



# MASTER OF BUSINESS ADMINISTRATION

# Why to Study With Us



PERFECT **CUSTOMER SERVICE** AND **TECHNICAL SUPPORT**.



PROVIDING **THE PERFECT AND EASIEST PAYMENT** METHODS WAY.



WE SUCCEEDED IN **GRADUATING OVER 85 BATCH**



PROFESSIONAL PROFESSORS SPECIALIZED IN **BUSINESS MANAGEMENT** IN THE MIDDLE EAST

**ATHE** PROVIDES COLLEGES WITH QUALIFICATIONS IN MANAGEMENT, BUSINESS, TOURISM AND HEALTH & SOCIAL CARE, WE HAVE MADE A NAME FOR OURSELVES WITH GOOD CUSTOMER SERVICE, REWARDING QUALIFICATIONS AND HAPPY LEARNERS WITH PROGRESSION ROUTES TO UNIVERSITY DEGREES.

# athe



ISO 29990

**ISO 29990** IS A QUALITY MANAGEMENT SYSTEM ESPECIALLY APPLICABLE FOR LSPS. CERTIFICATION AGAINST THIS STANDARD WILL ENHANCE THE QUALITY OF YOUR OFFERINGS AND ENABLE YOU TO BECOME THE PREFERRED CHOICE OF YOUR CUSTOMERS. THIS STANDARD SPECIFIES A UNIFIED APPROACH AND REQUIREMENT FOR LSPS, LIKE CORPORATIONS, VOCATIONAL TRAINING INSTITUTIONS, LIFE-LONG LEARNING CENTERS AND NON-CONVENTIONAL CORPORATE TRAINING PROVIDERS AROUND THE WORLD.

**EDUQUA** IS THE FIRST SWISS QUALITY LABEL GEARED TOWARDS PROVIDERS OF ADULT LEARNING PROGRAMMERS. THE LABEL PROMOTES TRANSPARENCY AND COMPARABILITY OF ADULT LEARNING FOR THE BENEFIT OF CONSUMERS AND CONTRIBUTES TO SAFEGUARDING THE QUALITY OF ADULT EDUCATION PROGRAMMERS IN SWITZERLAND. MORE THAN 1,000 SCHOOLS, INSTITUTES AND ACADEMIES IN THE WHOLE OF SWITZERLAND ARE EDUQUA CERTIFIED.

# EDUQUA



**ASIC** IS AN EDUCATIONAL BODY THAT PROVIDES ACCREDITATION FOR MASTERS AND DOCTORATE IN BUSINESS ADMINISTRATION AND MONITORS THE QUALITY OF EDUCATION DEVELOPMENT IN MORE THAN 180 COUNTRIES, INCLUDING SAUDI ARABIA AND THE GULF COOPERATION COUNCIL.

CREDIT HOURS **180**

# SUBJECTS

MODULE NAME	Credit Hours	GLH	TQT
Strategic Human Resource Management	12	24	120
International Business Environment	12	24	120
Finance for Strategic Managers	15	30	150
Corporate Communication Strategies	10	20	100
Strategic Marketing	12	24	120
Personal Development for Leadership and Strategic Management	15	30	150
Organizational Behavior Management	12	24	120
Strategic Planning	12	24	120
Supply chain Management	20	40	200
thesis	60		
Total	180	240	1200

## 1

### STRATEGIC HUMAN RESOURCE MANAGEMENT

Learning outcomes:

1. Understand the factors affecting human resource management strategies in organisations
2. Understand how strategic human resource management contributes to the achievement of the strategic plans of organisations
3. Understand how to prepare human resource management strategies for organisations
4. Be able to develop a human resource management strategy for an organisation

## 2

### INTERNATIONAL BUSINESS ENVIRONMENT

Learning outcomes:

1. Be able to analyse the international business environment
2. Understand the impact of globalisation and international trade
3. Understand the international markets in which businesses operate

# 3

## FINANCE FOR STRATEGIC MANAGERS

Learning outcomes:

1. Understand the importance of financial data in formulating and delivering business strategy
2. Be able to analyse financial data for an organisation in order to inform strategic decision making purposes
3. Be able to evaluate proposals for strategic decisions on capital expenditure in an organisation

# 4

## CORPORATE COMMUNICATION STRATEGIES

Learning outcomes:

1. Understand the importance of corporate communications
2. Be able to plan corporate communications audits
3. Understand the purpose and impact of a corporate communications strategy

# 5

## STRATEGIC MARKETING

Learning outcomes:

1. Understand the principles of strategic marketing
2. Understand how to carry out a strategic marketing analysis
3. Understand the role of customer behaviour in marketing strategies
4. Understand how to develop an implementable strategic marketing plan
5. Understand how to create a marketing strategy to meet business objectives

# 6

## PERSONAL DEVELOPMENT FOR LEADERSHIP AND STRATEGIC MANAGEMENT

Learning outcomes:

1. Understand how knowledge and skills in leadership and strategic management support the creation and achievement of organisational vision and strategy
2. Understand how to develop and communicate organisational vision
3. Be able to manage development of own personal knowledge and skills in leadership and strategic management to support achievement of personal and organisational vision and strategy
4. Be able to reflect on the benefits of personal development in the achievement of personal growth and organisational vision and strategy

# 7

## ORGANISATIONAL BEHAVIOUR

Learning outcomes:

1. Understand leadership behaviour theory and practice
2. Understand how organisational structures and culture impact on the effectiveness of the organisation
3. Understand how organisations can improve employee effectiveness to respond to business opportunities
4. Understand how organisations can motivate employees in order to improve their efficiency and effectiveness

# 8

## STRATEGIC PLANNING

Learning outcomes:

1. Understand the foundations for developing organisational strategy
2. Understand the external environment affecting organisations
3. Be able to review an organisation's strategy and business plans
4. Be able to develop strategy options for an organisation
5. Understand how to create a strategic plan to meet business objectives

# 9

## SUPPLY CHAIN MANAGEMENT

Learning outcomes:

1. Analyze the manufacturing operations of a firm
2. Apply sales and operations planning, MRP and lean manufacturing concepts
3. Apply logistics and purchasing concepts to improve supply chain operations
4. Apply quality management tools for process improvement





# MBA

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## CONTACT US

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