



Academic Reference Standards (ARS)

For

Accounting & Information Technology B.Sc. Program

Faculty of International Business and Humanities
Egypt- Japan University for Science and Technology

2024

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Introduction

Accounting and Information Technology (AIT) program, at the Faculty of International Business and Humanities, offers a unique blend of accounting principles and technological expertise. This innovative program is designed to equip students with the skills necessary to navigate the rapidly evolving landscape of modern business.

By combining the rigor of traditional accounting with the dynamic world of information technology, AIT's program provides a comprehensive understanding of financial management and the role of technology in driving business efficiency.

Attributes of the Graduates

The graduates must be able to:

1. Using the scientific method in thinking and solving problems. (NAQAA-FOC)
2. Employing the knowledge and skills acquired in the field of specialization for community service and surrounding environment positively. (NAQAA-FOC)
3. Effective communication and communication with others. (NAQAA-FOC)
4. Interacting with global developments and changes and anticipating the nature and impact of those developments and changes in his field of specialization. (NAQAA-FOC)
5. Continuing education to develop professional knowledge and skills related to the field Specialization. (NAQAA-FOC)
6. Commitment, taking responsibility, and completing the work assigned to him in accordance with legal rules, ethical and professional standards. (NAQAA-FOC)
7. Preparing project feasibility studies and evaluating investment proposals. (NAQAA-FOC)
8. Use of computers and information technology. (NAQAA-FOC)
9. Understand the role of accounting and information technology in business decision-making.
10. Apply information technology techniques in accounting and data analysis.
11. Understand accounting systems and applicable laws.
12. Analyze big data and using machine learning in accounting.
13. Apply financial reporting practices and effectively presenting information.
14. Assess financial policies and processes to ensure legal compliance and ethical standards.
15. Propose initiatives to improve the efficiency and effectiveness of processes within the organization.
16. Understand the importance of leadership and self-professional development in the workplace.

Academic References standards

In addition to the NARS that are adopted by Faculty of Commerce (FOC), and the NARS adopted by the accounting and auditing graduates, the Accounting and information technology graduates should possess additional academic standards in terms of knowledge & understanding, intellectual skills, and professional and practical skills as follows:

1. Knowledge and Understanding

The graduates must be able to:

- 1.1 Understand the different forms and types of business enterprises and the distinctive features of each of which. (NARS-FOC)
- 1.2 Understand the different environments in which organizations operate and methods of dealing with them. (NARS-FOC)
- 1.3 Understand the recent developments, trends, and contemporary issues related to the field of specialization. (NARS-FOC)
- 1.4 Understand the basic principles, theories, trends and schools of thought in the field of specialization. (NARS-FOC)
- 1.5 Understand the sciences that are closely related to the major the student is studying. (NARS-FOC)
- 1.6 Understand the scientific research methods, tools, measurement and analysis methods. (NARS-FOC)
- 1.7 Understand the integration between commercial sciences and other social sciences. (NARS-FOC)
- 1.8 Understand the business ethics and professional practice in the field of specialization. (NARS-FOC)
- 1.9 Understand the types of business institutions, bodies, organizations and their frameworks, their legal and economic activities and technical nature. (NARS-ACC)
- 1.10 Understand the general framework of comprehensive and partial information systems and its relationship to supporting decision-making. (NARS-ACC)
- 1.11 Understand the aspects of accounting knowledge and its relationship to related sciences (political sciences – economic sciences - law - insurance - business administration - statistics). (NARS-ACC)
- 1.12 Understand the concept and components of accounting theory, its standards and applications. (NARS-ACC)

- 1.13 Understand the procedures of recording - tabulation – analysis - presentation - interpretation of financial operations that are prepared manually and electronically. (NARS-ACC)
- 1.14 Understand the rules, principles and provisions for applying various accounting knowledge in the real practice of all its types (governmental and non-profit bodies - public economic bodies - private establishments: industrial - agricultural - commercial – service). (NARS-ACC)
- 1.15 Understand the stages, procedures, and methods for conducting financial feasibility studies for projects, evaluating assets and liabilities, and financial planning methods and preparing budgets. (NARS-ACC)
- 1.16 Understand relevant commercial, tax and financial legislations and their applications. (NARS-ACC)
- 1.17 Understand the standards and procedures of auditing internal accounts (before and after disbursement). (NARS-ACC)
- 1.18 Understand the principles, rules and procedures of external auditing (review) of financial statements. (NARS-ACC)
- 1.19 Understand the provisions of transactions related to securities (stocks – bonds – bills), their circulation (locally and internationally) and their indicators. (NARS-ACC)
- 1.20 Understand core IT concepts like data structures, databases, networking, and system security.
- 1.21 Employ in-depth knowledge of accounting information systems, including internal controls, data integrity, and audit trails.
- 1.22 Recognize emerging FinTech trends and their impact on accounting practices, such as blockchain technology, robotic process automation and data analytics tools.
- 1.23 Understand relational databases for storing and manipulating accounting data.
- 1.24 Understand IT governance frameworks and their role in ensuring data security, privacy, and compliance within accounting systems.

2. Intellectual Skills

The graduates must be able to:

- 2.1 Analyze, deduct, and follow the scientific method in thinking. (NARS-FOC)
- 2.2 Apply the foundations and principles of innovative thinking. (NARS-FOC)

- 2.3 Criticize, discriminate, and discover positive and negative elements in issues and issues asked. (NARS-FOC)
- 2.4 Deal with numbers, analyze them, and interpret their meanings. (NARS-FOC)
- 2.5 Positively deal with different situations in order to divert threats to opportunities. (NARS-FOC)
- 2.6 Present ideas and points of view clearly and express opinions in a scientific manner supported by evidence and objectivity. (NARS-FOC)
- 2.7 Apply the appropriate methods, ways, procedures and accounting models and prepare reports, financial statements and their appendices. (NARS-ACC)
- 2.8 Prepare the financial and monetary planning budgets, feasibility studies, analysis and evaluation of investment alternatives, (financially and in accounting terms), and implementation follow-up reports. (NARS-ACC)
- 2.9 Make good presentation of information through accounting reports, whether inside or outside the institution, (while aligning targeted disclosure with confidentiality of information). (NARS-ACC)
- 2.10 Select the appropriate sample for review and apply appropriate methods and programs to be conducted according to the surrounding conditions. (NARS-ACC)
- 2.11 Conduct examination, audit, comparison, conclusion, proof and documentation of documents, accounts and statements. (NARS-ACC)
- 2.12 Provide the relevant financial, tax and administrative consultations. (NARS-ACC)
- 2.13 Pass the professional examinations in the field of accounting and auditing held by the specialized bodies. (NARS-ACC)
- 2.14 Evaluate the effectiveness and efficiency of accounting information systems and identify areas for improvement.
- 2.15 Apply IT knowledge to solve accounting-related problems, such as automating data entry or designing controls to prevent fraud.
- 2.16 Apply data analytics tools to extract insights from accounting data and inform decision-making.
- 2.17 Analyze IT security risks in accounting systems and recommend appropriate mitigation strategies.
- 2.18 Evaluate the impact of new technologies on accounting processes and assist in the implementation and adoption of such technologies within the organization.

3. Practical and Professional Skills

The graduates must be able to:

- 3.1 Effective employment and development of material, human and other resources and maintain it. (NARS-FOC)
- 3.2 Conduct market studies and analysis. (NARS-FOC)
- 3.3 Search for sources of information and ensure its validity. (NARS-FOC)
- 3.4 Collect, analyze and interpret data and statistics and the indicators they reflect economic and social. (NARS-FOC)
- 3.5 Designing and operating administrative, accounting and insurance systems, all in the field of specialty. (NARS-FOC)
- 3.6 Use scientific methods to solve practical problems. (NARS-FOC)
- 3.7 Foundations and principles of monitoring and performance evaluation. (NARS-FOC)
- 3.8 Preparing, presenting and interpreting reports in the field of specialization in a scientific manner. (NARS-FOC)
- 3.9 Using computer applications and information technology in the field specialization. (NARS-FOC)
- 3.10 Using and employing the results of research and studies to develop and improve work performance levels. (NARS-FOC)
- 3.11 Interpreting economic events and the resulting financial transactions and directing them using accounting terms in the appropriate manner. (NARS-ACC)
- 3.12 Distinguishing and choosing the accounting methods and ways that are appropriate to the nature of the enterprise activity. (NARS-ACC)
- 3.13 Interpreting the accounting information and numbers and their implications for anyone interested. (NARS-ACC)
- 3.14 Innovating and designing accounting systems and work manuals and proposing continuous improvement according to the recent events. (NARS-ACC)
- 3.15 Write and execute SQL queries to retrieve and analyze data stored in relational databases.
- 3.16 Utilize industry-standard accounting software

- 3.17 Collect accounting data and perform analysis using data visualization tools.
- 3.18 Configure and administer basic user access controls and security settings within accounting information systems.
- 3.19 Apply project management principles to plan, implement, and monitor IT projects related to accounting systems.

4. General and Transferable Skills

The graduates must be able to:

- 4.1. Effective time management. (NARS-FOC)
- 4.2. Effective communication and influencing others. (NARS-FOC)
- 4.3. Teamwork. (NARS-FOC)
- 4.4. Cognitive and intellectual development and continuous self-learning. (NARS-FOC)
- 4.5. Using problem-solving methods efficiently at the individual or institutional level. (NARS-FOC)
- 4.6. Presentation, presentation and dialogue. (NARS-FOC)
- 4.7. Self-management and dealing with work stress. (NARS-FOC)
- 4.8. Innovation, development and continuous improvement in work. (NARS-FOC)
- 4.9. Use technical terms relevant to program topics. (NARS-FOC)
- 4.10. Familiarity with one of the widely used foreign languages. (NARS-FOC)

Curriculum Structure

CORE COURSES

COURSE CODE	Course Title	Cr
MTH112	Business Mathematics (1)	3
ECO111	Microeconomics	3
MGT111	Principles of management	3
ACC111	Accounting Principles	3
ECO121	Macroeconomics with International Applications	3
MTH122	Business Mathematics (2)	3
ACC121	Introduction to Management Accounting	3
MGT231	Organizational Behavior with International Applications	3
MKT231	Introduction to Marketing	3
HRM241	Human Resources Management	3
FIN241	Introduction to Finance	3
CRC361	Japanese Business and Management Practices	2
		35 25.00%

HUMANITIES

COURSE CODE	Course Title	Cr
LRA102	Introduction to Philosophy	2
LRA405	Key Skills Seminar 1	2
LRA103	Fine Arts Appreciation, Drawing and Paintings	2
LRA101	Japanese Culture	2
LRA301	Environment and Earth Science	2
LRA406	Key Skills Seminar 2	2
LRA202	Peace Studies	2
HUM121	Introduction to Human Behavior	2
LRA201	Introduction to Economics & Sustainable Development	2
		18 12.86%

OTHER SCIENCES

COURSE CODE	Course Title	Cr
LAW231	Business Law	2
STA231	Business Statistics (1)	2
STA241	Business Statistics (2)	2
LRAXXX	UR Elective (1)	2
LRAXXX	UR Elective (2)	2
LRAXXX	UR Elective (3)	2
LRAXXX	UR Elective (4)	2
LRA401	Japanese Language 1	1

LRA402	Japanese Language 2	1	
LRA403	Japanese Language (3)	1	
LRA404	Japanese Language (4)	1	
		18	12.86%

SPECIALIZATION COURSES

COURSE CODE	Course Title	Cr	
ACC231	Intermediate Accounting (1)	3	
ACC241	Intermediate Accounting (2)	3	
MGT351	Introduction to International Business	3	
XXXXXX	FR Elective (1)	2	
ACC351	Costing Systems	3	
ACC352	Introduction to Tax Accounting	2	
IME312	Operations research (1)	3	
ACC353	Accounting Applications Development	3	
MGT324	Management Information Systems	3	
ME316	Production and Operations management	3	
FIN361	Financial Management and Control Systems	3	
ACC361	Analysis and Design of Business Information Systems	3	
ACC362	Advanced Financial Accounting	3	
MGT471	Strategic Management	3	
MGT472	E-Business	3	
ACC471	Database Design and Management	3	
ACC472	Senior Project (Internship 1)	4	
ACCXXX	Specialization Elective (1)	3	
IME421	Supply Chain and Logistics Management	3	
ACC481	Advanced Management Accounting	3	
ACC482	Auditing Computerized Systems	3	
ACC483	Senior Project (Internship 2)	4	
ACCXXX	Specialization Elective (2)	3	
		69	49.29%

Glossary

1. Institution

A University, Faculty or higher institute providing education programs leading to a first university degree or a higher degree (Master's or Doctorate).

2. Attributes of the Graduates

Competencies expected from the graduates based on the acquired knowledge and skills gained upon completion of a particular program.

3. National Academic Reference Standards (NARS)

Reference points designed by NAQAAE to outline/describe the expected minimum knowledge and skills necessary to fulfill the requirements of a program of study.

4. Academic Standards

Reference points defined by an institution comprising the collective knowledge and skills to be gained by the graduates of a particular program.. The academic standards should surpass the NARS, and be approved by NAQAAE.

5. Subject Benchmark Statements

Guideline statements that detail what can be expected of a graduates in terms of the learning outcomes to satisfy the standards set for the program.. They enable the outcomes to be compared, reviewed and evaluated against agreed upon standards.

6. The Program

A set of educational courses and activities designed by the institution to determine the systematic learning progress.. The program also imparts the intended competencies required for the award of an academic degree.

7. Intended Learning Outcomes (ILOs)

Subject-specific knowledge, understanding and skills intended by the institution to be gained by the learners completing a particular educational activity.. The ILOs emphasize what is expected that learners will be able to do as a result of a learning activity.

8. Knowledge and Understanding

Knowledge is the intended information to be gained from an educational activity including facts, terms, theories and basic concepts.. Understanding involves comprehending and grasping the meaning or the underlying explanation of scientific objects.

9. Intellectual Skills

Learning and cognitive capabilities that involve critical thinking and creativity.. These include application, analysis, synthesis and evaluation of information.

10. Professional and Practical Skills

Application of specialized knowledge, training and proficiency in a subject or field to attain successful career development and personal advancement.

11. General and Transferable Skills

Skills that are not subject-specific and commonly needed in education, employment, life-long learning and self development.. These skills include communication, team work, numeracy, independent learning, interpersonal relationship, and problem solving..... etc.



Academic Reference Standards (ARS)

For

Investment and Finance

B.Sc. Program

Faculty of International Business and Humanities

Egypt- Japan University for Science and Technology

2024

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Introduction

The Investment and Finance program at the Faculty of International Business and Humanities at Egypt Japan University for Science and Technology offers a unique opportunity to delve into the intricate world of finance and investment. This program is designed to equip students with the knowledge, skills, and practical experience necessary to excel in today's dynamic and ever-evolving financial landscape. By combining rigorous academic coursework with real-world applications, the program provides a comprehensive education that prepares you for a successful career in investment banking, financial analysis, risk management, and other related fields.

Attributes of the Graduates

The graduates must be able to:

1. Using the scientific method in thinking and solving problems. (NAQAA-FOC)
2. Employing the knowledge and skills acquired in the field of specialization for community service and surrounding environment positively. (NAQAA-FOC)
3. Effective communication and communication with others. (NAQAA-FOC)
4. Interacting with global developments and changes and anticipating the nature and impact of those developments and changes in his field of specialization. (NAQAA-FOC)
5. Continuing education to develop professional knowledge and skills related to the field Specialization. (NAQAA-FOC)
6. Commitment, taking responsibility, and completing the work assigned to him in accordance with legal rules, ethical and professional standards. (NAQAA-FOC)
7. Preparing project feasibility studies and evaluating investment proposals. (NAQAA-FOC)
8. Use of computers and information technology. (NAQAA-FOC)
9. Understand the role of financial management in public and private institutions.
10. Understand the functioning of financial markets and the roles of financial institutions.
11. Apply the concept of time value of money and principles of capital budgeting.
12. Understand the determinants of a firm's capital structure.
13. Understand risk measures and models related to the relationship between risk and return.
14. Understand the concept of market efficiency and its implications for securities returns.
15. Apply the principles of portfolio theory in investment decision-making.
16. Propose appropriate accounting and financial techniques for planning and control in domestic and international settings.
17. Assess operational and financial policies to ensure compliance with legal and accounting standards.
18. Assess programs and policies for alignment with overall organizational goals in both domestic and international contexts.

Academic References standards

In addition to the NARS that are adopted by Faculty of Commerce (FOC), the investment and finance graduates should possess additional academic standards in terms of knowledge & understanding, intellectual skills, and professional and practical skills as follows:

1. Knowledge and Understanding

The graduates must be able to:

- 1.1 Understand the different forms and types of business enterprises and the distinctive features of each of which. (NARS-FOC)
- 1.2 Understand the different environments in which organizations operate and methods of dealing with them. (NARS-FOC)
- 1.3 Understand the recent developments, trends, and contemporary issues related to the field of specialization. (NARS-FOC)
- 1.4 Understand the basic principles, theories, trends and schools of thought in the field of specialization. (NARS-FOC)
- 1.5 Understand the sciences that are closely related to the major the student is studying. (NARS-FOC)
- 1.6 Understand the scientific research methods, tools, measurement and analysis methods. (NARS-FOC)
- 1.7 Understand the integration between commercial sciences and other social sciences. (NARS-FOC)
- 1.8 Understand the business ethics and professional practice in the field of specialization. (NARS-FOC)
- 1.9 Demonstrate a strong understanding of core financial concepts like the time value of money, the risk-return trade-off, capital budgeting techniques, financial ratios, and capital structure theories.
- 1.10 Possess a comprehensive understanding of different investment vehicles portfolio theories, valuation methods, and risk-assessment techniques.
- 1.11 Understand the fundamental principles of accounting, managerial concepts, and economics theories related to finance and investment.
- 1.12 Demonstrate knowledge of financial markets on domestic and international levels, in addition to the legal and regulatory frameworks impacting business

2. Intellectual Skills

The graduates must be able to:

- 2.1 Analyze, deduct, and follow the scientific method in thinking. (NARS-FOC)
- 2.2 Apply the foundations and principles of innovative thinking. (NARS-FOC)
- 2.3 Criticize, discriminate, and discover positive and negative elements in issues and issues asked. (NARS-FOC)
- 2.4 Deal with numbers, analyze them, and interpret their meanings. (NARS-FOC)
- 2.5 Positively deal with different situations in order to divert threats to opportunities. (NARS-FOC)
- 2.6 Present ideas and points of view clearly and express opinions in a scientific manner supported by evidence and objectivity. (NARS-FOC)
- 2.7 Analyze and solve financial and investment problems using mathematical and statistical models and methods.
- 2.8 Examine, evaluate, and compare various alternatives to reach an objective evaluation of the situation and make the appropriate financial and investment decisions.
- 2.9 Synthesize and analyze financial and investment concepts and apply critical thinking to find nontraditional solutions for financial and investment problems.
- 2.10 Assess and analyze financial statements to evaluate the financial health of the firm and the strategies it employs to create value for its shareholders.

3. Practical and Professional Skills

The graduates must be able to:

- 3.1 Effective employment and development of material, human and other resources and maintain it. (NARS-FOC)
- 3.2 Conduct market studies and analysis. (NARS-FOC)
- 3.3 Search for sources of information and ensure its validity. (NARS-FOC)
- 3.4 Collect, analyze and interpret data and statistics and the indicators they reflect economic and social. (NARS-FOC)
- 3.5 Designing and operating administrative, accounting and insurance systems, all in the field of specialty. (NARS-FOC)
- 3.6 Use scientific methods to solve practical problems. (NARS-FOC)
- 3.7 Foundations and principles of monitoring and performance evaluation. (NARS-FOC)
- 3.8 Preparing, presenting and interpreting reports in the field of specialization in a scientific manner. (NARS-FOC)

- 3.9 Using computer applications and information technology in the field specialization. (NARS-FOC)
- 3.10 Using and employing the results of research and studies to develop and improve work performance levels. (NARS-FOC)
- 3.11 Master the ability to build financial models to forecast financial performance, evaluate investment opportunities, and assess risk.
- 3.12 Develop practical skills in applying valuation techniques to value different assets.
- 3.13 Apply principles of asset allocation and diversification to formulate portfolio strategies
- 3.14 Utilize technology and data analysis tools relevant to finance and investment practices.
- 3.15 Prepare finance and investment reports according to professional standards.

4. General and Transferable Skills

The graduates must be able to:

- 4.1. Effective time management. (NARS-FOC)
- 4.2. Effective communication and influencing others. (NARS-FOC)
- 4.3. Teamwork. (NARS-FOC)
- 4.4. Cognitive and intellectual development and continuous self-learning. (NARS-FOC)
- 4.5. Using problem-solving methods efficiently at the individual or institutional level. (NARS-FOC)
- 4.6. Presentation, presentation and dialogue. (NARS-FOC)
- 4.7. Self-management and dealing with work stress. (NARS-FOC)
- 4.8. Innovation, development and continuous improvement in work. (NARS-FOC)
- 4.9. Use technical terms relevant to program topics. (NARS-FOC)
- 4.10. Familiarity with one of the widely used foreign languages. (NARS-FOC)

Curriculum Structure

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MGT111	Principles of management	3
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ACC121	Introduction to Management Accounting	3
MGT231	Organizational Behavior with International Applications	3
MKT231	Introduction to Marketing	3
HRM241	Human Resources Management	3
FIN241	Introduction to Finance	3
CRC361	Japanese Business and Management Practices	2
		35
		25.00%

HUMANITIES

COURSE CODE	Course Title	Cr
LRA102	Introduction to Philosophy	2
LRA405	Key Skills Seminar 1	2
LRA103	Fine Arts Appreciation, Drawing and Paintings	2
LRA101	Japanese Culture	2
LRA301	Environment and Earth Science	2
LRA406	Key Skills Seminar 2	2
LRA202	Peace Studies	2
HUM121	Introduction to Human Behavior	2
LRA201	Introduction to Economics & Sustainable Development	2
		18
		12.86%

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LRAXXX	UR Elective (3)	2	
LRAXXX	UR Elective (4)	2	
LRA401	Japanese Language 1	1	
LRA402	Japanese Language 2	1	
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ACC352	Introduction to Tax Accounting	2	
IME312	Operations research (1)	3	
FIN351	Financial Risk Management	3	
MGT324	Management Information Systems	3	
ME316	Production and Operations management	3	
FIN361	Financial Management and Control Systems	3	
FIN362	Information Technology for Finance	3	
FIN363	International Finance	3	
MGT471	Strategic Management	3	
MGT472	E-Business	3	
FIN471	Financial markets and Institutions	3	
ACC472	Senior Project (Internship 1)	4	
ACCXXX	Specialization Elective (1)	3	
IME421	Supply Chain and Logistics Management	3	
FIN481	Business Analysis and Valuation	3	
FIN482	Financial Portfolio Management	3	
HRM483	Senior Project (Internship 2)	4	
ACCXXX	Specialization Elective (2)	3	
		69	49.29%
		140	

Glossary

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5. Subject Benchmark Statements

Guideline statements that detail what can be expected of a graduates in terms of the learning outcomes to satisfy the standards set for the program.. They enable the outcomes to be compared, reviewed and evaluated against agreed upon standards.

6. The Program

A set of educational courses and activities designed by the institution to determine the systematic learning progress.. The program also imparts the intended competencies required for the award of an academic degree.

7. Intended Learning Outcomes (ILOs)

Subject-specific knowledge, understanding and skills intended by the institution to be gained by the learners completing a particular educational activity.. The ILOs emphasize what is expected that learners will be able to do as a result of a learning activity.

8. Knowledge and Understanding

Knowledge is the intended information to be gained from an educational activity including facts, terms, theories and basic concepts.. Understanding involves comprehending and grasping the meaning or the underlying explanation of scientific objects.

9. Intellectual Skills

Learning and cognitive capabilities that involve critical thinking and creativity.. These include application, analysis, synthesis and evaluation of information.

10. Professional and Practical Skills

Application of specialized knowledge, training and proficiency in a subject or field to attain successful career development and personal advancement.

11. General and Transferable Skills

Skills that are not subject-specific and commonly needed in education, employment, life-long learning and self development.. These skills include communication, team work, numeracy, independent learning, interpersonal relationship, and problem solving... etc.



Academic Reference Standards (ARS)

For

Human Resource Management Business

B.Sc. Program

Faculty of International Business and Humanities

Egypt- Japan University for Science and Technology

2024

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Introduction

Human Resource Management (HRM) program designed to equip students with the skills and knowledge necessary to excel in the dynamic world of human capital management. The program is grounded in a strong foundation of theoretical concepts while also incorporating practical applications and industry insights. By combining the best of Egyptian and Japanese educational traditions, E-JUST's HRM program provides a unique learning experience.

Attributes of the Graduates

1. Using the scientific method in thinking and solving problems. (NAQAA-FOC)
2. Employing the knowledge and skills acquired in the field of specialization for community service and surrounding environment positively. (NAQAA-FOC)
3. Effective communication and communication with others. (NAQAA-FOC)
4. Interacting with global developments and changes and anticipating the nature and impact of those developments and changes in his field of specialization. (NAQAA-FOC)
5. Continuing education to develop professional knowledge and skills related to the field Specialization. (NAQAA-FOC)
6. Commitment, taking responsibility, and completing the work assigned to him in accordance with legal rules, ethical and professional standards. (NAQAA-FOC)
7. Preparing project feasibility studies and evaluating investment proposals. (NAQAA-FOC)
8. Use of computers and information technology. (NAQAA-FOC)
9. Designing and implementing diversity and inclusion strategies to ensure equitable workplace practices.
10. Strategic leadership and change management skills to align HR initiatives with organizational goals.
11. Advanced understanding of global HRM practices, including managing expatriates and cross-cultural challenges.
12. Utilizing HR information systems and data analytics tools for effective decision-making.
13. Developing comprehensive employee well-being programs to address mental health and work-life balance.

Academic References standards

In addition to the NARS that are adopted by Faculty of Commerce (FOC), the human resource management graduates should possess additional academic standards in terms of knowledge & understanding, intellectual skills, and professional and practical skills as follows:

1. Knowledge and Understanding

The graduates must be able to:

- 1.1 Understand the different forms and types of business enterprises and the distinctive features of each of which. (NARS-FOC)
- 1.2 Understand the different environments in which organizations operate and methods of dealing with them. (NARS-FOC)
- 1.3 Understand the recent developments, trends, and contemporary issues related to the field of specialization. (NARS-FOC)
- 1.4 Understand the basic principles, theories, trends and schools of thought in the field of specialization. (NARS-FOC)
- 1.5 Understand the sciences that are closely related to the major the student is studying. (NARS-FOC)
- 1.6 Understand the scientific research methods, tools, measurement and analysis methods. (NARS-FOC)
- 1.7 Understand the integration between commercial sciences and other social sciences. (NARS-FOC)
- 1.8 Understand the business ethics and professional practice in the field of specialization. (NARS-FOC)
- 1.9 Understand the foundations of HRM theory and practices, encompassing recruitment and selection, training and development, performance management, compensation and benefits, and employee relations.
- 1.10 Understand relevant employment laws and regulations, including workplace safety, discrimination, and privacy.
- 1.11 Demonstrate knowledge of organizational behavior theories to analyze employee motivation, group dynamics, and leadership styles.
- 1.12 Recognize the role of HRM practices in the organizational strategy and contribute to achieving business goals.
- 1.13 Awareness of the challenges and opportunities presented by managing human resources in a globalized workplace.

2. Intellectual Skills

The graduates must be able to:

- 2.1 Analyze, deduct, and follow the scientific method in thinking. (NARS-FOC)
- 2.2 Apply the foundations and principles of innovative thinking. (NARS-FOC)
- 2.3 Criticize, discriminate, and discover positive and negative elements in issues and issues asked. (NARS-FOC)
- 2.4 Deal with numbers, analyze them, and interpret their meanings. (NARS-FOC)
- 2.5 Positively deal with different situations in order to divert threats to opportunities. (NARS-FOC)
- 2.6 Present ideas and points of view clearly and express opinions in a scientific manner supported by evidence and objectivity. (NARS-FOC)
- 2.7 Analyze HRM challenges, identify root causes, and formulate effective solutions considering legal, ethical, and financial implications.
- 2.8 Develop HR-related research, gather and analyze data using quantitative and qualitative methods, and draw evidence-based conclusions.
- 2.9 Report HRM concepts and recommendations to diverse audience (employees, managers, executives) and cultivate positive working relationships.
- 2.10 Design organizational change initiatives with a focus on employee engagement and minimizing disruption.
- 2.11 Develop HRM decisions based on critical analysis, data interpretation, and understanding of potential consequences.

3. Practical and Professional Skills

The graduates must be able to:

- 3.1 Effective employment and development of material, human and other resources and maintain it. (NARS-FOC)
- 3.2 Conduct market studies and analysis. (NARS-FOC)
- 3.3 Search for sources of information and ensure its validity. (NARS-FOC)
- 3.4 Collect, analyze and interpret data and statistics and the indicators they reflect economic and social. (NARS-FOC)
- 3.5 Designing and operating administrative, accounting and insurance systems, all in the field of specialty. (NARS-FOC)
- 3.6 Use scientific methods to solve practical problems. (NARS-FOC)
- 3.7 Foundations and principles of monitoring and performance evaluation. (NARS-FOC)

- 3.8 Preparing, presenting and interpreting reports in the field of specialization in a scientific manner. (NARS-FOC)
- 3.9 Using computer applications and information technology in the field specialization. (NARS-FOC)
- 3.10 Using and employing the results of research and studies to develop and improve work performance levels. (NARS-FOC)
- 3.11 Prepare effective recruitment activities, screen and interview candidates, and utilize appropriate selection methods.
- 3.12 Design, implement, and evaluate training programs to address employee skill gaps and promote workplace learning.
- 3.13 Make and implement performance management systems, conduct performance appraisals, and provide constructive feedback to employees.
- 3.14 Analyze compensation and benefits programs, ensuring compliance with legal requirements and attracting/retaining talent.
- 3.15 Utilize HR information systems HRIS for tasks such as payroll processing, recordkeeping, and data analysis.

4. General and Transferable Skills

The graduates must be able to:

- 4.1. Effective time management. (NARS-FOC)
- 4.2. Effective communication and influencing others. (NARS-FOC)
- 4.3. Teamwork. (NARS-FOC)
- 4.4. Cognitive and intellectual development and continuous self-learning. (NARS-FOC)
- 4.5. Using problem-solving methods efficiently at the individual or institutional level. (NARS-FOC)
- 4.6. Presentation, presentation and dialogue. (NARS-FOC)
- 4.7. Self-management and dealing with work stress. (NARS-FOC)
- 4.8. Innovation, development and continuous improvement in work. (NARS-FOC)
- 4.9. Use technical terms relevant to program topics. (NARS-FOC)
- 4.10. Familiarity with one of the widely used foreign languages. (NARS-FOC)

Curriculum Structure

CORE COURSES

COURSE CODE	Course Title	Cr
MTH112	Business Mathematics (1)	3
ECO111	Microeconomics	3
MGT111	Principles of management	3
ACC111	Accounting Principles	3
ECO121	Macroeconomics with International Applications	3
MTH122	Business Mathematics (2)	3
ACC121	Introduction to Management Accounting	3
MGT231	Organizational Behavior with International Applications	3
MKT231	Introduction to Marketing	3
HRM241	Human Resources Management	3
FIN241	Introduction to Finance	3
CRC361	Japanese Business and Management Practices	2
		35
		25.00%

HUMANITIES

COURSE CODE	Course Title	Cr
LRA102	Introduction to Philosophy	2
LRA405	Key Skills Seminar 1	2
LRA103	Fine Arts Appreciation, Drawing and Paintings	2
LRA101	Japanese Culture	2
LRA301	Environment and Earth Science	2
LRA406	Key Skills Seminar 2	2
LRA202	Peace Studies	2
HUM121	Introduction to Human Behavior	2
LRA201	Introduction to Economics & Sustainable Development	2
		18
		12.86%

OTHER SCIENCES

COURSE CODE	Course Title	Cr
LAW231	Business Law	2
STA231	Business Statistics (1)	2
STA241	Business Statistics (2)	2
LRAXXX	UR Elective (1)	2
LRAXXX	UR Elective (2)	2

LRAXXX	UR Elective (3)	2	
LRAXXX	UR Elective (4)	2	
LRA401	Japanese Language 1	1	
LRA402	Japanese Language 2	1	
LRA403	Japanese Language (3)	1	
LRA404	Japanese Language (4)	1	
		18	12.86%

SPECIALIZATION COURSES

COURSE CODE	Course Title	Cr	
HRM231	Leadership	3	
HRM242	Career Management	3	
MGT351	Introduction to International Business	3	
XXX	FR Elective (1)	2	
ACC351	Costing Systems	3	
ACC352	Introduction to Tax Accounting	2	
IME312	Operations research (1)	3	
HRM351	International Human Resources Management	3	
MGT324	Management Information Systems	3	
ME316	Production and Operations management	3	
FIN361	Financial Management and Control Systems	3	
HRM361	Developing Human Resources	3	
HRM362	Performance Management	3	
MGT471	Strategic Management	3	
MGT472	E-Business	3	
HRM471	Strategic Human Resources Management	3	
HRM472	Senior Project (Internship 1)	4	
HRMXX	Specialization Elective (1)	3	
IME421	Supply Chain and Logistics Management	3	
HRM281	Employees Relations in Egypt and Japan	3	
HRM482	Diversity Management	3	
HRM483	Senior Project (Internship 2)	4	
HRMXXX	Specialization Elective (2)	3	
		69	49.29%
		140	

Glossary

1. Institution

A University, Faculty or higher institute providing education programs leading to a first university degree or a higher degree (Master's or Doctorate).

2. Attributes of the Graduates

Competencies expected from the graduates based on the acquired knowledge and skills gained upon completion of a particular program.

3. National Academic Reference Standards (NARS)

Reference points designed by NAQAAE to outline/describe the expected minimum knowledge and skills necessary to fulfill the requirements of a program of study.

4. Academic Standards

Reference points defined by an institution comprising the collective knowledge and skills to be gained by the graduates of a particular program.. The academic standards should surpass the NARS, and be approved by NAQAAE.

5. Subject Benchmark Statements

Guideline statements that detail what can be expected of a graduates in terms of the learning outcomes to satisfy the standards set for the program.. They enable the outcomes to be compared, reviewed and evaluated against agreed upon standards.

6. The Program

A set of educational courses and activities designed by the institution to determine the systematic learning progress.. The program also imparts the intended competencies required for the award of an academic degree.

7. Intended Learning Outcomes (ILOs)

Subject-specific knowledge, understanding and skills intended by the institution to be gained by the learners completing a particular educational activity.. The ILOs emphasize what is expected that learners will be able to do as a result of a learning activity.

8. Knowledge and Understanding

Knowledge is the intended information to be gained from an educational activity including facts, terms, theories and basic concepts.. Understanding involves comprehending and grasping the meaning or the underlying explanation of scientific objects.

9. Intellectual Skills

Learning and cognitive capabilities that involve critical thinking and creativity.. These include application, analysis, synthesis and evaluation of information.

10. Professional and Practical Skills

Application of specialized knowledge, training and proficiency in a subject or field to attain successful career development and personal advancement.

11. General and Transferable Skills

Skills that are not subject-specific and commonly needed in education, employment, life-long learning and self development.. These skills include communication, team work, numeracy, independent learning, interpersonal relationship, and problem solving..... etc.



Academic Reference Standards (ARS)

For

Marketing and International Business B.Sc. Program

Faculty of International Business and Humanities
Egypt- Japan University for Science and Technology

2024

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Attributes of the Graduates.....	2
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Introduction

Marketing program within the Faculty of International Business and Humanities offers a dynamic and innovative curriculum designed to equip students with the essential knowledge and skills to excel in the ever-evolving world of marketing. By blending the best of Egyptian and Japanese educational approaches, the program provides a unique and comprehensive learning experience.

Students in the Marketing program will delve into a wide range of marketing concepts, including consumer behavior, market research, brand management, advertising, public relations, digital marketing, and sales management.

Attributes of the Graduates

The graduates must be able to:

1. Using the scientific method in thinking and solving problems. (NAQAA-FOC)
2. Employing the knowledge and skills acquired in the field of specialization for community service and surrounding environment positively. (NAQAA-FOC)
3. Effective communication and communication with others. (NAQAA-FOC)
4. Interacting with global developments and changes and anticipating the nature and impact of those developments and changes in his field of specialization. (NAQAA-FOC)
5. Continuing education to develop professional knowledge and skills related to the field Specialization. (NAQAA-FOC)
6. Commitment, taking responsibility, and completing the work assigned to him in accordance with legal rules, ethical and professional standards. (NAQAA-FOC)
7. Preparing project feasibility studies and evaluating investment proposals. (NAQAA-FOC)
8. Use of computers and information technology. (NAQAA-FOC)
9. Understanding cross-cultural differences and their impact on business practices.
10. Developing and implementing digital marketing strategies.
11. Analyzing global market trends and consumer behavior.
12. Negotiation and conflict resolution skills in international settings.
13. Sustainable marketing and ethical business practices.

Academic References standards

In addition to the NARS that are adopted by Faculty of Commerce (FOC), the marketing and international business graduates should possess additional academic standards in terms of knowledge & understanding, intellectual skills, and professional and practical skills as follows:

1. Knowledge and Understanding

The graduates must be able to:

- 1.1 Understand the different forms and types of business enterprises and the distinctive features of each of which. (NARS-FOC)
- 1.2 Understand the different environments in which organizations operate and methods of dealing with them. (NARS-FOC)
- 1.3 Understand the recent developments, trends, and contemporary issues related to the field of specialization. (NARS-FOC)
- 1.4 Understand the basic principles, theories, trends and schools of thought in the field of specialization. (NARS-FOC)
- 1.5 Understand the sciences that are closely related to the major the student is studying. (NARS-FOC)
- 1.6 Understand the scientific research methods, tools, measurement and analysis methods. (NARS-FOC)
- 1.7 Understand the integration between commercial sciences and other social sciences. (NARS-FOC)
- 1.8 Understand the business ethics and professional practice in the field of specialization. (NARS-FOC)
- 1.9 Demonstrate a strong foundation in marketing theory, including consumer behavior, marketing research, marketing mix (product, price, place, promotion), and marketing strategy development.
- 1.10 Understanding of the dynamic marketing environment, including factors like sustainability, globalization, technology advancements, and social media's impact.
- 1.11 Awareness of legal and ethical frameworks surrounding marketing practices, such as consumer protection laws and advertising regulations.
- 1.12 Demonstrate knowledge of current trends and best practices in various marketing disciplines like digital marketing, social media marketing, and brand management.

- 1.13 Understand the contemporary concepts and trends in the area of marketing, such as social media marketing, destination and attractions marketing, brand management, supply chain management, and international marketing
- 1.14 Understand consumer behavior fundamentals, the importance of consumer knowledge and analysis, data integration and research methodology and their place in the marketing decision-making process.
- 1.15 Recognize the different types of business and non-business organizations and the appropriate role the marketing function could play in each type.
- 1.16 Recognize various global and domestic environments and the associated behavior of competitors using critical reasoning (e.g. the effect of the competitors' marketing plan on the company's marketing plan).

2. Intellectual Skills

The graduates must be able to:

- 2.1 Analyze, deduct, and follow the scientific method in thinking. (NARS-FOC)
- 2.2 Apply the foundations and principles of innovative thinking. (NARS-FOC)
- 2.3 Criticize, discriminate, and discover positive and negative elements in issues and issues asked. (NARS-FOC)
- 2.4 Deal with numbers, analyze them, and interpret their meanings. (NARS-FOC)
- 2.5 Positively deal with different situations in order to divert threats to opportunities. (NARS-FOC)
- 2.6 Present ideas and points of view clearly and express opinions in a scientific manner supported by evidence and objectivity. (NARS-FOC)
- 2.7 Solve marketing problems, identify key issues, and develop creative and effective solutions.
- 2.8 Interpret information from various sources, including academic journals, industry publications, and market research reports.
- 2.9 Develop the ability to learn independently, research effectively, and stay updated on the evolving marketing landscape.
- 2.10 Formulate marketing strategies aligned with organizational goals and market conditions.
- 2.11 interpret marketing concepts and recommendations, both orally and in writing.
- 2.12 Evaluate and compare various alternatives to reach an objective evaluation of the situation and take the appropriate marketing decision (e.g. decide whether to produce or buy, determine the appropriate promotion ...etc).

- 2.13 Think creatively to find untraditional marketing solutions to achieve distinctive performance (e.g. using digital and social marketing).

3. Practical and Professional Skills

The graduates must be able to:

- 3.1 Effective employment and development of material, human and other resources and maintain it. (NARS-FOC)
- 3.2 Conduct market studies and analysis. (NARS-FOC)
- 3.3 Search for sources of information and ensure its validity. (NARS-FOC)
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- 3.7 Foundations and principles of monitoring and performance evaluation. (NARS-FOC)
- 3.8 Preparing, presenting and interpreting reports in the field of specialization in a scientific manner. (NARS-FOC)
- 3.9 Using computer applications and information technology in the field specialization. (NARS-FOC)
- 3.10 Using and employing the results of research and studies to develop and improve work performance levels. (NARS-FOC)
- 3.11 Assess marketing research activities such as designing surveys, analyzing data, and drawing insights.
- 3.12 Prepare marketing plans, including budget allocation, campaign execution, and performance monitoring.
- 3.13 Differentiate between digital marketing tools and technologies for tasks such as social media marketing, content creation, and online advertising.
- 3.14 Analyze and present marketing data and research findings using data visualization tools.
- 3.15 Relate project management principles to plan, organize, and execute marketing projects within designated timelines and budgets.
- 3.16 Identify customer needs using various methods and tools.
- 3.17 Make marketing decisions regarding markets that their organizations should serve and coordinate marketing elements into integrated campaigns.

4. General and Transferable Skills

The graduates must be able to:

- 4.1. Effective time management. (NARS-FOC)
- 4.2. Effective communication and influencing others. (NARS-FOC)
- 4.3. Teamwork. (NARS-FOC)
- 4.4. Cognitive and intellectual development and continuous self-learning. (NARS-FOC)
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Curriculum Structure

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MTH122	Business Mathematics (2)	3
ACC121	Introduction to Management Accounting	3
MGT231	Organizational Behavior with International Applications	3
MKT231	Introduction to Marketing	3
HRM241	Human Resources Management	3
FIN241	Introduction to Finance	3
CRC361	Japanese Business and Management Practices	2
		35
		25.00%

HUMANITIES

COURSE CODE	Course Title	Cr
LRA102	Introduction to Philosophy	2
LRA405	Key Skills Seminar 1	2
LRA103	Fine Arts Appreciation, Drawing and Paintings	2
LRA101	Japanese Culture	2
LRA301	Environment and Earth Science	2
LRA406	Key Skills Seminar 2	2
LRA202	Peace Studies	2
HUM121	Introduction to Human Behavior	2
LRA201	Introduction to Economics & Sustainable Development	2
		18
		12.86%

OTHER SCIENCES

COURSE CODE	Course Title	Cr
LAW231	Business Law	2
STA231	Business Statistics (1)	2
STA241	Business Statistics (2)	2
LRAXXX	UR Elective (1)	2
LRAXXX	UR Elective (2)	2

LRAXXX	UR Elective (3)	2	
LRAXXX	UR Elective (4)	2	
LRA401	Japanese Language 1	1	
LRA402	Japanese Language 2	1	
LRA403	Japanese Language (3)	1	
LRA404	Japanese Language (4)	1	
		18	12.86%

SPECIALIZATION COURSES

COURSE CODE	Course Title	Cr	
MKT232	Consumer Behavior	3	
MKT241	Services Marketing	3	
MGT351	Introduction to International Business	3	
XXXXXX	FR Elective (1)	2	
ACC351	Costing Systems	3	
ACC352	Introduction to Tax Accounting	2	
IME312	Operations research (1)	3	
MKT351	Integrated Marketing Communication	3	
MGT324	Management Information Systems	3	
ME316	Production and Operations management	3	
FIN361	Financial Management and Control Systems	3	
MKT361	Pricing Strategy	3	
MKT362	International Marketing	3	
MGT471	Strategic Management	3	
MGT472	E-Business	3	
MKT471	Marketing of High Tech Products & Innovation	3	
HRM472	Senior Project (Internship 1)	4	
HRMXXX	Specialization Elective (1)	3	
IME421	Supply Chain and Logistics Management	3	
MKT481	Green Marketing	3	
MKT482	Marketing Research	3	
HRM483	Senior Project (Internship 2)	4	
HRMXXX	Specialization Elective (2)	3	
		69	49.29%
		140	

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Learning and cognitive capabilities that involve critical thinking and creativity.. These include application, analysis, synthesis and evaluation of information.

10. Professional and Practical Skills

Application of specialized knowledge, training and proficiency in a subject or field to attain successful career development and personal advancement.

11. General and Transferable Skills

Skills that are not subject-specific and commonly needed in education, employment, life-long learning and self development.. These skills include communication, team work, numeracy, independent learning, interpersonal relationship, and problem solving.. etc.