the key management principles and policies and their application in the complex real-world situations. Many of the topics in this course are explored in various mathematical framework. Delivery of this course includes lecture videos, discussion sessions, problem solving, and cases. We will apply financial modeling in EXCEL spreadsheet in real-life case studies and hands-on examples. In the term project, we will conduct a comprehensive fundamental analysis on a publicly traded company. Upon completion of the course, you will develop analytical skills and ability to apply quantitative techniques in major decision-making areas of financial
- 16) **Project Analysis and Evaluation:** This course covers methodologies for evaluating projects, which typically are large-scale, long-lived projects involving many economic, financial, and environmental factors. Students learn the basic techniques of net present value analysis, IRR, Profit Index ,Payback period , life-cycle costing, benefit-cost analysis, and other approaches to project evaluation. There is an emphasis on the role of uncertainty in project evaluation.