

# FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES



## INTRODUCTION

The Faculty of Economics and Administrative Sciences was established in 1978.

The faculty began classroom instructions in 1978/1979. When started, the faculty had two departments: The department of Business Administration and the department of Accounting. To meet the changing needs of the Palestinian society and to contribute to the economic and social development process, four new departments were introduced that all lead to bachelor degrees and four graduate programs.

## ACADEMIC PROGRAMS

The Faculty offers six academic undergraduate programs and four Graduate programs with several fields of specialization.

### Undergraduate Programs:

1. Accounting
2. Business Administration
3. Economics
4. Political Science
5. Banking & Finance
6. Marketing

### Graduate Programs

1. Business Administration (MBA)
2. Economic Policy Management
3. Political Planning and Development
4. Taxation Disputes ( a joint program with the Faculty of Law)

### Faculty- Community Relationship

The Faculty aims at educating students to meet the needs of the local and Arab markets in the fields of economics and administrative sciences that would contribute to the development process. The Faculty had to tackle the burden of interacting with the Palestinian society in economic, management and political spheres. The Faculty members are involved in a considerable number of studies that are directly related to administrative, economic, and social issues in Palestine.

They also participate in academic conferences, symposia, workshops and seminars that are being held inside and outside the country.



## Faculty of Economics and Administrative Sciences Undergraduate Study Plan:

### 1- Faculty Requirements

Every student should, in the first year, successfully complete 12 courses totaling 33 credit hours.

Course #	Course Title	Credit Hours	Prerequisite
111101	Introduction to Law	3	-
21103	General Mathematics	3	-
27120	Introduction to Computer Science	3	-
51113	Basics of Typing(9 hrs per week)	None	-
51121	Principles of Management 1	3	-
52121	Principles of Accounting 1	3	-
53121	Principles of Microeconomics	3	-
53122	Principles of Macroeconomics	3	53121
53123	Principles of Statistics 1	3	-
54121	Principles of Political Science	3	-
56121	Principles of Finance	3	-
57121	Principles of Marketing	3	-
	Total	33	

**2- Departments Requirements: See Relevant Department.**

**3- " Free" Courses: ( 2 courses, each of 3 credit hours =(6 credit hours):**

A student may choose these two free courses from other faculty departments at the university.

**4- University Elective Courses: (6 credit hours)**

A student may choose 3 elective courses " each of 2 credit hours" from the list of the university elective courses offered by other different faculties.

### ACCEPTANCE TO MAJOR

Following are the conditions and Requirements for Acceptance to Major in the faculty departments:

When a student decides to join a faculty department, the following criteria are to be taken into consideration as a basis for his /her acceptance to major:

- A. Students' desire and ability.
- B. Students may apply for acceptance to major in any of the faculty departments after completing successfully a minimum of 30 credit hours.  
student may apply for acceptance to major in coordination with his advisor. He/she must fill an application form that is available in the dean's office and on website. Filled applications are to be submitted to the dean's office or to acceptance majoring committee, (students can apply to major through zajel).
- C. Each department requires a pre-determined average of certain courses and a successful completion of other specific courses. (see department acceptance to major criteria).

- D. The average of the courses in item "C" above is used by the department as a base to major. The faculty council determines the grade average in this regard.
- E. All students in the faculty are expected to complete the requirements and apply for acceptance to major during the first three semesters. If a student fails to fulfill the requirements for acceptance to major within this period, he/she will be given a warning and will be informed that the fourth semester will be his/her last semester for acceptance to major.  
If a student does not select any major at the end of the fourth semester, the faculty council will select the major for the student he/she fulfills its requirements. A faculty dismissal is the result of a student failure to have acceptance in any of the offered majors by the faculty at the end of the fourth semester.
- F. A student may repeat once, one or more of the required courses needed for the purpose of raising his /her average required for acceptance to major within the period allowed for acceptance to major. ( see Article III/A of B.A. Degree Requirements 1998/1999 )
- G. A student may apply to change his/her major to another in the same faculty if he/she fulfills the requirements for acceptance to major in the new department during the period that is been allowed for acceptance to major(maximum the end of his/her fourth semester).
- H. At the beginning of each academic year, the faculty council decides the quota for each department in the faculty.
- I. The Dean of the Faculty and the chair of the acceptance to major committee prepare and submit a signed list of the students who are being accepted to major in each department to the Deanship of Registration and Admission.



## Description of the courses required for acceptance to the faculty majors

### BUS 51121 Principles of Management I

The aim of this course is to develop the student's concepts of management, its principles, methods, theories, schools, fields, problems and elements. It also aims at providing students with information about its history, and philosophy, processes, planning, organization and evaluation. The course is also planned to keep the student abreast of recent developments in management, diagnosis of some management problems and taking rational decisions.

### ACC 52121 Principles of Accounting I

The goal of this course is to acquaint students with the basic principles and concepts which represent the framework of accounting. The course will specifically discuss the meaning of accounting, its historical development, and its importance in taking economic decisions, and its basic theories on which financial principles and procedures and final financial operations are based. All this is for the purpose of serving the management and other parties involved in making economic decisions, related to the company. However, this is on the assumption of accuracy and validity of financial operations during the year.

### ECO 53121 Principles of Microeconomics

This course is one branch of economics that aims at examining the functioning of individual industries and the behavior of individual decision-making units-that is business Firms and Households.

### ECO 53122 Principles of Macroeconomics

This course is one branch of economics that aims at examining the economic behavior of aggregates income, employment, output and so on – on a national scale.

### ECO 53123 Principles of Statistics I

This course covers a number of topics: basic principles of statistics, methods of data collection and presentation, measures of central tendency and dispersion, statistical distributions, and testing of hypotheses.

### POL 54121 Principles of Political Science

This course acquaints students with the basic concepts of political science, areas and goals of this science, divisions of this science, the link between theory and structures, function and performance of political systems.

### FIN 56121 Principles of Finance

This course aims at introducing student to the time value of money. The course is also a study of the relationship between returns and risks, companies' appropriate financing foundations, ways of measuring risks and their types, profit policies adopted by companies, cost of capital, and optimum capital structure.

## MAR 57121 Principles of Marketing

This course is an analysis of the elements of marketing mix: Product pricing, promotion, and distribution decisions. The course aims at providing students with economic and marketing analytical skills of marketing environmental elements, to make appropriate decisions, and marketing skills of non-profit services, material distribution and customer services.



# UNDERGRADUATE PROGRAM IN BUSINESS ADMINISTRATION

## Acceptance to major Requirements :

A) Student successful completion of:

1. 51121 principles of Management (1)
2. 51122 principles of Management (2)

B) Minimum marks of (70%) in each of the above two courses.

## Requirements for a bachelor's degree in business administration:

The Department of Business Administration offers single major in business administration, for students who wish to obtain a bachelor's degree in this discipline, must complete (131) credit hours successfully. This includes university requirements and free credit hours; Faculty requirements; Department requirements of both core major requirements and elective major requirements; and general elective courses.

### IA. Compulsory courses (51 credit hours)

Course #	Course title	Credit hrs	Prerequisite
51111	Research Methods	3	-
51122	Principles of Management II	3	51121
51210	Business Communications in English	3	10103
51220	Human Resources Management	3	51122
51224	Purchasing and Inventory Management	3	51122
51225	Strategic Planning	3	51122
51310	Production Operations Management	3	21103
51312	Organization Theory	3	51122
51315	Organizational Behavior	3	51122
51360	International Business Management in English	3	10325
51412	Operations Research	3	21103
51450	Graduation Project	3	51111
52122	Principles of Accounting II	3	52121
52230	Cost Accounting	3	52122
53124	Economics of Palestine	3	53122
56313	Corporate Financial Management	3	56121
111251	Commercial Law	3	111101
	Total	51	

## IB. Elective courses (Students may choose 18 credit hours)

Course #	Course title	Credit hrs	Prerequisite
51212	Mathematics of Finance	3	21103
51251	Management Thought	3	51122
51259	Sales Management	3	57121+51122
51353	Management Environment	3	-
51354	Office Management and Organization	3	51122
51356	Managerial Control	3	51122
51359	Small Business Management	3	51122
51410	Strategic Management in English	3	51122 + 10325
51411	Policies and Decision Making	3	51122
51424	Financial Analysis	3	52230
51425	Training and Administrative Development	3	51122
51429	Production Planning and Control	3	51310
51431	Contemporary Management Issues	3	-
51432	Project Logistics Management	3	51122
51436	Industrial Psychology	3	51315
51451	Insurance Theory	3	51122
51455	Banks Management	3	51122
51458	Management Information Systems	3	10100 + 27120
56460	Islamic Banks	3	56121
53415	Economic Feasibility Studies and Projects Evaluation	3	53122
56212	Financial Institutions Management	3	51122 + 56121
56312	Investment Analysis and Management	3	56121
57222	Marketing Management	3	57121
57225	Commercial Promotion	3	57121
57329	Consumer Behavior	3	57121
53213	Principles of Statistics II	3	53123



### **BUS 51111 Research Methods:**

This course aims to teach students the basic concepts and tools that are applied in the research field of business administration. The course endeavors to maximize students' awareness about the modern techniques and their implications in research through making sure that the student had possessed the required skills for the practical life.

### **BUS 51122 Principles of Management II:**

This course is a continuation of the previous course (51121) that aims to enrich students' academic background and enable them to obtain pre-requested knowledge for acceptance the major in Business Administration. The course involves the main topics which focus on management activities and functions such as production, marketing, finance, procurement and personnel.

### **BUS 51210 Business Communications In English:**

This course aims plans to develop the student's writing abilities and skills of all types of business letters in English. The course includes discussing how to write letters of non-trade types, forms, communication, as well as, how to apply for a vacancy and how to give presentations to sell a commodity. This may help the student to prepare a professional resume.

### **BUS 51212 Mathematics of Finance :**

This course works to improve students' understanding and knowledge about concepts and types of simple and compound interests; methods of financial calculation; discount bills; repay the loans in installments; current accounts; how to settle debt; bonds issuance of evaluation; methods of calculating depreciations of fixed assets; and the relationship of depreciation of fixed assets to income tax.

### **BUS 51220 Human Resources Management:**

This course put forwards the significant role of human resources management in dealing with workforce and the problems that are related to the human element in the organization. This includes following a clear and fair recruitment policy; periodical assessment of wages and salaries scales; consolidating the concepts of equality and justice through incentives; as well as, developing ways to evaluate the performance of individuals.

### **BUS 51224 Purchasing and Inventory Management:**

This course spots the light on some important issues that are related to an effective purchase and storage management. The course offers developing students' background about the concept of procurement, storage, and the foundations of scientific search; thus, enable students to acquire skills in scientific research and procurement functions and storage. This involves developing scientific thinking and innovation among students through linking the theory with practice and focusing on specific objectives of the importance of procurement and warehousing.

### **BUS 51225: Strategic Planning:**

This course aims to provide students with the skills and capabilities needed to deal with long and immediate futuristic issues, through identifying the organization's environment and related challenges and barriers, including SWOT analysis.

### **BUS 51251 Management Thought:**

This course aims to develop an administrative contemporary thought in a proper perspective and in an ideological base that illustrates the development of social sciences and other humanitarian including the Industrial Revolution of Europe and America. The course works to develop students' capabilities for critical analysis of different aspects of management thought and related behavioral patterns prevalent in industrialized societies. In addition, the course exemplifies the ability of modern management theories to address the problems of development in the Third World.

### **BUS 51259 Sales Management:**

This course aims to provide students with necessary skills for forecasting sales and managing the sale process. This includes educating students how to use related statistical methods and other quantitative techniques and methods that are used in personal selling operations management.

### **BUS 51310 Production Operations Management:**

This course aims to stimulate the quantitative issues and matters of management in terms of production and operations. The course aims to develop mathematical and analytical skills among students for more competitive position of the organization in the market. The course involves discussing the relationship between competition and the market and how scientific studies carried out before, during and after the production process. In addition, the proper demonstrates the production lines, explains the project factors, and economic quantity of materials that must be retained in the project, through using both qualitative and quantitative methods.

### **BUS 51312 Organization Theory:**

The objective of this course is to identify the organizational process through illustrating theories of classical and modern organizational theories, the principles of organization, planning and installation of the organization, the external and internal environments of organizations, devolution of power sources, informal and formal groups, conflict and organizational development and changes.

### **BUS 51315 Organizational Behavior:**

This course aims to give an introduction about the employees' behavior and its determinants in organizations. The course demonstrates behavioral theories; the concept of personality, perception and attitudes; values system and the role of communities on human behavior processes and climate the organizational behavior during organizational change and development. The course spots lights on how the management deals with and manages these issues including analyses plans processes and programs.

### **BUS 51353 Management Environment**

This course aims to improve the awareness of students about the importance of the surrounding circumstances and conditions of the organization's environment, involving political, economical, social, and technological forces. This course argues that adapting with the environmental factors is the cornerstone of any construction and developmental process. The course aims to highlight the significant role of these factors and their impact on management which seeks a distinguished competitive position and needs to respond to the required changes.

### **BUS 51354 Offices Management and Organization;**

This course aims to give a comprehensive idea about office management as a crucial part of the institution. The course also discusses clerical work "secretarial work" in the institution as foundation services that simplify business and procedures.

### **BUS 51356 Managerial Control:**

This course aims to prepare students to possess robust knowledge regarding different theoretical and practical controls on utilities through identifying many of related ideas and concepts to the administrative law and public administration. This includes recognizing the importance of administrative research related to work and to the power of the state to protect the public interest and the legality.

### **BUS 51359 Small Business Management:**

This course aims to enable students to understand the art of managing small businesses /projects. Part of this course focuses on the concepts and analytical tools applied in small projects, and discusses case studies and practical analysis of some local small businesses.

### **BUS 51360 International Business Management in English:**

This course aims to provide students with international business terminology in English, as well as to make them familiar with ways and methods that are used by the management to deal effectively with foreign markets and the entry rules of international markets.

### **BUS 51410 Strategic Management:**

This course aims to provide students with the skills for long term thinking, through conducting the necessary analysis of data related to internal and external environment (SWOT) analysis for long term planning. In addition, this course aims to develop students' skills in dealing with modern management terms, thus, to strengthen their abilities to scan and analyze situations effectively for more rational strategic decisions.

### **BUS 51411 Policies and Decision-Making:**

This course aims to highlight the role of senior management in enterprises, which relies on the analysis, and linking the parts of the enterprise with each other, to reach

desired results. It focuses on the integration and inclusiveness, as well as benefiting from knowledge obtained and accumulated students from courses to incorporate such knowledge together to reach better decisions and policies. The course also seeks to introduce students to the importance of political factors, economic and social decision-making process.

### **BUS 51412 Operations Research:**

This course aims to give an introduction to the students about the basic principles of operations research with a special focus on administrative aspects of the subject, to enable students to use quantitative data effectively as a major input element in the decision making process. In addition, this course is designed to help students to reach to the optimal resolutions through mathematical models for achieving the maximum profit or the minimum costs.

### **BUS 51425 Training and Administrative Development:**

This course aims to provide students with the necessary knowledge about the nature and importance of training administrative development of the workforce, as well as providing them with the methodology by which the process of developing an effective training plan and methodology. This course, also, aims to provide students with the skills needed to manage, implement and evaluate training programs.

### **BUS 51429 Production Planning and Control:**

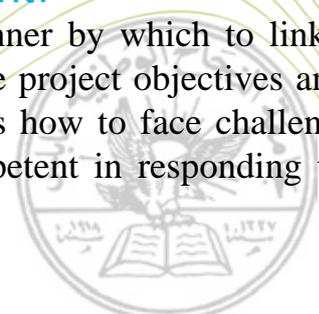
This course aims to develop the concept of operations management and productivity in terms of the growth of the production process, the selection of the project site, the design of the factory building, clarifying the approach to the integrated production systems, working to reschedule the production, analysis of technical composition of the product, address the system (MRP), and planning industrial materials. This, also, includes illustrating energy planning and productivity, effectiveness and control of production, quality control (QC) and production efficiency and control (PAC).

### **BUS 51431 Contemporary Management Issues:**

This course aims to provide students with the skills necessary to analyze the current attitudes of local and international environments and to enable them to apply these skills on their companies and firms. This involves studying and exploring existing successful companies in this context overall countries and corporations in the field of management.

### **BUS 51432 Project Logistics Management:**

This course aims to provide students with the manner by which to link all the functions of the project in tangible way to achieve the project objectives and goals and of clients. The course endeavors to train students how to face challenges and problems of the project and enable them to be competent in responding to those challenges efficiently.



### **BUS 51436 Industrial Psychology:**

This course aims to help students to understand the link between the psychological issues within industries in terms of production. This involve focusing on surveying attitudes and opinions, analysis of the nature of the work, circumstances, motivations, analysis of leadership and characteristics of charismatic leader, as well as, frustration and its causes. In addition, the course spots light on how to create leaders, group communications, learning and thinking, problem solving, influencing behavior. Consequently, the course discusses to capacity analysis and measurement, analysis of human engineering, psychology of management, industrial safety and accidents at work, guidance and vocational training.

### **BUS 51450 Graduating Project:**

This course aims to measure the ability of students to invest what they learned in dealing with and analyzing problems in management and marketing. The course encourages students to choose their own topics according to their interests and with accordance and agreement with the supervisor. Then, students prepare their proposals and start their study by which at the end they discuss the methodology, results, findings and conclusions with their supervisor and colleagues.

### **BUS 51451 Insurance Theory:**

The course aims to bring in students with the concept of risk and its types, as well as functions of insurance including its types, policies and prices, premiums, reserves, administrative management of the installations of insurance, insurance marketing, and the procedures for the insurance policies, settlement of claims and compensation, supervision and control facilities of insurance and reinsurance.

### **BUS 51455 Banks Management:**

This course aims to make students familiar with the banking system, the types of banking, commercial banking, money creation, sources of financing, and commercial banks. This involves other significant topics such as aspects of employment “credit facilities” direct and commercial bank ,budget analysis, and the internal organization of the commercial bank, the central bank and its relationship to commercial banks, lending institutions Specialized agencies. The difference between commercial banks and Islamic banks is also examined within this course.

### **BUS 51458 Management Information Systems MIS:**

The course aims to publicize information systems, and its importance in the organization through focusing on the importance of information management and its usefulness in setting goals to achieve the organization’s goals and objectives efficiently. The course addresses information as an important element in planning and coordination that serves as an indicator in which it is used to ensure that the plans be implemented effectively. The course, also, includes methods of obtaining the necessary information from customers and distributors and the process of information flow.

## DEPARTMENT STAFF

### *Associate Professors*

Mufeed Al-Shami Ph.D. in Business Education-Management Development, University of Houston, Texas, USA, 1986.

### *Assistance Professors*

Yousef Ghneim Ph.D. in Business Administration and Marketing, University of An-Neelayn, Sudan, 1999.

Hussein Al-Araj Ph.D. in General Management, University of Glasgow, UK, 1989.

Kassim Mohammed PhD in Risk and Quality Management/ Healthcare Organisations, Massey University, New Zealand, 2007

Nojoud Habash Ph.D in International Investment, University of Patras, Spain, 2007.

### *Instructors*

Suleiman Abu Jamous M. Sc. in Industrial Management, University of Dallas, Texas, USA, 1979.

Ali Mahmoud Zaghab Master of Business Administration, University of Dallas, Texas, USA, 1980.

Nader al-Qaryouti M.Sc. in Human Resources Management (HRM). Ain Shams University, Cairo, Egypt, 1989.

Jamal Fahed Master of Strategic Management for Sustainable Development, University of Bologna, Bologna, Italy, 2003.

Hussein Al-Abed Master of Business Administration. An-Najah National University, Nablus, 2000.

Rani Shahwan MBA, E-Business and IT, Masstricht School of management, Masstricht, Nether Lands, 2003.



# UNDERGRADUATE PROGRAM IN ACCOUNTING

## Admission Requirements

To join the Department of Accounting, a student must successfully complete Principles of Accounting I 52121 and Principles of Accounting II 52122. A minimum of 70% must be obtained in each of the two courses.

## Requirements for a B.Sc. degree in Accounting

The Department of Accounting offers a single specialization in Accounting. Students wishing to obtain a B.Sc. in Accounting have to complete successfully 131 credit hours which include university, Faculty and department compulsory and elective courses in addition to “free” courses (six credit hours).

### IA. Compulsory courses (51 credit hours)

Course #	Course title	Credit hours	Prerequisite
52111	Research Methods	3	-
52122	Principles of Accounting II	3	52121
52210	Accounting for Partnerships & Corporations	3	52122
52213	Accounting for Financial Institutions	3	52122
52221	Accounting (in English)	3	52112 + 10325
52230	Cost Accounting	3	52122
52310	Financial Statement Analysis	3	52210
52312	Tax Accounting	3	52210
52314	Governmental Accounting	3	52122
52321	Intermediate Accounting (in English)	3	52221
52352	Managerial Accounting	3	52230
52410	Auditing and Accounts Review	3	52312
52413	Accounting Theory	3	52321+52411
52425	Accounting Information Systems	3	27120/10100
52452	Seminar in Accounting	3	52413
52453	Practical Training (60 hrs of field work)	1	Accomplishment of not less than 100 credit hours
53124	Economics of Palestine	3	53122
111251	Commercial Law	3	111101
	Total	51	

## IB. Elective courses (Students may choose 18 credit hours)

Course #	Course title	Credit hours	Prerequisite
51122	Principles of Management II	3	51121
51412	Operations Research	3	51103
52214	Private Accounting	3	52122
52332	Agricultural Cost Accounting	3	52122
52414	Contemporary Accounting Cases and Problems	3	52321
52421	Advanced Accounting (in English)	3	52413
52423	International Accounting	3	52413
52432	Oil and Minerals Accounting	3	52122
52433	Social Accounting	3	52413
52400	Computer Applications in Accounting	3	27120/10100
53213	Principles of Statistics II	3	53123
53221	Microeconomics Theory	3	53122
53311	Public Finance	3	53122
53415	Economic Feasibility Studies & Projects Evaluation	3	53122
56313	Corporate Financial Management	3	56121

### Course descriptions

#### ACC52111 Research Methods

The purpose of this course is to help students to understand research tools and methods used in administrative sciences and in accounting in particular. The course will acquaint students with the basics of scientific research in accounting. These basics include research proposal design, selection of sample, questionnaire design, means of data collection, analysis of data and hypothesis formulation and testing. By the end of the course, students are expected to have mastered research writing in accounting.

#### ACC52122 Principles of Accounting II

This course is a continuation of Accounting I. In this course, students will learn how to conduct settlement of different statements of accounts by end of fiscal year. The course also discusses the hows of dealing with accounting errors which might be discovered when and after preparing final statements of accounts. Furthermore, the course discusses practical and scientific accounting methods, particularly the American accounting methods, Accounts reconciliation.

#### ACC52210 Accounting for Partnerships & Corporations

This course aims at acquainting students with the necessary accounting procedures to prove the operations of establishing solidarity companies, prepare their final statements, and distribute their profits or losses among partners. The course also dwells on shareholding companies in terms of their financial activities and their legal parameters, issuance of their shares, distribution of dividends among shareholders. The course ends with a look at issuance of bonds, determination of optimum bond price, and liquidation of shareholding companies from a legal point of view.

### ACC52213 Accounting for Financial Institutions

The first part of the course deals with accounting in insurance companies. This study includes statements of insurance institutions in terms of bookkeeping, records, and processing of insurance operations. The course also includes investments and how they are dealt with in bookkeeping. The course also looks at the hows of preparing final financial statements of insurance companies. The second part of the course focuses on bank accounting and commercial banks in particular. Students will get a general but a comprehensive idea about importance of banks and their role in development of the country's economy. The course also examines activities/operations of banks' different departments particularly current accounts department and foreign transactions department (currency transfer and credits). Finally, the course will teach students how to prepare banks' financial statements and the main elements forming these statements.

### ACC52214 Private Accounting

This course aims at acquainting students with accounting procedures followed in proving financial operations in multi-branch companies. The course, in addition, discusses financial operations belonging to free professionals such as lawyers and doctors, in addition to non-profit institutions and non-government organizations such as charitable societies and clubs.

### ACC52221 Accounting (in English)

In this course, students will learn about accounting principles and concepts in English. This enables students to get acquainted with accounting terminology in English, which will help students deal with other courses and cope with the world of work after graduation. The course will also keep students abreast of recent developments in accounting. Students will be exposed to accounting articles in English, dealing with major aspects of accounting.

### ACC52230 Cost Accounting

Students, in this course, learn about concepts and analysis procedures to generate cost data for management planning and control. The course will specifically deal with accounting systems used in industrial companies. In this regard, the course will look at elements of costs & their classifications. The course also discusses standard costs and their importance in controlling cost elements. Finally, the course examines some mathematical models, such as linear programming and probability theory, used to help management in taking its economic decisions.

### ACC52310 Financial Statement Analysis

This course is a study of financial analysis instruments and methods as a basis for objective analysis and discussion directed towards items of financial statements. The course also dwells on relationships among different items of these statements in comparison with historical criteria and specific patterns. This will allow students to judge the efficiency of project management and its financial role in the short and long runs.

## ACC52312 Tax Accounting

This course is a study of tax accounting characteristics, conditions for imposing income tax on individuals and institutions, and conditions for exempting others from paying taxes. The course holds a comparison between accounting tax and income tax. The course also shows how to test elements in the income tax statement prepared by companies to find about the extent to which the statement matches the tax law rules. The course finally teaches students how to estimate, and collect taxes, and it also introduces students to legal measures followed when it comes to objection, evasion and collection.

## ACC52314 Governmental Accounting

This course is a study of the nature of government accounting and its relationship with commercial accounting, the law and accounting foundations used. The course also examines the nature of the state general budget, its breakdown, and stages of its preparation and ways of estimating revenues and expenditures, implementation of general budget and internal control of expenditures. The course ends with a look at debts due to government, bookkeeping, accounting restrictions and stages of external control by the finance ministry and office of accountancy.

## ACC52321 Intermediate Accounting

This course covers the main topic concerning conceptual framework underlying financial accounting, financial reporting, accounting and the time value of money, investments, cash, receivables, inventory and acquisition and disposition of property, plant and equipment, impairments and depreciation.

## ACC52332 Agricultural Cost Accounting

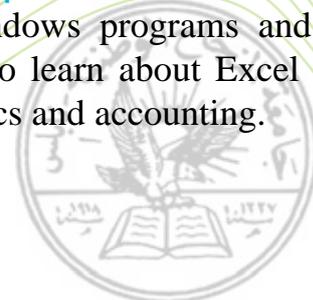
This course is one branch of cost accounting. In this course, students get acquainted with accounting operations of financial activities carried out by agricultural projects: plant and animal. In this respect, the course examines how to calculate production costs as a result of project activities and how to write financial reports.

## ACC52352 Managerial Accounting

This course is a study of cost accounting applications and related techniques to decision making with emphasis on control and use of internally generated accounting. Topics include cost allocation, variance analysis, budgeting and cost control systems forecast of markets on the basis of available data.

## ACC52400 Computer Programming and its Applications in Accounting

Students, in this course, get acquainted with Windows programs and various applications of Ms-Office packages. The students also learn about Excel program with emphasis on its application in the fields of statistics and accounting.



### ACC52410 Auditing and Accounts Review

This course is a study of common foundation and bases in reviewing and testing process of final statements of accounts and their appendixes prepared by different economic units. Students, in this course, also learn about the auditing process, its structure, and necessary procedures. There is also a study of internal control procedures in these economic units.

### ACC52413 Accounting Theory

This course aims at introducing students to aspects and theoretical foundations of accounting procedural concepts and principles. Topics covered in this course include origin and development of accounting, definition of accounting theories, accounting principles and concepts (which represent the theoretical framework of accounting) financial statements, income concepts and their measurement, revenues, expenditures, profits and losses, and nature of accounting problems in the general budget.

### ACC52414 Contemporary Accounting Cases and Problems

The aim of this course is to provide students with practical experience and accounting skills directly related and linked with some financial issues. These issues include accounting in the context of inflation, accounting vs human resources, assets evaluation, leases, intangible assets and expansion and merger of public shareholding companies.

### ACC52421 Advanced Accounting (in English)

This course covers accounting operations, patterns, acquisition, and merger of public holding companies, foreign currency operations, changing financial statement prepared in foreign and local currencies. The course also examines a variety of advanced financial accounting issues such as lease contracts, pension funds, end of service severance payments, etc.

### ACC52423 International Accounting

This course deals with the world of international accounting. It provides students with the necessary background to understand issues and problems pertinent to international accounting and the necessary knowledge to analyze and solve these issues and problems and International Accounting Standards.

### ACC52425 Accounting Information Systems

In this course, students learn about information systems management, and accounting information systems in particular. Students will learn about the nature of these accounting systems both as comprehensive systems and as branch systems. This includes design of plans to develop the system and its sub-systems including purchasing, cash management, cost systems, data flows, selling accounting system as well as payrolls, warehouses, production, clearance and responsibility accounting systems, and liability. The course also examines industrial cost systems and computerized accounting systems. Students will learn about the goals of these systems, their procedures and other elements such as reports, control procedures and feedback.

## ACC52432 Oil and Minerals Accounting

As the title suggests, this course will endeavor to get the student acquainted with accounting procedures and principles applied when dealing with financial activities of oil producing companies. This allows the student to be knowledgeable in accounting problems pertinent to oil exploration, digging and production which result from economic, political and legal circumstances of oil industry. Finally, the course tackles problems of preparing financial statements at the end of oil companies' period of time.

## ACC52433 Social Accounting

This course is designed to introduce social accounting. The course highlights issues, and raises questions ignored in traditional accounting and its developments.

## ACC52452 Seminar in Accounting

This course is mostly devoted to the practical side of accounting. It highlights some accounting problems likely to face students in the world of work when they graduate. Part of the course is devoted to presentation and discussion of real accounting cases. The other part will provide the students with methods of academic research in practical accounting issues to enable them to crystallize an applicable idea about what goes on within the companies' walls at present.



## FACULTY MEMBERS

### *Associate Professors*

Nafez I. Abu- Baker      Ph.D. in Accountancy,  
University of Dundee, Dundee, UK, 1995.

### *Assistant Professors*

Saed Al Koni      Ph.D. in Accountancy,  
Universitaet Wuerzburg, Germany, 1999.

Ghassan Da'as      Ph.D. in Accountancy,  
Amman Arab University for Graduate studies, Jordan, 2006.

Ameen Haddad      Ph.D. in Accountancy,  
Illinois University, Illinois USA, 1990.

Hatem Al-Kukhun      Ph.D. in Accountancy,  
Sudan University of Science & Technology, Sudan, 2003.

Sameh Al-A'atoot      Ph.D in Accountancy,  
Arab Academy, Amman, Jordan, 2005.

### *Instructors*

Jihad Hamdan      M.Sc. in Accounting,  
Roosevelt University, Chicago, USA, 1988.

Bahjat M. Younis      M.Sc. in Accounting,  
University of Jordan, Amman, Jordan, 1995.

Jawad A. Haddad      MBA, Concentration Accounting,  
An-Najah National University, Nablus, Palestine, 1999.

Mu'ez Abu-Elia      M.Sc. in Accounting,  
Arab Academy, Amman, Jordan, 1997.

Ahmad R. Said      MBA, Concentration Accounting,  
An-Najah National University, Nablus, Palestine, 1999.

Bashar H. Fattouh      M.Sc. in Accounting,  
Arab Academy, Amman, Jordan, 1998.

# UNDERGRADUATE PROGRAM IN ECONOMICS

## Admission Requirements

To major in Economics, students must successfully complete Microeconomics 53121 and Macroeconomics 53122. A minimum of 70% must be obtained in each of the two courses.

## I. Requirements for a B.A. degree in Economics

The Department of Economics offers a single specialization in the field of Economics. Students who wish to obtain a B.A. degree in Economics must complete successfully 131 credit hours which include university, Faculty and department compulsory and elective courses, in addition to "free" requirements.

### IA. Compulsory courses (51 credit hours)

Course #	Course title	Credit hours	Prerequisite
52122	Principles of Accounting II	3	52121
53111	Research Methods	3	53122
53124	Economics of Palestine	3	53122
53221	Microeconomics Theory	3	53122
53222	Macroeconomics Theory	3	53122
53311	Public Finance	3	53122
53312	Money and Banking	3	53122
53313	International Trade	3	53122
53314	Principles of Mathematical Economics	3	53121 + 53122 + 21103
53355	Islamic Economics	3	53122
53358	Industrial Economics	3	53221
53412	Economic Development	3	53222
53413	Seminar	3	53311+ 53222+53221
53415	Economic Feasibility Studies and Projects Evaluation	3	53122
53452	Econometrics	3	53123
53454	Labor Economics	3	53222
111250	Commercial Law	3	111101



## 1B. Elective courses (Students choose 18 credits)

Course #	Course title	Credit hours	Prerequisite
51122	Principles of Management II	3	51121
52230	Cost Accounting	3	52122
52400	Computer Programming and its Applications in Accounting	3	27120
53213	Principles of Statistics II	3	53123
53214	History of Economic Thought	3	53122
53216	Economic Studies (in English)	3	53122
53354	Multinational Corporations	3	53123
53357	World Economic Systems	3	53122
53251	Analytical Statistics	3	53122
53252	Agricultural Economics	3	53122
53253	Banking Economics	3	53121
53315	Political Economics	3	53122
53351	Israeli Economy	3	53122
53352	Arab World Economies	3	53122
53356	Contemporary Economic Issues	3	53122
53414	Comparative Economic Systems	3	53122
53451	Economic Policy	3	53322 + 53312
53453	Economic Growth Theories	3	53412
53455	Economies of Cooperatives	3	53122
53456	National Income Distribution Theories	3	53222
53457	Palestinian Taxation System	3	53311
56218	Monetary and Financial Markets	3	56121
56313	Corporate Financial Management	3	56121
56412	International Finance	3	53312
53450	Economic Planning	3	53221
53460	Economics of Information	3	53122

## Course descriptions

### ECO53111 Research Methods

This course aims at acquainting students with research methods, particularly those used in economics sciences. The course teaches students basic skills necessary in economic studies and research. Topics covered include how to write Research Proposal, hypothesis formulation, and testing, selection of sample, data collection techniques and the quantitative and qualitative analysis, and report writing skills and documentation.

### ECO53124 Economics of Palestine

This course is a study of Palestinian's economic resources, economic development and demographic growth before and after the Israeli military occupation. The course is also a study of major economic sectors and aspects of underdevelopment and imbalances as results of the Israeli economic policy which aims at making Palestine's economy dependent and underdeveloped, via the different hindrances and obstacles.

### ECO53150 General Principles of Economics

The purpose of this course is to acquaint non-Economics majors with the nature of economics, and the most important economic concepts and technical terms which help students in understanding and interpreting economic phenomena in their environment.

### ECO53214 History of Economic Thought

This course covers a number of topics: origin and development of economics, stages of economic thought with emphasis on contributions of Mercantilism Classicism, Marxism, Neoclassicism and Keynesianism in addition to Islamic economic thought. The course also examines major trends in successive development in economic thought particularly the New Keynesianism and the New Monetary School.

### ECO53216 Economic Studies (in English)

This course aims at enriching students' economic terms in English. This will be through the extensive study and discussion of economic texts.

### ECO53221 Microeconomics Theory

This course is a study of economic behavior of microeconomic units and the analysis of conditions for balance of these units. The course also examines price theory in different markets, methods of behavior and balance analysis of microeconomic units.

### ECO53222 Macroeconomics Theory

Topics covered in this course include concept of measuring national income and its methods, national product, aggregate supply and demand, general equilibrium in the national economic markets of products, labor and money, and the dynamics of general economic activity and growth, inflation, inflationary recession issues. The course ends with a look at economic activity with foreign countries and economic policy.

### ECO53251 Analytical Statistics

This is an advanced statistical study of the basics of statistical analysis, how of statistical data processing with emphasis on analysis of variance, record figures. The course also expands on the study of correlation, regression and some statistical distributions.

### ECO53252 Agricultural Economics

This course introduces the students to agricultural economics, its subjects, goals and branches. The course particularly looks at the agricultural sector, its economic characteristics, agricultural production economics, land economics, agricultural marketing and agricultural cooperatives.

### ECO53253 Banking Economics

This course is devoted to the study of bank behavior as a credit institution aiming to achieve the maximum economic return. The course investigates the role of banks in increasing and collecting savings as well as in financing private and public investments.

### ECO53311 Public Finance

This course aims at study the development of the public finance definition, the public budget and its components, the components of the public expenditures and its importance to achieve the economic goals of the state and the different ways to finance the budget deficit.

### ECO53312 Money and Banking

In this course, students learn about origin of money, its nature, development and function. They also learn about different monetary systems and theories. Further, the students learn about origin of banks, their development and functions particularly in the field of money creation and the effect of that on economic activity, the introduction of state central banks, their functions and mechanism of implementing the monetary policy. The course ends with a look at international monetary relations and systems and Islamic Banking.

### ECO53313 International Trade

This course covers several topics: international trade theories, relationship between trade terms and balance of payments, employment, price rates, international trade policies and their impact on international trade terms, current international economic system, its criticism and the need for a new international economic system to replace the current one.

### ECO53314 Principles of Mathematical Economics

This course begins with an explanation of mathematical economics and its origin and the importance of using the mathematical method in analyzing economic laws. Then the course moves to identify mathematical tools employed in economics particularly in the consumer behavior theory, the equilibrium or firm, general equilibrium and economic growth and input-output model.

## ECO53315 Political Economics

This course is concerned with the study of the concept of political economics. That is, it deals with emerging production relations among people during the production process and economic activity. The course focuses on interpretation of economic laws that regulate reciprocal economy with emphasis on value surplus theory, capital theory, reproduction theory, aggregate theory and distribution theory.

## ECO53351 Israeli Economy

This course is a study of how the Israeli economy has come into being and how it has developed over the years. The course examines the development of its major sectors, and infrastructure and its foreign economic links, and unique features of its economic growth.

## ECO53352 Arab World Economies

This course aims at introducing factors that have influenced the shaping of Arab countries' economies. It also traces developments of these economies with emphasis on the Arab countries' efforts to solve the problems of agricultural issues and industrialization. The course also examines the structural changes in these economies and relationships with foreign economies.

## ECO53354 Multinational Corporations

This course addresses the mechanism that has led to the emergence of giant economic corporations in Europe and America and how they have expanded in most countries of the world. The course highlights the disadvantages and advantages of these multinationals on national economies and their effect on economic structures, markets and economic development. The course also discusses the ways of their "invasion" of other countries.

## ECO53355 Islamic Economics

This course aims at acquainting students with the difference between economics, as a field of knowledge, and economic ideology. The course emphasizes the Islamic economic ideology and highlights the components of Islamic economic ideology based on Islamic share's sources. Topics covered include the economic problem, wealth, ownership system, distribution, monetary and financial systems, production, foreign trade, value concept, economic development and planning and role of the state in solving economic problems.

## ECO53356 Contemporary Economic Issues

The purpose of this course is to deepen student's knowledge of present contemporary economic issues particularly those having global influence and those influencing Arab and local economic environments.



## ECO53357 World Economic Systems

This course is concerned with the factors that have led to the emergence of the contemporary world economic order, its nature and its contradictions. The course focuses on the status of the different international systems within this order and the new trends in the division of international labor and the developing countries' efforts to change this order.

## ECO53358 Industrial Economics

This course is a study of the market's different structures and how they influence company behavior (production, pricing, and cost) company performance (profit, growth, research and development). These will be studied in the framework of the well-known ideological schools in industrial economics. Further, the course covers competition strategies, in both local and international markets, at the institutional and industrial sector levels. The course ends with a study of industrial development strategies coupled with an attempt to link these alternatives with the state of Palestinian industrial sector.

## ECO53413 Seminar

This course aims at improving students' potential for carrying an independent research by reading intensively into relevant economic literature. Students are expected to write economics papers on important local and international economic issues. After completion of papers, they will be discussed in the seminar with the other students.

## ECO53414 Comparative Economic Systems

This course is an analysis of the framework by which economic systems can be compared. The emphasis is on basic differences among economic systems, nature of contradictions among them and how addressing these contradictions. The course will mainly emphasize the study of forms properties and organization, management of production and economic activity. The course ends with a look at the distribution laws in capitalist, socialist, Islamic and mixed economies.

## ECO53415 Economic Feasibility Studies and Projects Evaluation

In this course, students learn how to use scientific methods and tools in data collection about projects in addition to the study and analysis of these data to arrive at results that may determine feasibility of the project from technical, marketing, financial and social aspects. Students also learn about foundations of financial analysis, concept of cash flow and techniques used in evaluating investment projects and the choice of the best project taking into consideration sensitivity analysis.

## ECO53450 Economic Planning

Students, in this course, get acquainted with the goals, types and stages of planning: preparation, implementation and follow-up of plans. To this end, students will be introduced to input and output models, economic growth models, measurement and mathematical models. Planning is taught at both national and sectoral levels.

## ECO53451 Economic Policy

Topics covered in this course include concept and goals of economic policy and authorities in charge of its implementation. The course emphasizes the types and tools of economic policy, namely the policy of maintaining competition, income distribution policy and social justice.

## ECO53452 Econometrics

This course aims at providing students with an idea about principles of ways followed in economics in order to check quantitatively the extent to which economic models and theories match the present situation. The course presents the basics of regression model, analysis of variance, hypothesis testing, general linear model, estimators and their properties, ordinary least squares, confidence intervals. Finally, the course looks at economic forecast by using the regression model.

## ECO53453 Economic Growth Theories

This course is an attempt to find out the reasons behind the emergence and development of economic growth theories and their theoretical foundations. Emphasis is on the study of Marxism, Keynesianism, and Neoclassicism growth theories against the background of the outstanding economic ideological contributions of these schools.

## ECO53454 Labor Economics

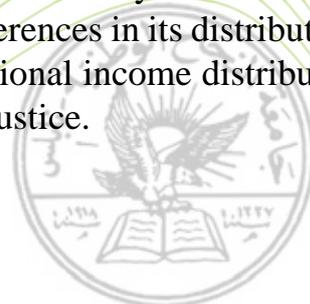
This course focuses on the operations of the labor market. The course analyzes labor force characteristics, and trends, types and theories of unemployment, and the public and private manpower policies. The course also examines wage structures, mechanism of wage determination and minimum wage laws. The course also briefly looks at labor supply and demand and investment in education and training, productivity and social security systems and trade unions.

## ECO53455 Economies of Cooperatives

This course examines the origin, development and philosophy of cooperatives as a form of production organization and economic activity. The course focuses on identification of types of economic cooperatives in the West Bank and the Gaza Strip.

## ECO53456 National Income Distribution Theories

This course is a study of income distribution theory both the functional and the personal. The course also explains theories pertinent to the ways of measuring the distribution of personal income, and factors behind differences in its distribution. The course ends with an emphasis on the importance of national income distribution and its role in achieving both economic growth and social justice.



## ECO53457 Palestinian Taxation System

This course begins with an introduction to the basics of taxation systems in terms of technical bases of taxes and their types: direct and indirect, individual tax, capital tax and income tax. The course discusses in detail the Palestinian taxation system since its emergence in 1994 with the advent of the Palestinian National Authority, and developments or changes rendered in the system with an emphasis on Income Tax, Value Added Tax and Property Tax.

## ECO53460 Economics of Information

This course aims to study the role of information in the economy. It handles the economic value of information as input factor which can generate value added in the economy. It also study the different measurement of information ant its role in the economic development, with some cases from the Palestinian economy.

## FACULTY MEMBERS

### *Full professors*

Abdelfattah Abu Shokor

Ph. D. in Economic Development,  
Philipps University, Marburg, West Germany,  
(Bundes Republic Deutschland) (BRD), 1980.

Bassem Makhoul

Ph.D. in Econometrics and Industrial Economics,  
University of Utah, U.S.A., 1992.

### *Associate Professors*

Omar Abdel Razeq

Ph. D. in Mathematical Economics and International  
Economy, University of Iowa, U.S.A., 1986.

Atef Alawneh

Ph.D. in Economic Theories,  
Munich University, Germany, 1983.

### *Assistant Professors*

Yousef Abdel Haqq

Ph.D. in Economic Development,  
Ein Shams University, Cairo, Egypt, 1979.

Qassem Joudeh

Ph.D. in International Planning,  
Poznan' School of Economics, Poland, 1979.

Mohmoud Abu Rub

Ph.D. in Political Economics,  
Universitat of Bruno Leuschner, Berlin, East  
Germany(German Democratic Republic), 1984.

### *Instructors*

Yusr Al-Azhari

M.Sc. in Statistics, Yarmouk University,  
Irbid, Jordan, 1986.

Baker Ishtayeh

M.A. in Economic Policy Management,  
An-Najah N. University, Palestine, 2005.

Rabeh Murrar

M.A. in Economics, Birzeit University, Palestine, 2006.

Majed Amous

M.A. in Economic, University of Sindh, Pakistan, 1995.

Nail Mousa

M.A. in Economics, Jordan University, Jordan, 1997.

Maali Soudi

M.A. in Statistics, University of K.U. Leuven, Belgium, 2001.

Shaker Khalil

M.A. in Economics, Birzeit University, Palestine, 2006.

Haytham Owida

M.A. in Economic Policy Management,  
An-Najah N. University, Palestine, 2003.



# UNDERGRADUATE PROGRAM IN POLITICAL SCIENCE

## Admission Requirements

To join the Department of Political Science, a student must successfully complete:

1. Introduction to Political Science 54121. A minimum of 70% must be obtained in the course.

## Requirements for a B.Sc. degree in Political Science

The Department of Political Science offers a single specialization in Political Science. Students wishing to obtain a B.Sc. degree in this specialization must successfully complete 131 credit hours which include university, faculty and department compulsory, elective courses as well as "free" courses.

### IA. Compulsory courses (51 credit hours)

Course #	Course title	Credit hours	Prerequisite
53124	Economics of Palestine	3	53122
54111	Scientific Research methods	3	None
54131	Approaches to the Study of Political Science	3	54121
54221	Introduction to International Politics	3	54121
54231	Comparative Political Systems	3	54121
54240	Western Political Thought	3	54121
54251	Political Movements and Parties in the Arab World	3	54121
54267	European Union	3	None
54312	Palestine Question at the International Arena	3	10105
54322	Foreign Policies of Major Powers	3	54121
54331	Palestinian Political System	3	54231
54332	Political Systems in the Arab World	3	54121
54333	Israeli Political System	3	54231
54413	Introduction to Zionist Ideology	3	10105
54443	Islamic Political Thought	3	54241
54469	Seminar	3	54111
112104	Principles of International Public Law	3	111101
	Total	51	

## IB. Elective courses (Students choose 18 credit hours)

Course #	Course title	Credit hours	Prerequisite
33412	Modern Arab History	3	None
51253	Public Administration	3	None
53315	Political Economics	3	53122
54327	Diplomatic Protocols	3	54121
53352	Arab World Economies	3	53122
54211	Development of Palestinian National Movement	3	10105
54232	International Organizations	3	11101 or 56122
54265	Readings in Political Science	3	54121
54324	Arab World, Iran & Turkey in International Politics	3	54121
55352	Public Opinion	3	54121
54353	Political Sociology	3	None
54355	Contemporary International Issues	3	54121
45361	Arab-European Relations	3	54267
54424	Political, Economic and Military Pacts and Organizations	3	54121
54425	History of International Relations	3	54121
54444	Contemporary Political Thought	3	54241
54453	Political Development and Patterns of Change	3	54121
54454	Human Rights	3	None
54455	Oil and International Policy	3	54121
112106	Constitutional Law	3	11101

### Course descriptions

#### POL54111 Scientific Research Methods

The purpose of this course is to teach students library skills, documentation of library materials, collection of data, their analysis and classification. Further, the course teaches students methods and tools of field research.

#### POL54131 Approaches of the Study of Political Science

This course is an analytical and critical examination of traditional and modern methodologies used in the study of political science with special emphasis on historical, behavioral, functional, and realistic methods in addition to simulation and game theories.

#### POL54211 Development of Palestinian National Movement

This course traces the development of Palestinian national movements in the context of their pursuit of national independence. The course begins with a historical background of the development of national movements prior to 1948. Then it moves to discuss national movements established up to 1967. The course focuses largely on Palestinian factions, which emerged after the 1967 defeat, in terms of their ideological and party framework. The course highlights the Palestine Liberation Organization as an umbrella for all these national movements.

### POL54221 Introduction to International Politics

This course is a study of theoretical concepts and methods used in the study of political relations among sovereign states. It deals with local and international environments and their influence in the state's internal and foreign policy and behavior.

### POL54231 Comparative Political Systems

This subject studies political systems in terms of their environment, stability and sociopolitical orientations as well as their structures and functions. It examines in great details the political models of the USA, Britain, France, Russia and China. These systems are compared with those in the Arab and Third World countries.

### POL54232 International Organizations

It explores the international organizations in terms of their origin, development, types and characteristics. Then the course explains the legal status and the role in the international community. It tackles the UN, UNESCO, WHO, and AFO as well as some regional organizations such as the Arab League, Organization of African Unity and Organization of Latin American Countries.

### POL54240 Western Political Thought

This course introduces students to the most important trends and tendencies in the Western political thought. It discusses the political doctrines developed by Plato, Aristotle, Augustine, Rousseau, Montesquieu, Machiavelli, Locke, Hegel and Marx. The course emphasizes a number of concepts related to politics such as justice, equality, legitimacy, sovereignty, individualism, freedom, revolution and state.

### POL54251 Political Movements and Parties in the Arab World

This course is a study of ideological trends on which political movements and parties have been based. It covers Marxist, Islamic and Pan-Arabism parties.

### POL51253 Public Administration

This course aims at introducing students to this field of knowledge and its branches and nature of its theoretical and practical relationship with the society's political, social and economic contexts. The course studies public institutions, programs and policies. It also looks at decision-making process, analysis of policy performance, regulations as well as moral and legal bases controlling administrative tradition in the state.

### POL54265 Readings in Political Science

It consists of selected readings in major fields of political science, political theory, political system, political life and international relations. Students are expected to do in-class and home assignments: translation, writing, and conversation.

## POL54267 European Union

This class examines the origin and development of the European Union as well as its official institutions in charge of drawing up general policies and taking decisions. The course also deals with the relations of EU with non-member countries and investigates the expansion of the EU and the challenges surrounding it. It also looks into the future of the EU particularly in the economic, monetary, security, social and foreign aspects.

## POL54312 Palestine Question in the International Arena

This course is a study of the development of the Palestinian question in the international arena particularly at UN, among the non-aligned countries, Muslim countries, and regional and international organizations. The course also examines the influence of the US and the former Soviet Union foreign policies on the development of the Palestinian cause. The course ends with an emphasis on the Palestinian people's influence on developments at the international level.

## POL54322 Foreign Policies of Major Powers

This course is a comparative analysis of institutions' functional structures directly or indirectly concerned with foreign policy decision making in the USA, Russia, UK, France and China.

## POL54324 Arab World, Iran and Turkey in International Politics

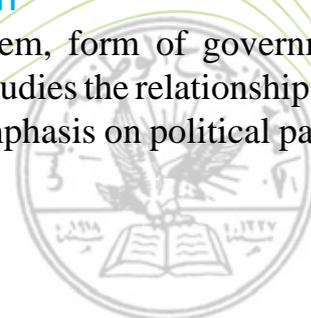
This course addresses the interaction between the Arab and Muslim Worlds, in the Arab East, and the world political system. Emphasis is on the shrinking stage and the containment of the Islamic political system and its submission to the European hegemony system up to the WWII. The course also addresses the stage of European hegemony, disintegration and its replacement by the American hegemony and the then American-Soviet competition. The course, in addition, covers foreign policies in the countries of the region and the influence of the predominant states' policies over the Arab East.

## POL54327 Diplomatic Protocols

This course introduces students to modern or public diplomacy, its types, tasks and the how of practicing it in the permanent missions stationed in other countries. The course also dwells on diplomacy and diplomatic theory; diplomatic privileges and immunities; functional aspects of diplomatic and consular life.

## POL54331 Palestinian Political System

This course is a study of Palestinian political system, form of government, its institutions and political environment. The course also studies the relationship between the executive and legislative authorities with special emphasis on political parties and functionaries and the decision-making process.



### POL54332 Political Systems in the Arab World

This course surveys contemporary political systems of all Arab countries. It makes also a comparative analysis of political institutions, namely the legislative, executive and judiciary authorities, bureaucracies, parties and political leaderships in the Arab world. The course also looks at the Arab League and the role it plays in achieving Arab unity through its different agencies.

### POL54333 Israeli Political System

This is a comprehensive survey course of the Israeli political system, its institutions and environment, and characteristics of the Israeli society. Emphasis is on political parties and functionaries and the political decision-making process. The course also shows the link between ideology and the Israeli political behavior.

### POL55352 Public Opinion

This course is a study of elements shaping the public opinion and its influence on political behavior and the role it plays in the political process.

### POL54353 Political Sociology

This course aims at studying the essential relationship that links sociology and political science. The course examines and studies the relationship between politics and society, and between political and social structures, between political behavior and social behavior. In this respect, it highlights and stresses the social context of political phenomenon.

### POL54355 Contemporary International Issues

This course is a study of transformations in the world order in the wake of the former Soviet Union collapse and the effect of these changes on a number of political issues: New World Order; role of the UN in times of war and peace; regional, world and civil wars; globalism; international “terrorism”; weapons of mass destruction.

### POL54361 Arab-European Relations

This course examines the collective policy stances of the EU members. It also analyzes the EU attitudes, goals and approaches concerning the Arab-Israeli conflict and the Palestinian people’s rights in particular. It also tackles the influence of the EU in the development of Arab-European ties in the light of the US and Israeli policies toward the EU’s political role in the Arab East.

### POL54413 Introduction to Zionist Ideology

This course begins with an introduction to the Zionist ideology in an analytical historical context with emphasis on the Jewish and Western origins of Zionism, the major trends in Zionist ideology and the creation of the Zionist movement. The course also traces the beginning of Jewish colonization of Palestine and the relationship between Israel and the World Zionist Organization. The course ends with a brief survey of the Zionist movement and ideology at present.

## **POL54424 Political, Economic and Military Pacts and Organizations**

The purpose of this course is to provide students with an idea about world conditions that prevailed in the world after WWII, which led to the division of the world into two major camps, starting of the cold war and the establishment of military alliances. The circumstances after WWII also led to significant changes in the political and economic map of international relations. New economic blocs emerged. Students are also introduced to military alliances and economic organizations in terms of their objectives, and influence in international relations.

## **POL54425 History of International Relations**

This course traces the historical development of international relations and the international political system from all aspects: political, social, economic and historical. The course also examines international political problems and their causes, and the role of international organizations in finding solutions to world problems and the effect of that on world peace and security.

## **POL54443 Islamic Political Thought**

This course is an investigation into the basic political principles in Islam according to the Holy Qur'an and Prophetic traditions as well as according to senior Muslim scholars' independent judgments and interpretations. The course also discusses traditionalists', theologians' and al-Asha'iras' thoughts. The course will attempt to link the intellectual arguments/ debates among Islamic schools of thought with the political philosophical trends in the Muslim World.

## **POL54444 Contemporary Political Thought**

This course examines the liberal, conservative, revolutionary philosophies. It also discusses Leninism, non-Marxist socialism, Fascism, national socialism and Moaism. There is also a discussion of political thought by raising the scientific behavioral trend in the study of political science.

## **POL54453 Political Development and Patterns of Change**

This course is concerned with some political studies dwelling on the hows of certain political systems work and get organized. However, the course does not ignore other studies which took into consideration some aspects of governments' historical development. The course, moreover, stresses the fact that political studies change owing to political, social and economic changes.

## **POL54454 Human Rights**

This course begins with a definition of human rights, and a brief look at the history of human rights and its development particularly after WWII. In this course, students learn about kinds of human rights and examples of these rights in international conventions and national constitutions of some countries. The course looks also at most important guarantees for the protection and respect of human rights and public freedom and the mechanism of their implementation within the same country.

## POL54455 Oil and International Policy

This course first surveys the history of oil exploration, oil industry and multinational oil companies. Then the course moves to discuss the status of oil, its importance and its role in international relations in times of war and peace. In this respect, the course covers the role of oil in economic development policies and the foreign policies of oil-producing countries (OPEC) and Arab oil-producing countries in particular.

## POL54469 Seminar

Topics covered in this course include the study of the nature of political research, modern schools' methodologies in political science, methods of studying policy and government. There will be also an application of scientific research methods in political science.

## FACULTY MEMBERS

### *Full Professors*

Abdul Sattar Kassem

Ph.D. in Political Science,  
University of Missouri, Columbia, U.S.A., 1977.

### *Associate Professors*

Sa'eb Erakat

Ph.D. in International Policy,  
University of Bradford, UK, 1982.

### *Assistant Professors*

Farouq el-Aileh

Ph.D. in Political Science,  
Compelettsa University, Spain, 1984.

Nayef Abu Khalaf

Ph.D. in Political Science,  
University of Bradford, U.K., 1986.

Othman Othman

Ph.D. in Political Science,  
Universitaet of Muenster, Germany, 1991.

Raid Nairat

Ph.D. in Political Science,  
Institute of International Relations  
Kiev, Ukraine, 1995.

Saqer Jabali

Ph.D in Political Science  
Center for Arab Research and  
Studies, Cairo, 2003.



# UNDERGRADUATE PROGRAM IN FINANCIAL AND BANKING SCIENCES

## Admission requirements

To major in Banking and Finance, a student must successfully complete Principles of Management I 51121; Principles of Accounting I 52121 and Principles of Finance 56121. A minimum of 70% must be obtained in each of the three courses.

## Requirements for a B.Sc. degree in Banking and Finance

The Department of Banking and Finance offers a single major in Banking and Finance. Students wishing to obtain a degree in this major must successfully complete 131 credit hours which include university, faculty, and department compulsory and elective courses in addition to “free” requirements.

### IA. Compulsory courses (51 credit hours)

Course #	Course title	Credit hours	Prerequisite
51458	Management Information Systems	3	27120/10100
52213	Accounting for Financial Institutions	3	52122
52122	Principles of Accounting II	3	52121
53124	Economics of Palestine	3	53122
53312	Money And Banking	3	53121
56111	Research Methods	3	-
56212	Financial Institutions Management	3	56121+51122
56218	Financial Markets	3	56121
56312	Investment Analysis and Management	3	56121
56412	International Finance	3	53312
56413	Financial Analysis	3	52122
57414	Bank Marketing	3	57121/56121
56313	Corporate Financial Management	3	56121
56314	Readings in Finance	3	10325
56416	Portfolio Management	3	56218
56418	Bank Credit Management	3	56121
56419	Practical Training	3	56416
111251	Commercial Law	3	111101
	Total	51	

## IB. Elective courses (Students choose 18 credit hours)

Course #	Course title	Credit hours	Prerequisite
51122	Principles of Management II	3	51121
51212	Mathematics of Finance	3	21103
51220	Human Resources Management	3	51122
51455	Bank Management	3	51122
51312	Organization Theory	3	51122
51359	Small Business Management	3	51122
51412	Operations Research	3	21103
51451	Insurance Theory	3	51122
56460	Islamic Banks	3	51122
52210	Accounting for Partnerships and Corporations	3	52122
52230	Cost Accounting	3	52122
52312	Tax Accounting	3	52210
52352	Managerial Accounting	3	52230
52400	Computer Programming	3	10100
53213	Principles of Statistics II	3	53123
53313	International Trade	3	53122
53221	Microeconomics Theory	3	53121
53311	Public Finance	3	53122
53315	Political Economics	3	53121
53415	Economic Feasibility Studies and Projects Evaluation	3	53120
56316	International Bank Operations	3	56121
56415	Recent Topics in Finance	3	56313
56417	Computer Based Financial Applications	3	10100/27120/56313



## Course descriptions

### FIN56111 Research Methods

The aim of this course is to help students to understand methods and tools employed in research writing in administrative sciences and finance. Students will learn about basics of research in accounting studies and research: sampling, questionnaire design, means of data collection, data analysis, and hypothesis testing. By the end of the course, students should be able to write term papers and reports.

### FIN51212 Mathematics of Finance

The course introduces students to interest rates calculations, simple interest rate, compound interest rate, fixed installments loan a amortization schedule, settlements, for long and medium term loan, Excel electronic spread sheets.

### FIN56212 Financial Institutions Management

This course begins with an introduction to the banking systems, types of banks, and commercial banks' activities, money creation, sources of financing commercial banks, aspects of employment (direct and indirect credit facilities), commercial bank budget analysis, commercial bank internal organization, the central bank and its relationship with commercial banks, specialized credit institutions and differences between Islamic and commercial banks.

### FIN56218 Financial Markets

Students, in this course, are introduced to the concept of financial market, and competent financial market hypotheses. The course briefly looks at Palestine Securities Exchange. It also identifies pillars of stock exchange markets, types and tools of exchange markets. Further, the course examines financial markets and their significance in the market and investment instruments. The course details on each of these instruments.

### FIN56312 Investment Analysis and Management

This course introduces the concept of investment, long term investment decisions, risks and returns with emphasis on method of calculating net of current value and its relationship with cost of capital and assessment of shares and bonds.

### FIN56313 Corporate Financial Management

In this course, students are introduced to employment environment of financial management, and financial statements, as a basis for planning, investment and financial analysis, planning as well as analysis of liquidity and profitability. The course ends with a look at net working capital and methods of financial analysis.

### FIN56314 Readings in Finance

This course covers a number of finance topics. Emphasis is on theoretical and modern practical applications of finance concepts pertinent to finance and investment

decisions: Finance structure, merger, project evaluation, financial securities evaluations, dividends distribution and stock exchange markets...

Students will read fresh scholarly articles in journals published in English.

### **FIN56316 International Bank Operations**

This course aims at acquainting students with bank operations and services and their role in facilitating the activation of foreign trade. The course also sheds light on foreign services offered by banks operating in Palestine with emphasis on forms of payment in foreign operations such as transfers, bills, checks and types... Further, the course emphasizes forms of internal and external operations such as open accounts, credits, and collection policies... The course ends with a look at financing foreign trade (bank operations in financing foreign trade), monetary markets and money risks.

### **FIN56412 International Finance**

This course tackles changes and influences in balance of payments. The course also examines policies followed in correcting imbalances and their effect on the state's macroeconomic aspects. The course, in addition, investigates the causes for changes in exchange rates and the hows of their prediction and the impact of international (financial) economic relations on countries' macroeconomics.

### **FIN56413 Financial Analysis**

This course is a study of instruments and methods used in finance analysis as a basis for objective analysis and discussion directed towards different financial statement items. The course also looks at the relationships among the different items of these statements and compares them with historical criteria and specific patterns in order to judge on the efficiency of project management and its long and short financial positions.

### **FIN56415 Recent Topics in Finance**

The course is a study of contemporary finance topics and problems in the area of finance, real e finance, corporate financial management, investment, financial institutions and markets.

### **FIN56416 Portfolio Management**

Topics covered in this course include definition of investment portfolios, concept of optimum investment portfolio, the how's of building the optimum investment, the hows of reducing risks by diversifying and employing Beta coefficient to predict risks of investment portfolios and patterns of policies followed in portfolio management. Other topics covered include measurement of investment portfolio manager, international portfolios and future contracts.

### **FIN56417 Computer Based Financial Applications**

The course is an application of the students theoretical studies on computer. The concentration will be on the qualitative materials, analytical developments in security selection and portfolio performance evaluation, investment analysis, time value of money. This is to be done utilizing various computer programs especially excel.

## FIN56418 Bank Credit Management

In this course, students learn about the structure of a model banking system, rates of banking interest and their relationship with economic circumstances and variables, credit instruments, credit considerations (SCS) particularly those pertinent to guarantees, their types and banking suitability.

## FIN56460 Islamic Bank Management

This course discusses the financial system in general and the history of money includes the money in islam and the different types of banks, history, definition, philosophy, objectives, sources of Islamic banks financing Islamic banks investment are discussed thoroughly, mudaraba, murabaha, lease sale banks, Islamic sukak, Islamic banks sources of funds, Islamic banks services, financial statements control of Islamic banks.

## FACULTY MEMBERS

### *Professors*

Tariq el-Hajj

Ph.D. in Finance and Banking,  
University of Berlin, Germany, 1986.

### *Instructors*

Islam Abdel Jawaad

M.Sc. in Accounting and Finance,  
Arab Academy, Amman, Jordan, 1996.

Mufeed Thaher

Ph.D. in Accounting and Finance,  
Anneelien University, Sudan, 2004.

Hisham Jabr

Ph.D. in Finance  
University of Glasgow. U.K. 1990

Bassam Al-Shouli

Master of Business Administration, concentration on finance  
Trleton State University, USA 1982



# UNDERGRADUATE PROGRAM IN MARKETING

## Admission requirements

To join the Department of Marketing, a student must complete successfully Principles of Marketing 57121 and Principles of Management I 51121. A minimum of 70% must be obtained in each of the two courses.

## Requirements for a B.Sc. degree in Marketing

The Department of Marketing offers a single specialization in Marketing. Students wishing to get a B.Sc. degree in Marketing must successfully complete 131 credit hours which include university, Faculty and department compulsory, and elective courses in addition to "free" requirements.

### IA. Compulsory courses (51 credit hours)

Course #	Course title	Credit hours	Prerequisite
51111	Research Methods	3	-
51122	Principles of Management II	3	51121
51210	Business Communications (in English)	3	10103
51220	Human Resources Management	3	51122
51259	Sales Management	3	57121+51122
51412	Operations Research	3	21103
53124	Economics of Palestine	3	53122
56313	Corporate Financial Management	3	56121
57222	Marketing Management	3	57121
57223	Marketing Strategy	3	
57225	Commercial Promotion	3	57121
57324	Marketing Research	3	57121+51111
57329	Consumer Behavior	3	57121
57414	Bank Marketing	3	57121+56121
57427	International Marketing	3	
57433	Marketing Studies in English	3	10325
57449	Graduation Project	3	51111
	Total	51	

## IB. Elective courses (Students may choose 18 credit hours)

Course #	Course title	Credit hours	Prerequisite
51224	Purchasing and Inventory Management	3	51122
51250	Strategic Planning	3	51122
52122	Principles of Accounting II	3	52121
52230	Cost Accounting	3	52122
53415	Economic Feasibility Studies and Projects Evaluation	3	53122
57130	Personal Selling	3	57121
57131	Public Relations	3	57121
57326	Tourism Marketing	3	57121
57332	Managing Existing Products	3	57121
57428	New Products Development Strategy	3	57121
57434	Customer Services Management	3	57121
57435	Quantitative Methods in Marketing	3	56313
57436	Marketing Control	3	57121
57438	Marketing for Nonprofit Organizations	3	57121
57439	Health Services Marketing	3	57121
57440	Agricultural Marketing	3	57121



## Course descriptions

### MAR57130 Personal Selling

This course discusses selling developments related to the different methods of selling, and skills when dealing, negotiating with customers and interacting with them.

### MAR57131 Public Relations

This course aims at providing students with basic skills necessary for communicating with the internal and external community of the institutions. Students learn methods of studying and analyzing public opinion, its trends and formation, and its encounter. Also the course looks at necessary skills for planning public relations campaigns for the benefit of institutions and their reputation in the marketplace.

### MAR57222 Marketing Management

This course provides students with skills on how to apply managerial functions in marketing activity, marketing planning skills, organizing, directing, implementing and controlling of marketing activities.

### MAR57223 Marketing Strategy

This course aims at deepening student's knowledge of managing marketing activities particularly linking available resources with marketing opportunities which emerge as a result of developments and changes in the environment. The course also provides students with intellectual skills that enable them to analyze state of marketing activities in the light of results as a prelude to drawing a clear-cut policy for the future and introducing students to strategic alternatives in the context of economic crises.

### MAR57225 Commercial Promotion

In this course, students learn about basic concepts pertinent to promotion and scientific methods. Students acquire skills that enable them to prepare and design promotional messages in a systematic, scientific and methodological way. In this course, students are also expected to prepare field working papers directly after completion of each topic.

### MAR57324 Marketing Research

In this course, students are expected to invest their knowledge acquired in Research Methodology in the field of marketing. The course provides students with the practical knowledge pertinent to the methods of conducting marketing research, research analysis, formulation or presentation of results to serve marketing decision makers and enable them to apply research marketing skills in studying marketing problems in the Palestinian environment.

### MAR57326 Tourism Marketing

This course provides students with practical knowledge about marketing concepts and skills acquired in Principles of Marketing. The course also provides them with

the necessary knowledge to understand the nature of tourism services, the hows of their planning and appropriation with the tourists' preferences. The students will be introduced to historical, religious and health tourism as well as to management of hotel services.

### **MAR57329 Consumer Behavior**

The aim of this course is to introduce students to human behavior concepts important in the study of purchasing behavior. Students will be also provided with behavioral models which explain purchasing behavior. The course also looks at skills employed in the application of different behavioral concepts on the state of the Palestinian consumer.

### **MAR57332 Managing Existing Products**

Like other courses, the aim of this course is to provide students with the necessary skills to enable them to manage existing products. This includes study, analysis of products life cycle and the relationship of each stage with the surrounding environment, planning skills and financial analysis of products oriented towards markets.

### **MAR57414 Bank Marketing**

Students, in this course, learn about principles of marketing banking services, analyzing banking services, purchasing behavior and its determinants, consumer behavior, marketing environment of the banking services, developing and innovating of banking services, pricing banking services, clients' patterns and ways of dealing with them.

### **MAR57427 International Marketing**

This course introduces students to alternative methods used in entering foreign markets and how to evaluate these alternatives. The course also provides students with skills to analyze, study and evaluate risks and successes, opportunities in foreign markets and the hows of managing elements of marketing mix in the light of differences among foreign external environments.

### **MAR57428 New Products Development Strategy**

This course provides students with the necessary skills needed for development of product ideas, dealing with them, analyzing and evaluating them in order to have a successful product in the market. Students learn methods of financial, economic, and statistical analysis. Comparison among alternatives will be done to choose the best of available ones.

### **MAR57433 Marketing Studies in English**

This course teaches students marketing terms in English. Students are expected to read, translate and write reports and term papers in the field of marketing. They are also expected to keep abreast of developments in marketing.



## MAR57434 Customer Services Management

Emphasis, in this course, is on reception of and processing of clients' orders by using the computer, in addition to preparation, packaging and shipment of these orders. Other topics covered include stockpiling procedures in warehouses, transportation, purchasing and information.

## MAR57435 Quantitative Methods in Marketing

This course discusses how quantitative methods are used in marketing activities to draw up policies, build strategies and evaluate results in the marketing field.

### MAR57436 Marketing Control

This course discusses control methods and their application in marketing activities in order to enhance the marketing competency and effectiveness in organizations.

### MAR57438 Marketing for Nonprofit Organizations

This course focuses on how to introduce and apply marketing concepts in public health, social welfare institutions, fund-raising campaigns for charitable societies and free education services.

## MAR57439 Health Services Marketing

In this course, students are provided with necessary skills to apply modern marketing concept in private and public health care institutions. To this end, students will learn how to study, and analyze the nature of health services and the dimension of investment in health institutions and the beneficiaries' objectives from their services.

## MAR57440 Agricultural Marketing

This course aims at providing students with the necessary skills to apply marketing concepts on agricultural produce. To this end, students will be taught how to study and analyze the nature of agricultural produce, in comparison with other products, and the influence of that in marketing and management of the produce.

## MAR 57449 Graduation Project

This course sets the stage for what the students have learned through all previous semesters in the marketing department. It aims at measuring students capabilities to determine, analyze, and solve marketing research problems. This course allows student's to practice the learned theories and concepts to solve real research issues and problems, and so, students are encouraged to prove their comprehension of what they have learned in the marketing and administrative discipline as well.

## FACULTY MEMBERS

### *Assistant Professors*

Majeed Othman

Ph.D. in Marketing,  
University of Rajasthan, India, 1994.

Mustapha Al-Hajj Ali

Ph.D. in Agricultural Sciences,  
Kiel University, Germany, 1990.

Motasem I.A. Masoud

Ph.D. in Marketing,  
Amman Arab University for Graduate Studies,  
Jordan, 2005.

Sam A.F.Alfoqahaa

Ph.D. in Marketing,  
Amman Arab University for Graduate Studies,  
Jordan, 2007.

### *Lecturers*

Abd-Allah Samara

M.Sc. in Marketing,  
University of Jordan, Jordan, 1986.

### *Instructors*

Ma'arouf Dweikat

MBE. Marketing Management,  
University of the Punjab, Pakistan, 1980.

Najeh Abdelqader

M.B.A. An-Najah National University,  
Palestine, 2000.

