



# **Faculty of Economics & Administrative Sciences**

**Department: Marketing**

## **COURSE SYLLABUS**

**Advanced financial management**

**Short Description**

**Student's Copy**

One copy of this course syllabus is provided to each student registered in this course. It should be kept secure and retained for future use.

## **1. Course Information**

1. Course Title : **Advanced financial management**
2. Course Code : 0405704
3. Credit Hours : 3
4. Prerequisite : None
5. Corequisite : None

## **2. Instructor Information**

1. Instructor:
2. Email :
3. Office Hours :

## **3. Class Time and Place**

1. Class Days and Time:
2. Class Location :
3. Lab Days and Time : -----
4. Lab Location : -----

## **4. Course Policies**

University regulations are applied to this course, regarding Class Attendance; Punctuality, Exam, Makeup Exams; Absence with permission; Penalties for Cheating; and Policies for Assignment and Projects. Students Should be aware of all those in addition to other rules and regulations.

## **5. Resources**

**Main Reference Text Book:**

**Additional Reference (s):**

## **6. Course Description and Purpose**

Course Description: The course explains financial management ways, measure, and managing risk.

## 7. Course Learning Outcomes

### A- knowledge:

- Learn about financial managing means, financial leverage, evaluate assets, liabilities, and equities
- Understand financial managing principles, and theories
- Understand procedures to find financial managing problems and demands to success financial managing- by applied case studies

### B - cognitive skills:

- **Critical intellectual analysis:** analysis financial managing environment to find suitable managing ways
- **C- interpersonal skills and responsibility:**
  - Taking responsibility for personal and professional learning and development: believes in an active role in making work successful.
  - Acting responsibly in personal and professional relationships: He takes the initiative to accomplish any faltering work, as he is part of the team.
  - Commitment to high moral values on the personal and public level, so that it respects the opinion of the other, and understands the importance of intellectual pluralism and the possibility of weighting according to the legal controls.

### D-, IT and numerical skills, communication skills:

- Effectively communicating orally and in writing: Adopting jurisprudential evidence to communicate his point of view in front of his mentor and colleagues
- Use of communication and information technology: his awareness of the importance of time and how to organize his time under work pressure.
- Communicate effectively: justifies to others the necessity to follow the rules of action, both immediate and final.

### E- Physical and psychological skills:

- His ability to express linguistically, learn the art of public speaking and formal writing.
- Developing modern methods of achieving his knowledge using technology

## 8. Methods Of Teaching

The methods of instruction may include, but are not limited to:

1. Lectures
2. Discussion and problem solving
3. Brainstorming
4. Individual assignments
5. Case Study
6. Asking students to give a presentation in a specific subject or problem related to the course
7. Lecturing using PowerPoint Presentations, mixed with discussion with students
8. Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class.

## 9. Course Learning Assessment/Evaluation

The following methods of learning assessment will be used in this course:

	Assessment	Weight	Description
a	2 Tests - Mid Exam - Final Exam	10% 30% 40%	- Multiple choice questions - True/False - Short answers - Essay Questions - Problem solving - Explanations
b	Actives such as Quizzes	10%	- Multiple choices questions - True /False - Short answers - Problem solving
c	Assignments Research proposal	10%	- Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class
d	Presentations/participation	10%	- Student participation - Course portfolio
	Total	100%	

Note: The details for the above methods of assessment are presented below:

**(a) Tests**

Test	Weight %	CLO	Due Date
Mid	30%		28/11/2015
Final	40%		
Total	70%		

**(b) Quizzes**

Method+	Weight	CLO	Focus & Scope	Due Date
Case study	10			
Total				

Relevant CLO will be addressed based on selected topics, will be determined by the instructor according to his/her decision regarding emphasis on selected topics.

**(c) Assignments**

Assignment	Weight	CLO	Scope & Focus	Due Date
Assignments	10			

**(d) Participation**

Method	Weight	CLO	Focus & scope	Due Date
Participation & Presentation	10			
Total	10%			

All CLO's will be addressed in the students' participation, depending on the class and topic under consideration

## 10. Course Schedule/Calendar

Wk No.	Topic	Assignments/ workshops due date	Reference in the textbook	CLO
1,	Defining marketing for the 21 century			1
2,3	Building customer satisfaction ,value ,and retention			3
3,4	Scanning the marketing enviroment			6
4	7Analyzing consumer markets& buyer behavior			7

6	▪ <b>Mid Exam</b>			
7	Dealing with the competition			9
8,9	Positioning&differentiating the market offering through the PLC			11
10,11	Setting the product &branding strategy			14
12,13	Developing price strategies &program			16
14,15	Designing&managening value networks& marketing channel			17
16	<b>Final Test</b>			

**Special Equipment or Supplies**