



## **Student Handbook**

**College of Business and Administration**

**Department of Business Administration**

**Management Program**


**2020-2021**



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## Introduction



This document is provided to all related stakeholders to provide a clear, detailed and comprehensive overview of College of Business and Administration at Princess Nourah Bint Abdulrahman University (PNU).

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As the nature of any institutional documents, this Handbook is subject to changes.



The College of Business Administration was established at Princess Noura Bint Abdulrahman University in 1428H. Where it presents a set of academic programs which consistent with vision 2030. And it's important for the national economy and its role to promote the development process in the country. CBA seeks to play a prominent role in the transformation towards the knowledge economy. This is the aim of the national transformation program. The College also looks forward to improve the level of the programs and the study plans and adapting them to the latest developments and global changes.

Where the college lent importance to raising the level of learning outcomes, both ideologically and skillfully. In addition to raising the students' competencies in different fields of business. Partnerships have also been established with effective communication with business sectors locally and globally.

College of business administration introduced these programs for the bachelor degree:

- Bachelor of Science in Accounting
- Bachelor of Science in Economics
- Bachelor of Science in Human Resources
- Bachelor of Science in Financial Economics
- Bachelor of Science in Marketing
- Bachelor of Science in Management (with two tracks: Project Management, Events and Tourism Management).
- And Master degree of science in Business Administration  
(introduced by DCU@PNU )

Dr. Ghadah Alarifi

**College of Business Administration Vision, Mission, Values & Goals**

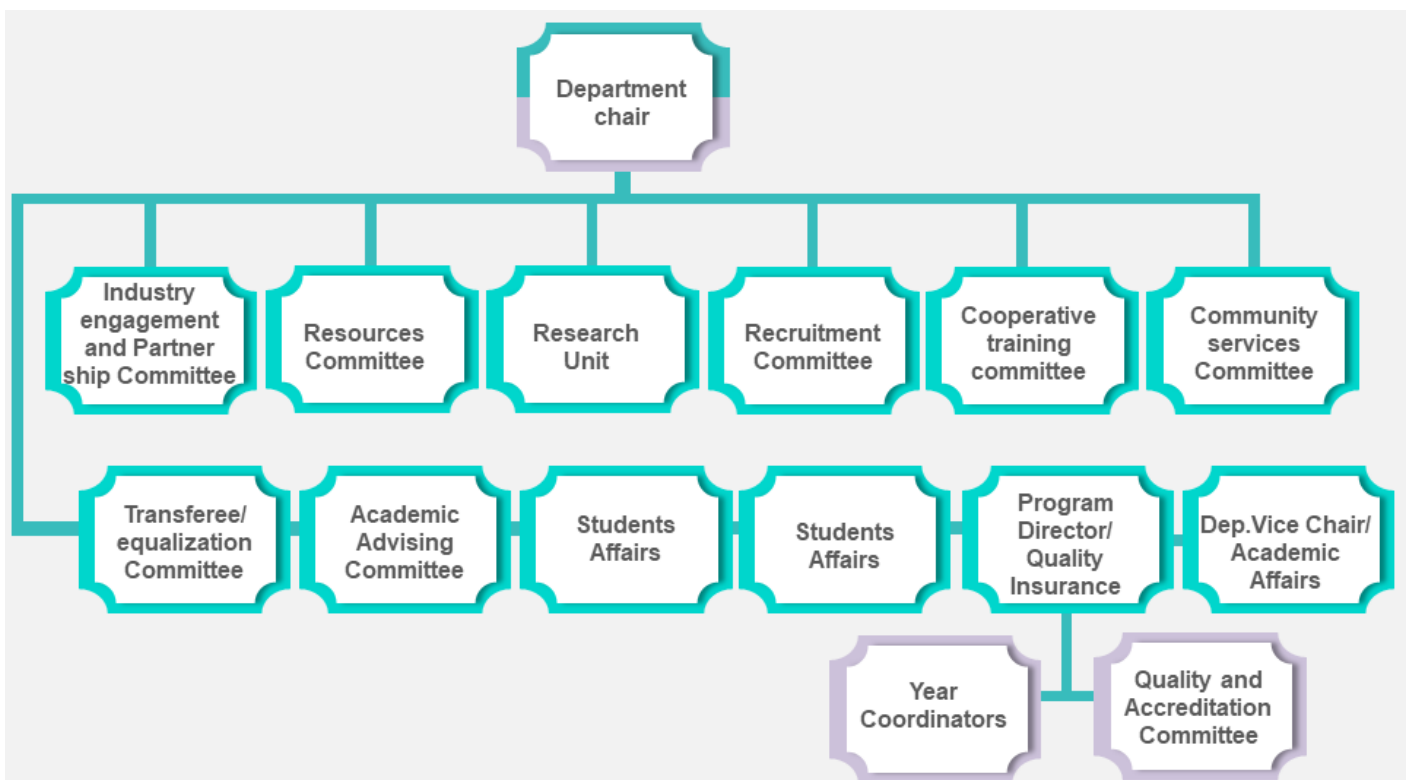
The vision of the CBA is:

“To educate female leaders who will redefine business locally and globally”.

Its mission is :

“To educate and inspire female leaders, entrepreneurs and scholars to transform the landscape of business, adding value to the economy and society, locally and globally”.

- College of Business and Administration Organizational Structure:





## Business Administration Department Vision, Mission, Values & Goals

Program mission :

“To prepare professional women who could serve their communities and compete globally in the business and management sector through the pursuit of learning and research in an innovative educational environment.”

Program Goals:

- Enable graduates to apply fundamental business management concepts and practices to make critical and practical business decisions.
- Prepare graduates to be leaders and communicate clearly and effectively using traditional methods and digital platforms in oral and written format.
- Ensure graduates to critically interpret business information in a competitive environment to take effective ethical decisions.
- Enlighten graduates to focus on generating innovative business ideas using latest state-of the-art technology and conduct and evaluate research findings in developing knowledge-based economy.



## Academic Programs

- **Overview**

The Management Program was introduced in 2007 in response to a rapidly increasing industry demand for business professionals. To meet the needs of this market and in order to achieve PNU vision and mission, BA department has carried out various major improvements and changes to its programs. This has included a review and reform process of current management program along with the proposed introduction of a new Bachelor of Science in marketing and human resources management. The management program includes three elective packages: Project Management, Human Resource Management, and Tourism and Events Management. The program curriculum has been extensively revised based on internal and external review by key stakeholders to include new courses that reflect advancement, developments and meet the needs of industry and society in business administration and management fields.

- **Graduate attributes:**


- **Effective Communicators**

Management program stresses the importance and value of good communication in all aspects of work and society. Graduates will be able to draw on appropriate skills to negotiate effectively, collaborate, influence and support others.

- **Socially and Ethically Responsible**

Management program encourages students to have positive work ethic, to value tolerance, respect cultural diversity, and be committed to working with others to make a difference in business and society.

- **Professional Leaders**



Program incorporates professional and leadership skills in the graduates and develop potential to take important roles in their chosen careers or occupation to take lead and manage change in every aspect of life.

o **Innovative Team Builders**

Program ensures that students are involved in activities to develop their teamwork skills. Students are provided with opportunities to develop interpersonal relationships and they are expected to be accountable in achieving specific common goals for the team.

o **Problem Solvers**

Management Program ensures graduates to apply their knowledge to explore the real problem, which in turn allows them to explore an effective solution by a creative and evidence-based thinking in order to conceive innovative responses to upcoming business challenges.

o **Lifelong Learning**

Management program promotes and nurtures the graduates with a spirit of commitment to continuous learning and to maintain intellectual curiosity for learning new concepts, knowledge and skills at any point of time throughout the life.

● **Professional Occupations/Jobs:**

- Director of General Services
- Administrative supervisor
- Researcher and administrative development specialist
- Researcher and planning and budget specialist
- Administrative inspector
- Personnel Monitor and Auditor
- Personnel researcher and specialist
- Researcher and training specialist
- Bid auditor
- Warehouse keeper



- Purchasing auditor
- Stores supervisor
- Consulting in the field of business administration
- Industrial fields
- Sales Mangers
- Publicity and announcement
- Product planning and design
- Self-employment and entrepreneurship

- **Teaching Methods:**

The study plan for the program is designed to be equivalent to eight semesters.

- **Graduate Attributes PNU:**

Graduate Attributes PNU	Graduate Attributes (Program)	Explanation
Knowledge	Lifelong Learning	Management program promotes and nurtures the graduates with a spirit of commitment to continuous learning and to maintain intellectual curiosity for learning new concepts, knowledge and skills at any point of time throughout the life.
Application	Problem Solvers and Decision Makers	Management Program ensures graduates to apply their knowledge to explore the real problem, which in turn allows them to explore an effective solution by a creative and evidence-based thinking in order to conceive innovative responses to upcoming business challenges. Graduates will be in a position to implement effective decisions in the competitive environment to generate an array results.



<b>Innovation</b>	Innovative Team Builders	Program ensures that students are involved in activities to develop their teamwork skills. Students are provided with opportunities to develop interpersonal relationships and they are expected to be accountable in achieving specific common goals for the team.
<b>Leadership</b>	Professional Leaders	Program incorporates professional and leadership skills in the graduates and develop potential to take important roles in their chosen careers or occupation to take lead and manage change in every aspect of life.
<b>Communication</b>	Effective Communicators	Management program stresses the importance and value of good communication in all aspects of work and society. Graduates will be able to draw on appropriate skills to negotiate effectively, collaborate, influence and support others.
<b>Ethics</b>	Socially and Ethically Responsible	Management program encourages students to have positive work ethic, to value tolerance, respect cultural diversity, and be committed to working with others to make a difference in business and society.

## Academic plan

Management program consists of eight semesters. The duration of each semester is fifteen academic weeks. Each semester covers one level of the program with addition to some university and college courses.

Students must successfully pass six levels in order to proceed to three elective packages, human resources, project management and tourism and event management.

- **Level one:**

Level	Course Code	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
Level 1	ISLS 101M	Islamic Culture (1)	Required	N/A	2	University
	Math 161	General Statistics	Required		3	College
	ENG101-1	English Language (1)	Required	N/A	3	University
	BUS 101	Principles of Business Administration	Required	N/A	3	College

Level	Course Code	Course Title	Required or Elective	Pre-Requirement Courses	Credit Hours	Type of requirements (Institution, College or Department)
	BUS 161	Business Skills I	Required	N/A	3	College

- Level two:

Level	Course Code	Course Title	Required or Elective	Pre-Requirement Courses	Credit Hours	Type of requirements (Institution, College or Department)
Level 2	ARAB 101M	Arabic Composition	Required	N/A	2	University
	ENG 102-2	English Language II	Required	ENG 101M	3	University
	BUS 151	Digital Innovation, Creativity & Enterprise	Required	BUS 101	3	College
	BUS 111	Business Ethics & Social Responsibility	Required	N/A	3	College

Level	Course Code	Course Title	Required or Elective	Pre-Requirement Courses	Credit Hours	Type of requirements (Institution, College or Department)
	BUS 162	Skills for Business II	Required	BUS 161	3	College
	MATH 106	Maths for Business	Required	N/A	3	College

- **Level three:**

Level	Course Code	Course Title	Required or Elective	Pre-Requirement Courses	Credit Hours	Type of requirements (Institution, College or Department)
<b>Level 3</b>	ISLS 202M	Islamic Culture (2)	Required	ISLS 101M	2	University
	ECON 261	Business Statistics	Required	MATH 161	3	College

Level	Course Code	Course Title	Required or Elective	Pre-Requirement Courses	Credit Hours	Type of requirements (Institution, College or Department)
	ACCT 201	Principles of Financial Accounting	Required	N/A	3	College
	ECON 201	Principles of Microeconomics	Required	N/A	3	College
	BUS 252	Management Information Systems	Required	BUS 101	3	College
	MKT 203	Principles of Marketing	Required	BUS 101	3	College

- **Level four:**

Level	Course Code	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
Level 4	ACCT 202	Principles of Cost and Managerial Accounting	Required	ACC 201	3	College
	FIN 204	Principles of Finance	Required	ACC 201	3	College
	ECON 202	Principles of Macroeconomics	Required	ECON 201	3	College
	HRM 213	Human Resource Management	Required	BUS 101	3	Department
	HRM 214	Organizational Behavior	Required	BUS 101	3	College
	LAW 211	Commercial Law	Required	N/A	3	College

- Level five:

Level	Course Code	Course Title	Required or Elective	Pre-Requirement Courses	Credit Hours	Type of requirements (Institution, College or Department)
Level 5	ISLS 303M	Islamic Culture (3)	Required	ISLS 202M	2	University
	BUS 341	Project Management	Required	BUS 151	3	Department
	BUS 354	Electronic Commerce	Required	BUS 252	3	Department
	BUS 353	Entrepreneurship	Required	N/A	3	College
	BUS 342	Operation Management	Required	BUS 101	3	Department
	BUS 322	Operational Research	Required	BUS 261	3	Department



- **Level Six:**

Level	Course Code	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
<b>Level 6</b>	ARAB 202M	Arabic Language Skills	Required	N/A	2	University
	BUS 331	International Business Management	Required	N/A	3	Department
	BUS 355	Supply Chain Management	Required	BUS 342	3	Department
	BUS 343	Managerial Leadership	Required	HRM 214	3	Department
	BUS 344	Total Quality Management	Required	N/A	3	Department
		Elective (1)	Elective		3	Department

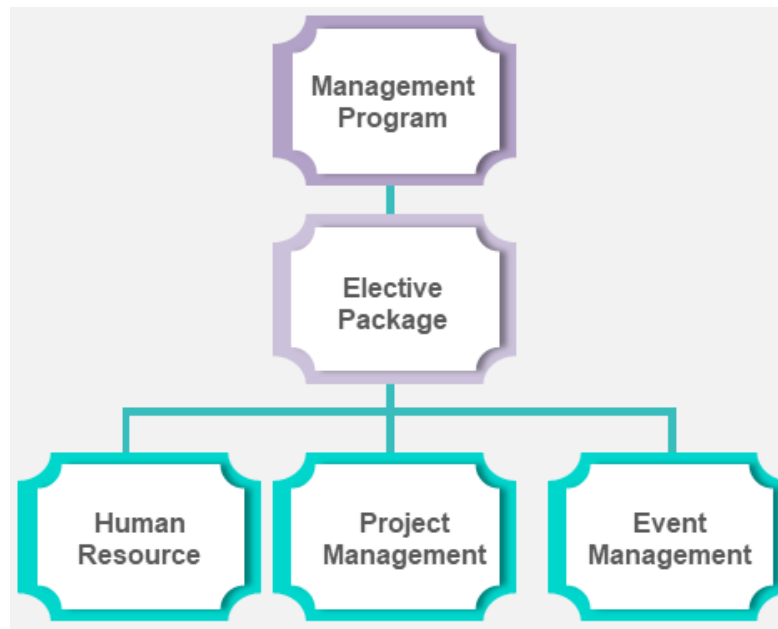
- **Level Seven:**

<b>Level</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Required or Elective</b>	<b>Pre-Req-uisite Courses</b>	<b>Credit Hours</b>	<b>Type of requirements (Institution, College or Department)</b>
<b>Level 7</b>	ISLS 404M	Islamic Culture (4)	Required	ISLS 301M	2	University
	BUS 445	Strategic Management	Required	N/A	3	Department
	BUS 456	Innovation and Change Management	Required	N/A	3	Department
		Elective Course	Elective	N/A	3	Department
		Elective Course	Elective	N/A	3	Department
		Elective Course	Elective	N/A	3	Department

- **Level Eight:**

Level	Course Code	Course Title	Required or Elective	Pre-Requirement Courses	Credit Hours	Type of requirements (Institution, College or Department)
Level 8	BUS 491	Internship	Required		6	University

- **The student has to choose one of the following elective package study plans:**



**1. Human Resource Management Elective Package Study Plan:**

<b>Level</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Required or Elective</b>	<b>Pre-Requirement Courses</b>	<b>Credit Hours</b>	<b>Type of requirements (Institution, College or Department)</b>
<b>Level 6</b>	HRM 441	Strategic Human Resources Management	Elective	HRM 213	3	Department
<b>Level 7</b>	HRM 313	Staffing Management	Elective	HRM 213	3	Department
	HRM 316	Talent Management	Elective	HRM 213	3	Department
	HRM 414	Employee Learning & Development	Elective	HRM 213	3	Department

**2. Project Management (PM) Elective Package Study Plan:**

Level	Course Code	Course Title	Required or Elective	Pre-Requirement Courses	Credit Hours	Type of requirements (Institution, College or Department)
Level 6	BUS 347	Negotiation & Conflict Management	Elective		3	Department
Level 7	BUS 446	Advanced Project Management	Elective	BUS 341	3	Department
	BUS 457	Risk Management	Elective	BUS 341	3	Department
	BUS 458	Knowledge Management	Elective	BUS 341	3	Department

### 3. Tourism and Event Management (TEM) Elective Package Study Plan:

Level	Course Code	Course Title	Required or Elective	Pre-Requirement Courses	Credit Hours	Type of requirements (Institution, College or Department)
Level 6	MKT 351	Digital Marketing	Elective	MKT 203	3	Department
Level 7	BUS 405	Tourism Management	Elective	N/A	3	Department

Level	Course Code	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College or Department)
	BUS 406	Event Management	Elective	N/A	3	Department
	BUS 407	Small Business Management	Elective	BUS 353	3	Department


- **Course Descriptions:**

- o **Level one:**

**Principles of Business Administration**

The purpose of the principles of business administration course is to introduce students to the theoretical knowledge related to the business environment as well as to the overall business context. Students will understand the major functions of management and their application in organizational wide. This course highlights important theories, structures and trends of the business management as the business environment analysis, the global business environment, and managerial planning, organizing, directing, and controlling functions.

The course also addresses quality issues in operations management for the production of goods and services, human resource management, and employee behaviour and



motivation. Students will analyse organizational issues and suggest creative solutions in decision-making process within the organization.

### **Business Skills-I**

Business Skills I course has been designed to equip and prepare students entering business education, with the basic soft skills and IT skills. The course content is designed in a way that will challenge student's critical thinking, as well as improve their soft skills level. Classes will be interactive and assignments are designed in a way to cultivate team working skills, as well as confidence to represent oneself in interviews and presentations.

Students are provided the opportunity as part of this course to achieve a professional certification and achievement badges in collaboration with Pearson MyLab IT Introductory Level of Microsoft Office Modules Word, Excel and PowerPoint 2019. The course is certified to help students get prepared to take the MOS Certification.

#### **o Level two:**

### **Business Skills-II**

Business Skills-II course provides students with an understanding of the skills and abilities at both an individual and group level that they will need in order to operate successfully during their time in university and in their future careers. The course aims to: Empower students to begin the process of planning their lives and their careers. Develop students' abilities to think reflectively about themselves and the situations in which they find themselves. Provide insights into the competencies required to work effectively as a member of a team. Enables students to understand the range of information resources within the university that will assist them during both their time at university and as lifelong learners. Provides an opportunity to explore some of the work options and opportunities that will be available to them as graduates in the future.

### **Digital Innovation, Creativity & Enterprise**



DICE course exposes students to multiple modes of learning. This course is not organized by topics, but by themes. Each theme is embedded in the material covered throughout the course including; project management, digital media, entrepreneurship, and creativity in communication. In DICE, the learning experience will go beyond the conventional ‘classrooms’, it will be taught through teamwork, online learning, live webinars, project work and mini-conferences with speakers and attendees from the wider business community. Through DICE students will be exposed to industry and different modes of learning. In doing so, they will gain insight into the reality of the business world while still developing their skills in key areas.

The aim of the module is to equip students with the skills and knowledge to face these changes in their future career paths.

### **Business Ethics & Social Responsibility**


This course will provide students with an understanding of the nature of relationship between business and society. The course will consist of a broad syllabus addressing practical considerations of the nature of ethics, progressing through learning of a range of ethical theories, and the appreciation of these theories in the practical setting of modern business and organizations. Students will be engaged in discussions and debates on topics such as corporate social responsibility, sustainability, professionalism & integrity, ethics & technology, financial scandals, ethical decision making and other emerging issues, by reference to case studies.

#### **o Level three:**

### **Management of Information System**

This course will examine essential issues related to the field of Management Information Systems. It will take in depth look to the current businesses use of information technologies and systems to achieve business objectives. The purpose of this course is to provide students with the educational background of technologies that form information





systems and to acquire the ability to develop and manage most suitable information system to given Business firm. It will also examine the security challenges associated with the management of information systems and students will gain understanding as to how those security challenges can be proactively addressed.


### **Principles of Marketing**

This course will examine the business function of Marketing. Organizations depend on marketing to understand the needs of consumers and to facilitate a visionary approach to a competitive marketplace. This course provides students with fundamental knowledge in the core marketing concepts, theories, and principles most relevant to the student's future development of marketing strategies and the implementation of marketing practice. Students will learn how Marketers deliver value in satisfying customer needs and wants, determine which target markets the organization can best serve, and decide upon appropriate products, services, and strategies to serve these markets. Topics covered will include the marketing concept, marketing strategy, market orientation, new product development, and marketing research.

#### **o Level four:**

### **Human Resource Management**

Organizations are not made up of bricks and cement. It is made up of the most important factor of production i.e., PEOPLE. They are the internal customers and their happiness and satisfaction is always the prime objective for a successful organization. This course is concerned with the development of both Human Resources and the organization. Students will gain an insight into emerging perspectives with HR becoming an integrative function within the organization. Students will gain knowledge in securing and developing the talents of individual workers, and implementing programs that enhance



communication and cooperation between “Human Assets” in order to nurture and contribute organizational development

### **Organizational Behavior**

Organizational Behavior course is intended to teach students basic organizational behavior principles, and analyze how this influence behavior in the workplace. The content will facilitate for students the understanding of human behavior in the workplace from an individual, group, and organizational perspective. The course integrates the study of management principles and human behavior in an organization to improve personal and organizational effectiveness. It will enable students to understand the abilities of an individual to manage human resources through managing their emotions, personalities and attitudes.


#### **o Level five:**

### **Entrepreneurship**

The Entrepreneurship course will explain the basics of entrepreneurship, the qualities and skills of the entrepreneur, opportunity recognition and business idea generation, conducting feasibility analysis, developing a business model, project financing, and turning the innovative business idea into reality. Students will develop the skills necessary to successfully produce a business plan for a pilot project and how to pitch their business idea to investors. They will develop an awareness of the challenges and rewards of entrepreneurship as a career option

### **Operations Management**

This course will explore the fundamentals of operations management. It examines the strategic role of operations management in creating and enhancing the competitive advantages in manufacturing and service organizations. It introduces the approaches and



strategic decisions in operations management with a focus on designing products and processes, location analysis, as well as the planning, and control of production systems .

### **Operations Research**

This course aims to introduce students to quantitative methods and techniques for effective decisions-making; model formulation and applications that are used in solving business decision problems. This will help students in solving mathematical problems in different environments that require decisions. Course topics include: linear programming, duality theory, transportation, assignment, and CPM/ PERT techniques. Additionally, decision analysis and game theory is used in selecting the optimal alternatives among feasible alternatives. Analytical techniques will be taught using various computer packages to solve problems involving decision making by managers in business environments.

### **Project Management**

The course intends to introduce concepts, principles and methods of project management in IT. Topics covered include: the features and benefits of information technology projects, the main stages in project management, management and responsibility, time and resource planning, scheduling and control, quality and cost, risk management in project management, the role of project manager and the evolution of project management, develop and document the request for proposals, evaluation and selection, the documentation of the projects, tools used in project management, project management standards, cases studies in the management of IT projects.


### **E-Commerce**



The advent of the internet and speed at which it has spread across the globe coupled with the advancement in the information technology sectors has placed the e-commerce as a major influencer in the business. Companies of all sizes are now adopting fast to e-commerce to expand their business to increase their revenue. The course is designed to provide an overview of e-commerce from the managerial and the technological perspectives. It will enable student to understand the e-commerce technology infrastructure, business model and strategy. It will introduce e-commerce frameworks, and technological foundations; and examine basic concepts such as strategic formulation for e-commerce enterprises, management of their capital structures and public policy. It will also focus on the social and security issues related to the e-commerce.

**o Level six:**

<b>International Business management</b>
This course will explore the challenges of managing a culturally diverse work force and the complexities of managing in countries with different religions, traditions, and value systems. This course will deal with the theory of international trade, commercial policy, balance of payments, and international monetary issues. Key topics include factor mobility theories, communication, protectionism, culture, monetary policies, and the analysis of common markets and free-trade areas.
<b>Managerial Leadership</b>
This course is designed to assist students' understanding of the nature of managerial leadership. It furthers their comprehension of the importance of the leadership principles, skills and qualities to the survival, success and sustainability of the organization, by discussing and evaluating the impact of the role of leaders in the development of their respective organizations. Students will become aware of the skills, behaviours, and ethics that comprise good leadership based upon the study of leading



academic theory, group discussions, case studies, presentations by local leaders or guest speakers and analysis of various types of leadership attributes.

### **Supply Chain Management**

This course is designed to assist students' understanding of the nature of the supply chain management. It furthers their comprehension of the importance of these activities to the survival of the organization by discussing the goal of a supply chain and explain the impact of supply chain decisions on the success of a firm. The course also describes how a company achieves strategic fit between its supply chain strategy and its competitive strategy. Major themes and discipline topics to be covered in this course include:


Understanding the Supply Chain, Supply Chain Strategies, Supply Chain Drivers and Metrics, Designing Distribution Networks, Network Design in the Supply Chain, Designing Global Supply Chain Networks, Coordination in a Supply Chain , The role of cycle inventory& safety inventory in a supply chain, Sourcing Decisions in a Supply Chain and Transportation in a Supply Chain.

### **Total Quality Management**

Special topics in quality management are conceived in order to teach student about new theories and practices in quality. It help participants understand total quality concept and techniques for managing, controlling, and improving quality. This course exposes participants to contemporary knowledge and techniques of TQM. The course gives, also, student the opportunity to discuss management applications in specific context in all organizations. This would in turn enable the participant to articulate and implement quality.

#### **o Level seven:**

### **Innovation and Change Management**



This course introduces students to the essentials of organizational change and strategies to manage it. The course is about identifying the need for change, assessing change options, planning for change and then implementing and managing the change process through to successful outcomes. The course includes some important theoretical frameworks for change but is mostly about practice. Case studies from leading organizations are examined to help students identify real-life applications of the material covered.

### **Strategic Management**

This course will integrate all functional skills that students have gained from previous courses (Economic, Accounting, Management, Finance, and Marketing) in order to examine the business organization and recommend strategic actions. This course will examine the establishment of strategic vision, mission, objectives and strategies for an organization; it will also cover the effect of the expected changes in the environment on the selection of appropriate strategies

#### **o Level eight:**

### **Cooperative training**

Cooperative Education is a planned learning experience, for which credits are earned, that integrates classroom theory and learning experiences at a workplace. The experience enables students to apply and refine the knowledge and skills acquired in a related curriculum course. The Co-op is a supervised work experience in a position in the government or the private sector which aimed to assist students in making the transition from the classroom to industry. Students are required to finish 450 hours on the job to earn 6-credit hours for the course.

#### **● HRM Elective Courses:**



## **Strategic Human Resource Management**

This course highlights the complex interactions of human resource management and strategy. The course also examines how HR strategies need to be integrated with other management functions, activities and with the overall sense of direction (or strategy) of the organization. All of these issues will be examined in the module with an analytical view of recent developments in the field of human resource management. It sets changes in human resource practices against the background of business strategy and objectives, and links human resource practices to business performance and outcomes. It consists two integral themes mainly to encourage systematic thinking about aspects of managing people as an organization important asset, and to identify what really need to be done in policies implementation and to gain competitive advantage

## **Staffing Management**

Staffing management course is designed to give an advanced understanding of all functions involved in staffing within an organization. This course examines the fundamental concepts and techniques for staffing and managing the workforce. It covers relevant theory and practice about the fit between human resource planning, legal compliance, job analysis, recruitment to retention strategies within particular organizational. This course intends to provide an understanding of methods, processes, tools related to staffing management in order to provide linkages between staffing activities and organization's strategic objectives. The course will give particular attention to the issues of diversity, discrimination and equity in the employment process.

## **Talent Management**

Ensuring the productivity and performance of staff is of high importance function in human resource management (HRM). This course will introduce students to the concept of talent management and what building blocks organizations use to manage the talent and performance of individuals, teams and total organizations. The course focuses on



talent management strategies and initiatives which are integrated with organizational strategy and bottom line objectives.

Students will learn how decision makers identify, recruit, position, and develop highly qualified, motivated individuals to meet the requirements for current and future businesses. At the same time, creating a work environment that enables employees to thrive.

### **Employee Learning and Development**

This is course deals with the process of training and developing people, who are most valuable asset of an organization. It develops the policies, practices and procedures to provide the effective training and development for employees. It provides participants with an understanding of the skills required to assess employees training need, design and administer employee training and development programs, and evaluate both the efficiency and effectiveness of such programs. It also evaluates the success of training initiatives.

## **o PM Elective Courses:**

### **Negotiation and Conflict Management**

Negotiation and conflict management are common occurrences in workplaces and in real life as people see things from different perspectives, and do not always agree with one another. Conflict, contrary to general belief, need not be dysfunctional. Where properly managed, conflicts can lead to positive outcomes, such as improved understanding, better alternatives and increased satisfaction. In this course, students are introduced to and examine various conflict management and negotiation strategies and techniques. They will be introduced to how the application of creative thinking to conflict situations can help generate collaborative





### **Advanced Project Management**

The course is designed to apply the knowledge gained under project management, and to discuss the processes, tools and techniques for quality, risk, procurements and resource control to ensure a successful project outcome. This course lets the students put into practice the project process groups and knowledge areas that are outlined in the Project Management course and expand it to those who are required to manage multiple projects. The managerial process involves the treatment of technical and behavioral issues covered in a broad range of industries to which project management principles can be applied. The course intends to deliver the tools and processes essential to successful project management and an understanding on the effectiveness of these tools and methods that are shaped and determined by the prevailing culture of the organization and interpersonal dynamics of the people involved.


### **Risk Management**

This course will revolve around the topic of operational risk. As many different industries use the term operational risk and deploy techniques to identify and quantify such risk, the course will provide an overview of how this concept prevails in various industries today. It will provide a motivation for why understanding and managing operational risk is important to the successful manager and how operational Risk can be Identified and Assessed.

The course will make use of examples and through a project, students will be required to apply an operational risk management framework to a real company and present the approach to the class on the last day of class. Students are asked to work in teams to complete this aspect of the course.

### **Knowledge Management**

Knowledge Management (KM) as an emerging discipline provides a concept framework of how organizations, groups, and individuals share their knowledge in all forms, to advance



organizational performance. The course aims to introduce principles and concepts of KM along with the challenges, solutions, technologies and application systems of KM. It examines the nature of knowledge, organization of knowledge, the selection and use of fitting knowledge representation methods or tools, knowledge management solutions: processes and systems. In addition, this course focuses on the features of effective Knowledge Management system and hence the role of project management in enabling people to develop and effectively utilize knowledge to further effectively comprehend projects.

**o TEM Elective Courses:**


**Digital Marketing**

As digital technologies continue to reshape the competitive landscape, marketers are challenged to stay informed, adapt, and make strategic decisions in a space that's constantly evolving frameworks and foundational tools you need to design, implement, and manage a successful digital marketing strategy that achieves your business objectives.

This course will provide students with an understanding of what is involved in creating and implementing effective digital marketing campaigns. It also introduces the foundational aspects of digital marketing and covers areas including: Search engine marketing, digital display, email marketing, social media/influencer and mobile marketing.

**Tourism Management**

This course constitutes one of the main courses delivered to students specializing in "Tourism & Event management" track in the college of Business Administration. It introduces students to tourism being the world's largest industry. Especially, the course views the industry from a holistic, global business perspective, examining the management, marketing, supply, finance, and quality of tourism services. More




importantly, the course overviews tourism environment with perspectives on economic and political impacts of tourism on hosting countries.

### **Event Management**

This course constitutes one of the main courses delivered to students specializing in “tourism & event management” track in the college of Business Administration. It introduces students to Event management as an exciting and rapidly expanding field. This course allows students to build their understanding of the foundational knowledge, theory and methodology underpinning modern event management. Students will gain a comprehensive understanding of the planning and logistics of event management.

### **Small Business Management**

This course provides students with an understanding on how to start a business with a focus on the tourism industry as well as how to manage, grow, and harvest one - the full business cycle. The course covers such topics as starting a small business, the entrepreneurial life, social entrepreneurship, franchising and buyouts, the family business, the business marketing, organizational and location plan, firm's financial issues, and other relevant subject areas related to small businesses in the tourism industry.



The library has two types of library which are library for business students that can provides the books and other resources that can assist them to study effectively. Moreover, they provide rooms within library with their facilities such as printer, smart board. They also provide the up-to date books they need it to their study their courses. The library is located first floor in the college. They open for them from 7.30am- 2pm from Sunday till Thursday.

### **Book Lending Policy:**

- Lending Period

- The lending period is one month.
- Please sign in and write down the needed information at the signing in paper and scan the code and fill the information.

- Returning Books

- Books must be returned in the same condition as when it was checked out.
- Borrowers may not write in books or turn down pages corners.
- Borrowers who notice damage before signing it out should mention it.

4-after one month student can extended,but she has to inform the librarian

- Other services:

- Scans and printers .
- Studying areas for students.

4-after one month student can extended,but she has to inform the librarian

- To communicate:

Cba-L@pnu.edu.sa

## Academic Advising

The student can know her academic counselor via self-service in the academic system for students. Enter the website and follow the following steps:

University website> Student academic system> Student > Student Profile> the student will find the name of her academic counselor included in the data available on this page.

المرشدة	اسم المرشدة	الرقم الجامعي	حالة التسجيل	الصفحة
لم يتم تعيينه	لم يتم تعيينه	28687	تسجيل ذاتي	3
تيسير راجح عبد الحاميد	حاضر	28720	تسجيل ذاتي	1
تيسير محمد العيسى	حاضر	29855	تسجيل ذاتي	3
آلاء محمد عبد الله علي	حاضر	30532	تسجيل ذاتي	3
ياسمين رشدي أحمد صالح	حاضر	30537	تسجيل ذاتي	3
لم يتم تعيينه	لم يتم تعيينه	32831	تسجيل ذاتي	3

**Attention:** If the student doesn't find the name of her academic counselor on the academic system or if the student fails to contact the academic counselor, she should visit the counseling unit in her college.

### Communication with the academic Advising:

- o Direct contact.
- o Contact via the university email.
- o Contact via messages on the self-service.



### **The student's responsibilities in the academic counseling:**

1. The student is responsible for contacting and meeting the academic counselor at the beginning of the semester and also before the two early registration and deletion periods to assist her in preparing the schedule and select the appropriate courses according to the academic plan.
2. The student must read and understand the regulations of the university and know the academic plan in addition to the requirements of the academic program.
3. Follow up the academic plan and register the courses according to the determined levels including the right way to assure finishing all-determining requirements in the scheduled time.
4. The student must consult the academic counselor and promote an alternative academic plan in case of emergent conditions (fail in a course, apologize to enter the exam, postpone the exam, change the major) to assure finishing all graduation requirements.
5. The student should be interested in having an academic counselor whose name is registered in the student academic system, in case of not the student should visit the academic counseling coordinator in the department.

## Student Activities

Extracurricular activities are those activities performed by students, that falls outside the realm of the normal curriculum of the university education. They include club activities, voluntary work, project work, etc. There are two units support the student extracurricular activities, Community service unit and Sport unit. There are two clubs under the management program, Business Administration club and Entrepreneurship Club.



### 1. Business Administration club:


- **Message:**

Preparing administrative, scientific and cultural programs and activities that allow female students to discover their capabilities and build relationships inside and outside the university, which leads to the development and development of students' talents.

- **Vision:**

Preparing generations with distinguished experiences in the field of business administration to achieve the highest levels of management, creativity, participation and social development, and this diversity makes our society stronger and more vibrant.

- **Goals:**

- 
- o Discovering student talents and nurturing talented students- Creating an appropriate environment for female students to develop their capabilities and skills, exchange experiences between them, and work to encourage and honor them.
  - o Spending spare time with meaningful and useful programs.
  - o Preparing the university student to face the career after graduation
  - o Entrepreneurship Club

## 2. Entrepreneurship Club:

- **Vision :**

Becoming the lead of universities' clubs in Saudi Arabia and to encourage entrepreneurially minded students to start new ventures.

- **Message:**

Developing the creative and entrepreneurial thinking of Princess Noura University students and settling it in order to develop a society in line with Vision 2030.

- **Objectives:**

- o Build strong networking and relationships among young entrepreneurs.
- o Build a database for all students with an interest on entrepreneurship in PNU.
- o Serve as a bridge for all students and real-world resources.
- o Connect students not only within PNU, but also in Riyadh and Saudi Arabia.

- To communicate:

Cba-sa-c@pnu.edu.sa





## Accommodating Special Needs Students

- o A list of the special needs students is requested from PNU Universal Access Center, which is the official department at PNU for accommodating this cohort of students.
- o During teachers' orientation meeting, the head of Students Support Unit encourages teachers to direct students with special needs to the Students Support Unit to provide them with the needed accommodations.
- o The Students Support Unit assigns a coordinator to liaise with the Universal Access Center and special needs students as well who, in turn, reports to the relevant units at the college. This coordinator is responsible for contacting the concerned students to update them with any changes in regards to provision of accommodations.
- o The Student Support Unit has a system for following up with the provision of accommodations and liaise with relevant units at the Business Administration College.

- To communicate:

[cba-SGC@pnu.edu.sa](mailto:cba-SGC@pnu.edu.sa)

### Faculty Members Contact Information

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Dr. Zaiba Ali	Assistant Professor	Dr. Zaiba Ali
Dr. Nisa Vinodkumar	Assistant Professor	Dr. Nisa Vinodkumar
Dr. Fatima Ummatul	Assistant Professor	Dr. Fatima Ummatul
Dr. Atiya Naaz Bukhari	Assistant Professor	Dr. Atiya Naaz Bukhari
Dr. Anjali Chaudhary	Assistant Professor	Dr. Anjali Chaudhary
Dr. Subuhi Khan	Assistant Professor	Dr. Subuhi Khan
Dr. Suheela Shabir	Assistant Professor	Dr. suheela shabir
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### To communicate with The Important Department

To communicate with the College of Administration and Business

For access from outside the university: Building No. 160

Department	Office	E-mail	The Task
Student Affairs Department	0.500	cmba-aa@pnu.edu.sa	Receive students' complaints and suggestions
Serving people with special needs	1.103.1 5	mmalotaibi@pnu.edu.sa	Social and psychological guidance and counseling unit
Provide students with a university student guide	0.500.1 2	Cba-alumni@pnu.edu.sa	Graduates Unit
Student Activity	0.500.1 6	Cba-activities@pnu.edu.sa	Implementing the courses and events, and Issuing certificates for courses and workshops.
Student Affairs	0,500,1 8	aisaldosari@pnu.edu.sa	Student Employment
Training	0.500.1 4	Cba-ie@pnu.edu.sa	Directing seventh-level students to training agencies and follow them.

Department	Office	E-mail	The Task
Student clubs supervisors	0.500.10	Cba-sa-c@pnu.edu.sa Dsa-doff-rec@@pnu.edu.sa	Supervising the clubs of the College of Business and Administration
Social and psychological guidance and counseling unit	1.103.13	Cba-sgc@pnu.edu.sa	Provide psychological, social and material support

.For access from inside the university: Terminal A6