

### ***Welcome Note from the President of Cairo University***

For over a decade, Cairo University has responded proactively to the rapid evolving realities of the global higher education market. This was made through effective academic collaboration with top notch universities all over the world. One of the most effective collaboration is the 3-track undergraduate program with GSU. The program provides students with unique educational experience that help them to build their future, and provide them with opportunities to succeed.

Great expectation leads to high achievement, hence, a never ending scope of opportunity, and that is why I encourage you to heighten your expectations of the 3-track program and hold tight to my assurance that our achievements will continuously rise to meet and fast surpass those challenges.

***“On behalf of Cairo University, we are proud to have the opportunity to develop the futures of a promising generation of tomorrow's top leaders. We offer you the warmest of welcomes and very best wishes for your future success...”***

*Professor Hossam M. Kamel*  
President of Cairo University



### ***Welcome Note from the President of Georgia State University***

***“It is with great pleasure and honors that GSU, continue to develop and expand a long standing relationship with Cairo university. We share a vision of and commitment to academic excellence for meeting the higher education needs of Egypt and the region it serves. We are friends and partners for past, present, and an enduring future.....”***

*Professor Mark P. Becker*  
President of GSU



### ***Message from the Dean***

Cairo University has a worldwide reputation for educational excellence and for high standards of learning and research. The three-track undergraduate program with Georgia State University/Robinson College of Business (GSU/RCB) brings the best of U.S higher education to Egypt and the Middle East.



The program offers a unique educational experience that brings the resources found at major research universities together with personal care for every student. It aims at providing the market with problem solvers, team players and innovators graduates who will carry our country forward. Students will benefit from the jointly developed and delivered curriculum, smaller classes, project work and opportunities for real-world skills. The three-track program with GSU will be the best undergraduate business education in Egypt and it will remain a highly selective Center of Excellence even as its popularity grows.

The greatest and most rewarding investment that parents can make is to provide their sons and daughters with the best possible education. The three-track program offers both an education that matches that of top universities in the U.S and degrees that are accredited in Egypt and at the same time validated in the U.S.

I wish you success in your education and life.

**Prof. Adel Mabrouk**

*Adel Mabrouk*

**Dean of Faculty of Commerce  
Cairo University**

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## Introduction

Cairo University, Faculty of Commerce has teamed up with Georgia State University, J. Mark Robinson College of Business in early 2007 to offer the Undergraduate Program in Business. The program is supported by a grant from HED/USAID.

Focused on contemporary, real-world problems and taught by a practice-oriented faculty, the Undergraduate Program prepares students to tackle even the most complex challenges facing leaders in today's global business environment. The students will be taught with hands-on experience and skills to build their future careers.

### Cairo University (CU)

Cairo University (CU), founded in 1908, is among the Arab world's oldest universities, and it has long maintained its status as a beacon for forward thinking and quality education. The university has more than 200,000 students in more than 25 faculties and institutes. Over the last decade, Cairo University has made a strategic decision to respond proactively to the rapid evolving realities of the global higher education market. This strategic choice was made in pursuit of the university's thrusting drive to re-brand and re-launch itself as a world-class leading provider of a comprehensive higher education package embracing globally-recognized research, educational and community services for its target stakeholders on the national, regional, and international level.

### Georgia State University (GSU)

Georgia State University is the Southeast's leading urban research institution. It was founded in 1913. It is on the list of the top 100 public universities for doctoral degrees awarded. More than 250 fields of study are offered through some 55 accredited degree programs at the bachelor's, masters, specialist and doctoral levels. RCB is more than 90 years old, but in addition to its rich history and tradition is a very contemporary curriculum that is in keeping with the needs of today's highly competitive global business environment. It has premier programs—the Flex MBA, Executive MBA and undergraduate program—all are ranked among the best in the nation. Its Flex program has been listed in *U.S. News and World Report's* top 10 for the past 15 consecutive years. Our undergraduate program also is ranked in the top 50 by *U.S. News* and the top 100 by *BusinessWeek*.

## **Program Overview**

The 3-Track Undergraduate Program prepares the students with three academic specializations. The program adapts the GSU curriculum to the needs of the Egyptian market and is delivered by leading professors using modern, student-centered, active learning methods and working in close partnership with top Georgia State professors.

The program was designed in collaboration with the Robinson College of Business in Atlanta. The program was first approved by the Cairo University Faculty of Commerce and then by the Supreme Council of Universities. The declaration signed by the Minister of Education is attached.

The program consists of four years. For the first two years, students are required to take the fundamental undergraduate courses. The next two years, students specialize in, Finance, Marketing, or Accounting.

### **Finance Major:**

Students in the Finance/Investment major will:

- Acquire advanced skills in the areas of portfolio management, stock and bond valuation, financial statement analysis, options, futures, risk analysis, and corporate finance
- Complete a curriculum specifically designed to prepare for the CFA Institute's Chartered Financial Analyst® (CFA®) examinations.
- Learn about careers in the global areas of investment management and financial analysis

### **Accounting Major:**

Students in Accounting major will:

- The accounting track helps students gain practical knowledge and skills in both local and international accounting systems.
- Learn how to apply international accounting and auditing standards in a relevant manner
- Acquire skills in using advanced accounting tools in management and information systems
- Add strategic value to a business by demonstrating the use of the best practices in accounting

## **Marketing Major:**

Students concentrating in marketing will:

- Learn advanced tools in market research and electronic marketing
- Acquire skills to plan and implement effective integrated marketing communications and branding initiatives
- Learn how to prepare and use strategic and tactical marketing programs in different business situations

### **Program Advantages**

This unique program is a collaboration and convergence of people and ideas, between two of the world's premier educational institutions, Cairo University and J. Mack Robinson College of Business at Georgia State University.

- **Distinguished Academic Partners--** Georgia State University, J. Mark Robinson College of Business is AACSB accredited. It is one of the ten largest highly ranked business schools in the US. Cairo University, Faculty of Commerce is the oldest business school in the region. Many business and government leaders are among the graduates of Cairo University.
- A cohort program taught in **English**. Graduates receive a Bachelor's degree from Cairo University and a certificate from Robinson College of Business/GSU.
- A jointly developed and delivered **curriculum** and extensive **collaboration** in monitoring quality according to global standards
- Only selected distinguished faculty from CU/FC and GSU/RCB teach in the program using **modern teaching methods**
- **Small-sized classes**
- **Academic and employment counseling**
- A life-long **network** of colleagues and alumni

## Curriculum and Course Schedule

### Academic Year 1

Code	Course Title
<b>Fall Semester</b>	
111	Financial Accounting
121	Management and Organization
122	Human Behavior
131	Mathematics (1)
151	Economic Resource
<b>Spring Semester</b>	
112	Accounting for Partnership
113	Introduction to Accounting
123	Introduction to Business
161	Principles of Law
171	Introduction to Economics

### Academic Year 2

Code	Course Title
<b>Fall Semester</b>	
211	Accounting For Corporation
221	Computers in Accounting
221	Marketing
222	Production and Operation Management
271	Money, Banking and International Trade
<b>Spring Semester</b>	
213	Governmental and National Accounting
223	Public Administration
224	Sales Management
231	Mathematics (2)
261	Commercial Law

*\*4 hours per week for each subject*

## Accounting Track

### Academic Year 3

Code	Course Title
<b>Fall Semester</b>	
<b>CIS 2010</b>	Introduction to Computer-Based Information Systems
<b>BusA 2106</b>	The Legal Environment of Business
<b>Acct 4020</b>	Professional Accounting
<b>Fi 3300</b>	Corporation Finance
<b>332</b>	Business Statistics
<b>Spring semester</b>	
<b>BCOM 3950</b>	Fundamentals of Business Communication
<b>Acct 4111</b>	Intermediate Accounting I
<b>313</b>	Tax Accounting
<b>Mk 3010</b>	Basic Marketing
<b>BusA 3000</b>	Global Perspectives of Business

### Academic Year 4

Code	Course Title
<b>Fall Semester</b>	
<b>Acct 4210</b>	Cost/ Managerial Accounting
<b>Acct 4112</b>	Intermediate Accounting II
<b>MGS 3100</b>	Business Analysis
<b>MGS 3400</b>	Managing People in Organization
<b>Acct 4310</b>	Accounting Information Systems
<b>Spring Semester</b>	
<b>Acct 4113</b>	Intermediate Accounting III
<b>414</b>	Tax Accounting II
<b>Acct 4610</b>	Assurance Services
<b>BusA 4980</b>	Strategic Management
<b>Acct 4391</b>	Field Studies in Accounting (Internship)

## Investment Track

### *Academic Year 3*

Code	Course Title
<b>Fall Semester</b>	
	Introduction to Corporate Finance and Financial Markets (CFA oriented)
<b>BUSA 3000</b>	Global Business Practices
<b>BCOM 3950</b>	Fundamentals of Business Communication
<b>332</b>	Business Statistics
	Economics (CFA oriented course)
<b>Spring Semester</b>	
	Equity Valuation (CFA oriented course)
	Analysis of Fixed Income Securities (CFA oriented course)
<b>MGS 3100</b>	Business Analysis
<b>FI 4040</b>	Survey of International Finance
<b>ACCT 4210</b>	Cost/Management Accounting

### *Academic Year 4*

Code	Course Title
<b>Fall Semester</b>	
<b>FI 4200</b>	Introduction to Derivative Markets
<b>FI 4300</b>	Advanced Corporate Finance
<b>MGS 3400</b>	Managing People in Organizations
<b>FI 4400</b>	Financial Management of Depository Financial Services
<b>ACCT 4410</b>	Financial Reporting and Analysis
<b>Spring Semester</b>	
<b>FI 4240</b>	Global Portfolio Management
	Field Studies in Finance/Ethical & Professional Standards/Global Careers in Finance (CFA oriented)
<b>BusA 4980</b>	Strategic Management
<b>MGS 4110</b>	Spreadsheet Modeling and Finance applications
<b>FI 4020</b>	Cases in Financial Statement Analysis

## Marketing Track

### *Academic Year 3*

Code	Course Title
<b>Fall Semester</b>	
<b>CIS 2010</b>	Introduction to Computer-Based Information Systems
<b>BusA 2106</b>	The Legal Environment of Business
<b>Mk 3010</b>	Basic Marketing
<b>FI 3300</b>	Corporation Finance
<b>332</b>	Business Statistics
<b>Spring semester</b>	
<b>Bcom 3950</b>	Junior Communication Course
<b>MGS 3400</b>	Managing people in Organizations
<b>BusA 3000</b>	Global and Business Practices
<b>MGS 3100</b>	Business Analysis
<b>MK 4100</b>	Buyer Behavior

### Academic Year 4

Code	Course Title
<b>Fall Semester</b>	
<b>MK 4200</b>	Marketing Research
<b>MK 4300</b>	Marketing Communication & Promotions
<b>MK 4340</b>	Sales Management
<b>MK 4400</b>	Channels of Distribution
<b>MK 4620</b>	Product Management
<b>Spring semester</b>	
<b>MK 4420</b>	Retailing
	Field Study/Applications in Marketing
<b>MK 4600</b>	International Marketing
<b>MK 4900</b>	Marketing Problems
<b>BusA 4980</b>	Strategic Management

## First Year (Fall Semester)

Code	Course Title and Description 4 hours per week for each subject	Course Contents
111	<b>Financial Accounting</b>	Partnerships: Formation, Orientation and Ownership Changes Partnership Liquidation
121	<b>Management and Organization</b>	The Control of Cash Transactions * Accounts Receivables & Notes Receivables * Inventories * Accounting for Merchandising Activities * Analysis and Interpretation of Financial Statements
122	<b>Human Behavior</b>	* Exploring Trends in Dynamic Business Environments * Competing Global Markets * Entrepreneurship and Challenge of Starting a Small Business * Producing Products and Services * Marketing * Information Technology and Business * Financial resources * Human Resources Management
131	<b>Mathematics (1)</b>	* Part one: The Theory of Law * Social Order and Law * Sources of Law * Essence of Law * Origins of Law * Classification Of Law * application Of Law * Part two: the Theory of Rights * The Concept of Right * The Object Of Right * Classification of Right * Sources Of Rights * Legal Personality * Protection of Rights
151	<b>Economic Recourse</b>	* Man, the Earth and his Livelihood * Farming and Foodstuffs Industrial * Materials and Manufacture

## First Year (Spring Semester)

Code	Course Title and Description 4 hours per week for each subject	Course Contents
112	<b>Accounting for partnership</b>	Partnerships: Formation, Orientation and Ownership Changes Partnership Liquidation
113	<b>Introduction to Accounting</b>	The Control of Cash Transactions * Accounts Receivables & Notes Receivables * Inventories * Accounting for Merchandising Activities * Analysis and Interpretation of Financial Statements
123	<b>Introduction to Business</b>	* Exploring Trends in Dynamic Business Environments * Competing Global Markets * Entrepreneurship and Challenge of Starting a Small Business * Producing Products and Services * Marketing * Information Technology and Business * Financial resources * Human Resources Management
161	<b>Principles of Law</b>	* Part one: The Theory of Law * Social Order and Law * Sources of Law * Essence of Law * Origins of Law * Classification Of Law * application Of Law * Part two: the Theory of Rights * The Concept of Right * The Object Of Right * Classification of Right * Sources Of Rights * Legal Personality * Protection of Rights
171	<b>Introduction to Economics</b>	* Scarcity and Choice: the Economic Problem * Supply and Demand * The Realm of Macro Economics * Income and spending * Demand Side Equilibrium * Supply Side Equilibrium * Fiscal Policy and Supply * Money and the Banking System * Monetary Policy and National Economy * Market Demand and elasticity

## Second Year (Fall Semester)

Code	Course Titel and Description 4 hours per week for each subject	Course Contents
211	<b>Accounting for corporations</b>	<ul style="list-style-type: none"> <li>* Corporations: Organizing and Stockholders' equity</li> <li>* Corporations: Operations and Additional Stockholders' Equity Transactions</li> <li>* Special Types of Liabilities</li> <li>* Investment in Corporate securities</li> <li>* Uniform Accounting System in Egypt</li> </ul>
221	<b>Computer in Accounting</b>	<ul style="list-style-type: none"> <li>* Overview on a Computer System: Hardware, Software, and People</li> <li>* The Central Processing unit                             <ul style="list-style-type: none"> <li>* Input and Output</li> </ul> </li> <li>* Storage Devices and File processing                             <ul style="list-style-type: none"> <li>* Communications</li> </ul> </li> <li>* Programming and languages ASurvey                             <ul style="list-style-type: none"> <li>* Operating Systems</li> </ul> </li> </ul>
221	<b>Markting</b>	<ul style="list-style-type: none"> <li>* The Marketing Environment</li> <li>* Marketing Information systems and Marketing Research</li> <li>* Market Segmentation and Demographics</li> <li>* Consumer Buying Behavior</li> <li>* Product Planning and Development</li> <li>* Pricing Strategies and Policies</li> <li>* Managing Channels of Distribution                             <ul style="list-style-type: none"> <li>* Promotion</li> </ul> </li> <li>* Marketing Planning and Forecasting</li> </ul>
222	<b>Production abd operation Management</b>	<ul style="list-style-type: none"> <li>* Operations Strategy</li> <li>* Forecasting Production and Operations Management</li> <li>* Designing and Developing Products and Production Processes</li> <li>* Production Technology: Seeding and Management</li> <li>* Allocating Resources to stJatEgic AltEJna1j</li> <li>* Fadlity layout</li> <li>* Productivity and Employees</li> <li>* Total quality Management</li> <li>* Quality Control</li> </ul>
271	<b>Money,Banking And International Trade</b>	<ul style="list-style-type: none"> <li>* Man, the Earth and his Livelihood * Farming and Foodstuffs</li> <li>Industrial * Materials and Manufacture</li> </ul>

## Second Year (Spring Semester)

Code	Course Title and Description 4 hours per week for each subject	Course Contents
213	<b>Governmental and National Accounting</b>	<ul style="list-style-type: none"> <li>* Governmental Accounting: Basic Principles and the General Funds</li> <li>* The Budgetary Process</li> <li>* The process of Control</li> <li>* The Nature of National Income and Social Accounting</li> <li>* National Income Accounts</li> <li>* Transactions with the Rest of the World Government Activity</li> <li>* Problems of Classifications and Definition.</li> </ul>
223	<b>Public Administration</b>	<ul style="list-style-type: none"> <li>* The Practice and Discipline of Public Administration</li> <li>* Organization: Structure and Process</li> <li>* Public Personnel Administration</li> <li>* Budgeting</li> <li>* Decision Making</li> <li>* Public Administration and the Public</li> </ul>
224	<b>Sales Management</b>	<ul style="list-style-type: none"> <li>* Personal Selling: Job Activities and the Sales Process</li> <li>* Sales Careers</li> <li>Sales Strategy and Sales Function</li> <li>* Organizing the Sales activities</li> <li>* Recruitment and Selection</li> <li>* Sales training</li> <li>* Sales- Force Reward</li> <li>* Forecasts, Sales Quotas and Selling Budgets</li> <li>* Evaluation of Sales Person Performance</li> </ul>
231	<b>Mathematics(2)</b>	<ul style="list-style-type: none"> <li>* Simple Interest</li> <li>* Bank Discount</li> <li>* Compound Interest</li> <li>* Ordinary Annuities</li> <li>* Other Annuities Certain</li> <li>* Amortization and Sinking Funds</li> <li>* Bonds</li> <li>* Life Annuities</li> <li>* Stocks</li> </ul>
261	<b>Commercial Law</b>	<ul style="list-style-type: none"> <li>* Classification of Commercial Law</li> <li>* The Merchant and Commercial Transactions</li> <li>* The Business Premises and Commercial Books</li> <li>* The Commercial Papers</li> <li>* The Commercial Companies</li> </ul>

**Course description**  
**Major : Marketing**

**Year 3**

**Semester 1**

**CIS 2010 - INTRO COMP-BASED INFO SYS**

Introduction to Computer-based Information Systems. Prerequisite: none. This course provides an introduction to computer and information systems concepts, including hardware, software, databases, data communications, and business applications. The student is introduced to methods of determining user requirements and developing application systems using databases and fourth-generation languages.

**BUSA 2106 - LEGAL ENVIRONMENT OF BUS**

The Legal Environment of Business. Prerequisite: none. This course provides the business student with a study of the interrelationship of law, ethics, and business. The course also covers government regulation of business activities and the legal environment within which business must operate.

**MK 4331 – Key Account Sales**

Prerequisite: Basic Marketing. MK 4330, Econ 2106. B.B.A. students may not register for this course until Econ 2105, Econ 2106, and Acct 2102 are passed with degree credit. In today's sales environment, more and more organizations are adopting a "team selling" model for key and strategic accounts. This course is designed to help students develop the knowledge and skill sets necessary to be successful in a sales environment which features selling to more upper-level managers in an organization; working in a team environment; and beginning to develop sales management skills which will enhance their careers

### **FI 3300 - CORPORATION FINANCE**

Corporation Finance. Prerequisites: Acct 2101, Acct 2102, Econ 2106. B.B.A. students may not register for this course until Econ 2105, Econ 2106, and Acct 2102 are passed with degree credit. This is an introductory course in the financial management of no financial corporations and the role of interest rates and capital markets in the economy. Topics include the structure and analysis of financial statements, time value of money calculations (using financial calculators), stock and bond valuation, financial forecasting, valuation of income-producing physical assets, determination of the cost of capital and the profitability of proposed investments in fixed assets, risk-return tradeoffs that must be considered in using financial leverage, and methods used in obtaining funds from the various capital markets. This course is taught mainly through lectures and class discussions of textual materials and problems.

### **Semester 2**

### **BCOM 3950 - FUND OF BUSINESS COMMUNICATION**

Fundamentals of Business Communication. Prerequisites: Eng 1101, Engl 1102. Fundamentals of business communication prepares students to write and speak effectively in a variety of business situations. Students will examine the influence of audience, purpose, and situation and learn how to use those elements to formulate and apply communication strategies that enable them to inform, persuade, and motivate others. Topics include business letters, memos, and reports; oral presentations; nonverbal communication; personal styles and interpersonal communication; the influence of culture, ethics, and technology on communication; and the small group process. This class is required to fulfill the Junior Communication Course Requirement and students must earn a minimum grade of "C." Students may not register for this class until they have earned at least 45 semester hours of college level credit.

### **MGS 3400 - MANAGING PEOPLE IN ORGS**

Managing People in Organizations. (Formerly MGT 3500). Prerequisite: none. Requires a 2.5 GSU GPA and 45 semester hours. This course provides an overview of management in organizations. Students will be introduced to fundamental organizational concepts such as organizational systems, organization design and structure, and the decision-making process. In addition, students will be introduced to the study of human behavior in organizations. The organizational behavior topics emphasized include team building, communication, leadership, motivation, ethics and social responsibility. The focus of the course is to examine, from a managerial perspective, the effect of individual,

group, and organizational variables on organizational performance.

### **BUSA 3000 - GLOBAL AND BUS PRACTICES**

Globalization and Business Practice. Prerequisite: This course examines worldwide integration of economic, political, technological, cultural, and social facets to explore the impact of globalization on organizations and individuals worldwide. Students develop a worldview of the global marketplace. They learn how to incorporate their knowledge and understanding of global markets through the simultaneous consideration of all business functions. Analytical frameworks such as SWOT are used to conduct firm and industry analyses. Special consideration is given to key issues in e-business that affect trends in international business.

### **MGS 3100 - BUSINESS ANALYSIS**

Business Analysis. (Formerly DSC 3120). Prerequisite: Math 1070. This course provides a frame of reference for using models in support of decision making in an enterprise, then introduces some of the most commonly useful modeling approaches and principles. Topics covered include model components, simulation, optimization, time series and causal forecasting, decision analysis, Monte Carlo simulation, and quality management. The course emphasizes hands-on application of the techniques using commonly available software, and demonstrates the value of these approaches in a wide variety of functional settings.

### **MK 4100 - BUYER BEHAVIOR**

Buyer Behavior. Prerequisite: Mk 3010. Basic concepts and research results from marketing and the social sciences are examined with the goal of enabling marketers to better understand customers and meet their needs. The decision process of buyers, factors affecting purchasing decisions, and customer satisfaction are major conceptual areas of the course. Implications for marketing strategies (e.g., market segmentation, product design, and promotion) are discussed.

### **MGS 4430 – Negotiation**

Negotiation. (Formerly MGT 4250). Prerequisite: MGS 3400 or consent of instructor. This course is designed to help students become better negotiators by understanding and practicing the negotiation strategies and tactics appropriate for different situations. The course focuses primarily on negotiation planning, distributive negotiation, and integrative

negotiation. The course is a general treatment of negotiation that is useful to students from a broad range of majors.

## **Year 4**

### **Semester 1**

#### **MK 4200 - MARKETING RESEARCH**

Marketing Research. Prerequisite: Mk 3010, Mgs 3100. This course helps students make effective and efficient use of market information. Organizational issues, problem formulation, secondary data sources, survey sampling, measurement principles, questionnaire design, interviewing, basic data analysis, research ethics, new technologies, and international aspects are all introduced.

#### **MK 4300 – Integrated Marketing Communications**

Prerequisites: MK 221, MK 4100, MK 4200 . This course focuses on the development and implementation of integrated marketing communications. Students learn about the development of a brand-building communications plan that covers advertising, electronic promotion, packaging, sales promotion, direct marketing, and public relations. The course combines theory and application exercises designed to provide experiences in developing a comprehensive integrated marketing communications plan.

#### **MK 4340 - SALES MANAGEMENT**

Prerequisite: MK 221, MK 4300, MK4331. Bcom 3950. This course examines the sales management function in contemporary business organizations. Emphasis is placed on the formulation, implementation, and evaluation of a strategic sales program. Specific topics addressed include ethical and legal issues in sales management, selection and recruiting, territory design, quotas, organizing the sales force, compensation, motivation, leadership and coaching, and evaluation of salesperson performance. The course also emphasizes a mix of conceptual and applied information to provide a balanced view of sales management. The strategic nature of sales management decisions is another major topic.

### **MK 4510 – Business-to-Business Marketing**

Prerequisite: Mk 221, MK 4100, MK 4200, Bcom 3950. This course focuses on strategy development for marketers whose customers include other businesses, the government, and institutions. It explores the buying behavior of organizations as customers and ways to segment the organizational market. In addition, the course highlights how the product development process for such customers differs from the processes used for consumer products and services. Other topics include channels of distribution strategy including electronic issues, supply chain management, price bidding, and new trends in personal selling and sales management.

### **MK 4620 - PRODUCT MANAGEMENT**

Product Management. Prerequisite: Mk 3010. Bcom 3950. The objective of this course is to familiarize students with applications of relatively recent new product planning techniques. The course will emphasize the use of market research data and marketing models for new product development and management. The main topics to be covered in this course are idea generation, concept evaluation, optimal product design, test marketing, product positioning, market segmentation, market share estimation, product packaging, advertising testing, pricing, brand name selection, brand equity, and global product planning.

### **Semester 2**

### **MK 4420 – RETAILING**

Retailing. Prerequisite: Mk 3010. Bcom 3950. This course introduces the student to the basic principles of retailing, the diversity and dynamism of the retail industry, and tools for improving productivity. The course is designed to strike a balance between academic credibility and the basic, trade-oriented needs of the job-seeking student. It presents practical methods and procedures within a conceptual, theoretical framework. Hands-on projects and case applications are used to achieve this purpose.

### **Field Study/Applications in Marketing**

This course will provide students with the opportunity to get a hands-on learning experience in marketing. The objective is to develop students' skills in understanding and implementing the marketing concepts, theories and techniques they have acquired earlier in the program by using them in a real business environment. Toward this end, students will be directed by an instructor who is in charge of determining and directing the

marketing project that students will be asked to complete within a given time frame. The application projects can range from very simple (for example, assessing customer profile or customer satisfaction for a local retail chain) to complex (preparing a full-blown marketing plan for a domestic company), and can be done either individually or in groups.

### **MK 4600 - INTERNATIONAL MARKETING**

International Marketing. Prerequisite: Mk 3010. Bcom 3950. This course aims to broaden students' appreciation of world markets and to provide knowledge and skills needed for recognizing, evaluating, and managing the international function. Through lectures, cases, and hands-on projects, students are introduced to the economic, socio-cultural, financial, and legal-political factors affecting international marketing and to the problems and opportunities associated with doing business on a global scale.

### **MK 4900 - MARKETING PROBLEMS**

Marketing Problems. Prerequisite: completion of 12 semester hours in marketing. Requires a 2.5 GSU GPA and 45 semester hours. Courses including Mk 3010, Mk 4100, and Mk 4200. CSP: 1, 2, 3. Prerequisites are strictly enforced. This is the capstone course focusing on the application of concepts from all courses in the marketing major. It provides students with hands-on experience with marketing decision-making. About half of the course covers discussion of students' analysis of comprehensive cases of marketing problems faced by real organizations. Students prepare case recommendations which are the focus of discussion. The rest of the course covers presentation/discussion of a project where student teams gain experience with several marketing tools while helping local businesses develop marketing solutions. Students prepare a written report and multimedia presentation for each of the four project assignments and make presentations to the class and their client company.

### **BUSA 4980 - STRATEGIC MANAGEMENT**

Strategic Management. Prerequisites: Bcom 3950 or Engl 3130, BusA 2106, BusA 3000, Fi 3300, Mgs 3100, Mgs 3400, Mk 3010: completion of four upper-level major courses. This is a capstone course in the B.B.A. program and is required of all seniors. The course integrates subject matter from the business core courses and other disciplines. This course focuses on integrated approaches to medium and long-term organizational challenges in a dynamic environment. Students develop skills in, and appreciation of, the role of all managers in the formulation and implementation of organizational strategies. A computer

simulation involving teams of students from different functional backgrounds is a major part of the instructional design. Warning: B.B.A. students who violate any of the prerequisites for BusA 4980 are subject to dis enrollment by the college regardless of performance or time lapse and will be allowed a tuition refund in accordance with the university's refund schedule.

### **Major: Finance – Investment Track**

### **Academic Year 3**

#### **Fall Semester**

#### **BUSA 3000 – Global Business Practices**

Globalization and Business Practice. Prerequisite: This course examines worldwide integration of economic, political, technological, cultural, and social facets to explore the impact of globalization on organizations and individuals worldwide. Students develop a worldview of the global marketplace. They learn how to incorporate their knowledge and understanding of global markets through the simultaneous consideration of all business functions. Analytical frameworks such as SWOT are used to conduct firm and industry analyses. Special consideration is given to key issues in e-business that affect trends in international business.

#### **BCOM 3950 – Fundamentals of Business Communication**

Fundamentals of Business Communication. Prerequisites: Eng 1101, Engl 1102. Fundamentals of business communication prepares students to write and speak effectively in a variety of business situations. Students will examine the influence of audience, purpose, and situation and learn how to use those elements to formulate and apply communication strategies that enable them to inform, persuade, and motivate others. Topics include business letters, memos, and reports; oral presentations; nonverbal communication; personal styles and interpersonal communication; the influence of culture, ethics, and technology on communication; and the small group process. This class is required to fulfill the Junior Communication Course Requirement and students must earn a minimum grade of "C." Students may not register for this class until they have earned at least 45 semester hours of college level credit.

#### **332 – Business Statistics**

This course will introduce students to concepts and tools in probability and statistics as they are used in business studies. Topics include Probability, Probability Distributions and Descriptive Statistics, Sampling and Estimation, Hypothesis Testing, Correlation

Analysis and Regression, Time Series Analysis and others. The emphasis here will be on application of these concepts and less on mathematical rigor.

### **XXX – Economics**

This course is designed to provide Finance majors with the knowledge of important concepts in economics, both microeconomics and macroeconomics, that are important for the study of Finance. These concepts will be from Supply and Demand Analysis, The Firm and Industry Organization, Measuring National Income and Growth, Business Cycles, The Monetary System, Inflation, International Trade and Capital Flows, Currency Exchange Rates, Monetary and Fiscal Policy and others.

### **Spring Semester**

### **XXX – Equity Valuation**

This course focuses on the structure of equity markets and the valuation of equity securities. The topics covered include Risk-Return Tradeoff and Traditional Asset Pricing Models such as the Capital Asset pricing Model, Types of Equity Securities and Their Characteristics, Equity Markets: Characteristics, Institutions, and Benchmarks, Fundamental Analysis (Sector, Industry, Company) and the Valuation of Individual Equity Securities, Equity Market Valuation and Return Analysis, Special Applications of Fundamental Analysis (Residual Earnings), and Equity of Hybrid Investment Vehicles.

### **XXX – Analysis of Fixed Income Securities**

This course focuses on fixed income security markets and the valuation of fixed income securities. The topics covered include Types of Fixed-Income Securities and Their Characteristics, Fixed-Income Markets: Characteristics, Institutions, and Benchmarks, Fixed-Income Valuation (Sector, Industry, Company) and Return Analysis, Term Structure Determination and Yield Spreads, Analysis of Interest Rate Risk, Analysis of Credit Risk, Valuing Bonds with Embedded Options, Structured Products

### **MGS 3100 – Business Analysis**

Business Analysis. (Formerly DSC 3120). Prerequisite: Math 1070. This course provides a frame of reference for using models in support of decision making in an enterprise, then introduces some of the most commonly useful modeling approaches and principles. Topics covered include model components, simulation, optimization, time series and causal forecasting, decision analysis, Monte Carlo simulation, and quality management. The course emphasizes hands-on application of the techniques using commonly available software, and demonstrates the value of these approaches in a wide variety of functional settings.

### **FI 4040 – Survey of International Finance**

Prerequisites: Fi 4000. This course exposes students to foreign exchange risk and develops their understanding of institutional realities encountered by the financial manager in a global economic environment. Activities of currency arbitrage, hedging, and speculation are examined in light of exchange rate regimes, eurocurrency markets, the balance of payments, mechanics of foreign exchange conditions in international finance, and international trade activities.

### **ACCT 4210 – Cost/Management Accounting**

Prerequisite for finance majors: FI 4000 or equivalent. Students study the information needed by managers to plan, monitor, and improve their critical processes, products, and services. This course stresses the application of information technologies to tasks such as measuring costs to produce, market, and deliver products and services; planning via flexible budgets and cost-volume-profit analysis; implementing activity-based management systems; and measuring and performance. Students communicate implications of their analyses to stakeholders using database, spreadsheet, and word processing skills.

## **Academic Year 4**

### **Fall Semester**

#### **FI 4200 – Introduction to Derivatives Markets**

Prerequisites: Fi 4000. This course introduces students to derivative instruments, which are contracts whose values derive from prices of underlying assets and goods such as equities, currencies, debt, and commodities. The main focus is on the valuation and application of the principal derivative building blocks including futures and forward contracts, options, and swaps. Coverage is given to the market structure and to how these products are specifically used by corporations and financial institutions for controlling financial market risks. The course keeps abreast of global developments and new product innovations.

#### **FI 4300 – Advanced Corporate Finance**

Prerequisite: Fi 4000. This course develops a framework for analyzing corporate investment and financial decisions facing financial managers and introduces students to the tools to make such decisions. Students are introduced to the central issues in capital structure and dividend policy decisions and the interaction between financing and investment decisions. Techniques are introduced for evaluating strategic investments in technology, mergers and acquisitions, corporate restructurings, and research and development. They also form the basis for the valuation of firms in traditional and new-technology industries and security offerings such as

initial public offerings. A variety of pedagogical vehicles are used including problem solving, case studies, lectures, and group projects.

### **MGS 3400 – Managing People in Organizations**

Managing People in Organizations. (Formerly MGT 3500). Prerequisite: none. This course provides an overview of management in organizations. Students will be introduced to fundamental organizational concepts such as organizational systems, organization design and structure, and the decision-making process. In addition, students will be introduced to the study of human behavior in organizations. The organizational behavior topics emphasized include team building, communication, leadership, motivation, ethics and social responsibility. The focus of the course is to examine, from a managerial perspective, the effect of individual, group, and organizational variables on organizational performance.

### **FI 4400 – Financial Management of Depository Financial Institutions**

Prerequisite: Fi 4000. This course examines the major financial management issues confronting depository financial service firms (commercial banks and bank holding companies, savings organizations, credit unions). Specific topics include the economics of intermediation; forces affecting change; legal/regulatory influences; profitability analysis; and management of various risk areas such as interest rate risk, liquidity risk, and capital management. One area not covered is loan analysis since the topic is treated in great depth in FI 4020. Classroom instruction includes lecture, discussion, and cases.

### **ACCT 4410 – Financial Reporting and Analysis**

#### **Spring Semester**

### **FI 4240 – Global Portfolio Management**

Prerequisite: Fi 4000. Using Fi 4000 as a base, this course explores the practical aspects of investment valuation and portfolio management in a global framework. The focus is on market microstructure, bond- and equity-portfolio management, and overall asset allocation. Practical aspects of portfolio management are introduced through lectures and class discussions of journal articles and of cases.

### **XXX – Field Studies in Finance/Ethical & professional Standards / Global Careers in Finance**

#### **BUSA 4980 – Strategic Management**

Strategic Management. Prerequisites: Bcom 3950 or Engl 3130, BusA 2106, BusA 3000, Fi 3300, Mgs 3100, Mgs 3400, Mk 3010: completion of four upper-level major courses. This is a capstone course in the B.B.A. program and is required of all seniors. The course integrates subject matter from the business core courses and other disciplines. This course focuses on integrated approaches to medium and long-term organizational challenges in a dynamic environment. Students develop skills in, and appreciation of, the role of all managers in the formulation and implementation of organizational strategies. A computer simulation involving teams of students from different functional backgrounds is a major part of the instructional design. Warning: B.B.A. students who violate any of the prerequisites for BusA 4980 are subject to dis enrollment by the college regardless of performance or time lapse and will be allowed a tuition refund in accordance with the university's refund schedule.

#### **MGS 4110 – Spreadsheet Modeling and Finance Applications**

#### **FI 4020 – Cases in Financial Statement Analysis**

Prerequisites: Fi 3300. Students intensively examine financial statements and business characteristics to learn the information content of financial statements. Applications focus on how they can be used to identify the pattern of funds need for a business and the best financing vehicle to meet that need. The primary tools of analysis are financial statement construction, cash flow statements, financial ratios, common-sized statements, cash budgets, proforma statements, sustainable growth rates, and cost-volume-profit analysis. Students evaluate the needs of a variety of companies that differ with respect to type, industry, profitability, growth, seasonality, cyclicity, and degree of distress. The primary teaching method is case analysis, and a significant course objective is development of communication skills.

## **Major: Accounting Track**

### **Year 3 –Fall Semester**

#### **ACCT 4020 – Professional Accounting**

Prerequisite: Grade of B- or higher in both Acct 2101 and 2102, B.com 3950. This course will introduce students to the accounting profession, the institutional, legal and regulatory framework of accounting, the role of various professional accounting associations and institutes, the traditions, expectations and ethical demands of the profession, and the availability of diverse career options.

### **Year 3 –Spring Semester**

#### **ACCT 4030 – Transaction Analysis**

Transaction Analysis. Prerequisite: Acct 2101 and 2102 or equivalent. The course is a tightly focused, intense course emphasizing (1) transaction analysis, (2) basic journal entries of the accounting process, including accruals, adjusting entries, and closing entries, (3) T-account analysis, (4) the basics of major accounting issues like inventory flow methods, depreciation methods, and utilization of allowance accounts, (5) the structure and logic of the four basic financial statements, and (6) some commonly-used ratios related to profitability, liquidity and solvency evaluations.

### **Year 4 –Fall Semester**

#### **ACCT 4210 – Cost/Managerial Accounting**

Prerequisites: Acct 2101 and 2102. Students study the information needed by managers to plan, monitor, and improve their critical processes, products, and services. This course stresses the application of information technologies to tasks such as measuring costs to produce, market, and deliver products and services; planning via flexible budgets and cost-volume-profit analysis; implementing activity-based management systems; and measuring and performance. Students communicate implications of their analyses to stakeholders using database, spreadsheet, and word processing skills.

#### **ACCT 4110 – Financial Accounting and Reporting**

Financial Accounting and Reporting. Prerequisite: Acct 4020, 4030, 4210.

This course exposes students to the real-world challenges of financial accounting and reporting. Class time is primarily devoted to discussions of broad accounting concepts and issues rather than display and instruction of specific accounting rules. The overall goal of

the course is to give students exposure to the critical conceptual elements they need to make professional accounting judgments.

**ACCT 4310 – Accounting Information Systems**

Accounting Information Systems. Prerequisite: CIS 2010, Acct 4210. This course develops skills required by accountants, users, managers, designers, and evaluators of information systems in e-business environments. The skills include choosing, extracting, and analyzing information to solve business problems, modeling technology-enabled business processes, developing information systems, and designing and evaluating internal control in e-business environments.

**ACCT 4410 – Financial Statement Analysis**

Introduction to Financial Statement Analysis. Prerequisite: Acct 4110. This course will introduce students to financial statement analysis. Students will learn how to apply general purpose financial statements and related data to derive estimates and make inferences useful in business decisions.

**ACCT 4610 – Assurance Services**

Introduction to Assurance Services. Prerequisite: Acct 4113, Acct 4310. Co-requisites: Acct 4310. This course satisfies critical thinking through writing requirements. This course develops students' knowledge of auditing, attest, and assurance services in traditional and e-business environments. Topics include the role of such services in society, evidence relevance and reliability, materiality, risk and control, information integrity, and methods of verification.

**ACCT 4391 – Field Study in Accounting**

Field Study in Accounting. Prerequisite: Acct 4010, Acct 4110; consent of instructor. CSP: 1,2,4,6,7,8. The field study is a supervised, employer-site learning experience. In this experience, students have the opportunity to apply accounting skills in a professional setting. Students must consult with the instructor or with the School of Accountancy's Undergraduate Program Coordinator before registering to determine whether their employment internship experiences will qualify for credit.

## **Admission**

### **Eligibility for Application**

Students are admitted once a year for the Fall and Spring semesters through the centralized admission system, applying the same standards for admission to the English section of FCCU plus a TOEFL requirement and an admission interview procedure as follows:

- A GPA of at least 80% in the Egyptian General Secondary Certificate/ IGCSE/American Diploma and Equivalents
- A minimum score of 80 in the Advanced Level English language component of the Secondary Education certificate
- A TOEFL score of 550 before starting the third year (i.e. commencing major GSU/RCB courses)

### **Application Process**

Students apply through the “Tanseek” (ranking) office and state their choice as “Faculty of Commerce” (without specifying the English section). Once the students are accepted by the Faculty of Commerce, Cairo University, then they apply directly to the Students Affairs office "registrar" for admission to the program.

An in-depth interview will be conducted for each applicant by selected panel of staff to judge personal capabilities, English language proficiency and computer literacy.

### **Fees**

The CU-GSU 3 Track Program is offered by FCCU, which is a not-for-profit institution. The program aims at providing high quality education with very competitive tuition fees. Tuition and fees for academic offerings are announced each year by the supervisory committee, according to the executive regulations approved by the university and the recommendations of the faculty board. The tuition for Academic Year 2008-2009 is 20,000 Egyptian pounds per year.

## **Facilities**

### **Classrooms and Conference Halls**



### **Computer Labs**

FCES provides students with computer and Internet facilities. The building contains three computer labs with modern PCs and printing facilities. Labs are connected to the Internet. Classrooms are also equipped with computer and data shows for teaching and presentation facilities.



## **Library**

The library contains outstanding books and periodicals. A librarian is available to help with questions. Use of the library is limited to faculty, staff and students. FCES library is equipped with photocopying service and computer access. Library hours are posted outside the library.



**Information**

For additional information, please visit [www2.gsu.edu/~wwwcai](http://www2.gsu.edu/~wwwcai)

**Contact Information**

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“..... For over a century, Cairo University has been a source of Egypt’s advancement”

President Barack Obama, Cairo University, Egypt, 2009

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