



College of Business Administration

Students' Manual

Revised March 5, 2009

College of Business Administration

Prince Sultan University

Vision Statement:

Our vision is to be a hallmark of excellence and innovation in business education in the Kingdom of Saudi Arabia.

Mission Statement:

Our mission is to create an innovative academic environment to promote excellence in business education, research, and service in the Kingdom of Saudi Arabia through commitment to quality and continuous improvement in accordance with international standards.

Students' Manual

Contents

1.	Introduction	1
	PART – I: ACADEMIC SYSTEM – RULES, REGULATIONS AND PROCEDURES	2
2.	Getting Started - Orientation Session	2
3.	Know Your Advisor	2
4.	Be Familiar with the Degree Program Requirements	2
4. 1.	Study Plan	3
4. 1. 1.	<i>Suggested Study Plan for Accounting Program</i>	4
4. 1. 2.	<i>Suggested Study Plan for Finance Program</i>	5
4. 1. 3.	<i>Suggested Study Plan for Marketing Program</i>	6
5.	Do Your First Registration	7
6.	Registration from the Second Semester Onwards	7
7.	Class Attendance	8
7.1.	Don't Miss Your First Class	8
7. 2.	Keep Regular attendance in Subsequent Classes	9
7. 3.	How to Attend a Class	9
7. 3. 1.	<i>Preparations required for attending a class</i>	9
7. 3. 2.	<i>Class participation</i>	9
7. 4.	Policies on Attendance	10
7. 4. 1.	<i>'Attendance & DN' policies</i>	10
7. 4. 1. 1.	<i>Absence count begins on the day-first</i>	11
7. 4. 1. 2.	<i>No excuse of absence for DN</i>	11
7. 4. 2.	<i>Policy on late arrival in classes</i>	11
7. 4. 3.	<i>Rewards for attendance policy</i>	11
8.	Student Evaluation - Examination Rules	12
8. 1.	Syllabus Coverage for the Final Exam	12

8. 2.	Make-up Exam	12
8. 3.	Exam Cheating	12
9.	Grading Policy	13
9. 1.	Academic Standing of Students	14
9. 2.	How to Calculate GPA	15
9. 2.	Probation	16
10.	How to Repeat a Course	16
11.	How to Declare a Major	16
11. 1.	Condition to Declare a Major	16
11. 2.	Procedures for Declaring a Major	17
11. 3.	Guiding Information for Choosing a Major	17
12.	How to Declare a Minor	17
12. 1.	Rules and Conditions to Declare a Minor	17
12. 2.	Procedures for Declaring a Minor	18
13.	Co-op Education	19
13. 1.	Rules and Conditions to Join Co-op Education	19
13. 2.	Co-op Education - Procedures	19
14.	Taking Courses in a Different University	20
14. 1.	Conditions for taking courses in a different university	20
14. 2.	Procedures for taking courses in a different university	20
PART – II: STUDY SUPPORT INFORMATION		22
15.	How to Study and Prepare for Courses	22
15. 1.	General guidelines	22
15. 2.	How to do a project	22
15. 3.	How to prepare for a case analysis	23
15. 4.	How to make a presentation	24
Appendix-I: Choosing a Business Major: Some Guidelines		25
Appendix-II: Format to select courses without time-conflicts		31
Appendix-III: Major Declaration Form		32
Appendix-IV: Minor Declaration Form		33



RINCE SULTAN UNIVERSITY
College of Business Administration
Students' Manual

1. Introduction

The purpose of this manual is to guide exclusively the students enrolled in the College of Business Administration. It covers almost all the important rules, regulations, procedures, and guidelines that a student should be familiar with in pursuing his studies in the College. However, this is not a complete rule-book for the students to solely depend on. This is only a supplement to the *ACADEMIC CURRICULA* published by the University and the *STUDENT GUIDE* published by Admission and Registration Center. The first and foremost duty of any student in the College is to thoroughly read and understand this manual in full as also the relevant areas in the *Academic curricula* and *Student Guide*. Not being aware of the provisions given in this manual or the referred documents will not be a valid excuse on any matter concerning the student.

In case of a disagreement between the provision of this manual and the other documents and university/college communications, the matter should be referred to the Dean of the College and should not take any decision based on your own assumptions.

The subsequent part of this manual is divided into two. The first part deals mostly with the essential information about the academic system followed in the College and the associated rules, regulation and procedures. The second part of the manual covers support information that would help students to improve their method of study in the system.

PART – I

ACADEMIC SYSTEM – RULES, REGULATIONS AND PROCEDURES

2. Getting Started - Orientation Session

Any student who opts to join the College of Business Administration should attend an Orientation Session before or immediately after he is registered into the roll of the College. For the students' convenience, the College offers in every semester a minimum of four orientation sessions (two each on the first and second days of the registration). The exact time and venue of the sessions will be prominently announced on different notice-boards in the College and the University. The student is responsible to follow those announcements and attend the session. If any student failed to attend the session, citing his failure, he should immediately meet his Academic Advisor for a detailed counsel.

3. Know Your Advisor

Every student is assigned an Academic Advisor at the time the student joins the College itself. On the registration day of the first semester, you can get the name and the office details of your Academic Advisor from the announcements posted on different Notice-Boards of the College and the University. It is only through the Advisor that you can register courses in the first semester. Advisor is your mentor and guide. You can discuss any academic issue with him for his counsel. There are certain situations in which you have to consult compulsorily your Advisor. Such situations are explained subsequently in relevant parts of the Manual.

In the experience of the College, the students who were in frequent consultation with their Advisors made excellent and planned progress in their academic career than the ones who went on their own. Hence, the College strongly recommends you to be in constant touch with your Advisor.

4. Be Familiar with the Degree Program Requirements

There are three *Majors* currently offered by the College namely *Accounting*, *Finance*, and *Marketing*. To graduate from the College in any major, a student has to satisfy the following conditions.

- Earn a minimum of **135 credits** by successfully completing all the specified courses in the concerned major.
- Earn a **cumulative GPA of minimum 2.00** (out of a maximum GPA of **4.00** in the PSU system).
- Together for all the **specialization courses in a major, the GPA** should workout to be a **minimum 2.00**.

The course requirements that constitute 135 credits are detailed in this section under the sub-head *Study Plan*. To know more about GPA and the method of calculation, refer the heads *Grading Policy* and *Academic Standing of Students*. All courses with the codes ACC, FIN and MKT are the specialization courses in Accounting, Finance and Marketing majors respectively provided that the courses are included in the concerned 'study plan'.

Also may note that selecting a major requires certain formalities to be completed, which are explained latter under the head *How to Declare a Major*. In addition to a major, a student has an option to declare a *Minor*, if he would like (See *How to Declare a Minor*).

4.1. Study Plan

Study Plan is a schedule of all the courses required for the successful completion of the degree program concerned. **The university provides you with a Suggested Study Plan that enables you to study all the degree requirements in four academic years. Therefore, the College strongly advises you to follow the Suggested Study Plan.** However, any student is at liberty to register courses that he likes provided that -

- a. the interested courses are available in the particular semester without any time conflict (if a course is not offered in a semester, the student will not have any claim to get it offered or to get it rescheduled for avoiding time conflict)
- b. the student has completed all the applicable prerequisites (no request for exemption of prerequisites will be entertained even the student is on his last semester), and
- c. the total number of credits are within the permissible limits.

If the Suggested Study Plan is not followed, then the completion of the degree program may take longer than the normal four-year period. If it so happens, the student is entirely responsible for that because the Colleges offers courses only according to the Suggested Study Plan in every semester. The College has noticed several times that the students had time-conflicts in registering the required the courses in the final semester especially because they postponed 100 and 200 level courses into the final semester or seriously violated the Suggested Study Plan. In such cases, even if the student has only one course to complete, he may have to stay a semester more.

The Suggested Study Plans for all the three different majors are provided below. The prerequisites are given in brackets against the course name with an abbreviation – *prq*. The study plans are also given in the *Academic Curricula* published by PSU.

4. 1. 1. Suggested Study Plan for Accounting Program

	Code	Courses	Credit Hours
YEAR 1 Semester (1)	BUS 101	Introduction to Business	3
	SCI 101	Introduction to Physical Science	3
	MATH 101	Finite Mathematics	3
	ENG 101	English Writing 1	3
	ARAB 101	Arabic Writing 1	2
	ISC 101	Islamic Ethics	2
	PE	Physical Education	1
YEAR 1 Semester (2)	ACC 101	Introduction to Financial Accounting	3
	ECON 101	Microeconomic Analysis	3
	PSY 101	Introduction to Psychology	3
	ENG 103	English Writing 11 (<i>prq. ENG 101</i>)	3
	ARAB 103	Arabic Writing 11 (<i>prq. ARAB 101</i>)	2
	ISC 103	Islamic Economic System	2
	PE	Physical Education	2
YEAR 2 Semester (1)	ACC 102	Introduction to Managerial Accounting (<i>prq. ACC 101</i>)	3
	BUS 201	Organizational Behavior (<i>prq. BUS 101</i>)	3
	COM 201	Communication Skills (<i>prq. ENG 103</i>)	3
	ECON 103	Macroeconomic Analysis	3
	IS 101	Intro. to Info. Technology	2
	STAT 101	Intro. to Stat. & Probability (<i>prq. MATH 101 or MATH 111</i>)	3
YEAR 2 Semester (2)	ACC 201	Intermediate Accounting 1 (<i>prq. ACC 101</i>)	3
	ACC 211	Cost Accounting (<i>prq. ACC 102</i>)	3
	CS 202	Computer Appl for Business (<i>prq. at least 60 hours</i>)	3
	ETHC 301	Business Ethics (<i>prq. BUS 10 + at least 60 credit hours</i>)	3
	FIN 301	Principles of Finance (<i>prq. BUS 101, ACC 101</i>)	3
	STAT 271	Statistical Analysis (<i>prq. STAT 101</i>)	3
YEAR 3 Semester (1)	ACC 202	Intermediate Accounting 11 (<i>prq. ACC 201</i>)	3
	BUS 231	Legal Environment of Business (<i>prq. BUS 101</i>)	3
	BUS 373	Mgt.Info.Syst. (<i>prq. BUS 101, STAT 101, MATH 101 or MATH 111</i>)	3
	ECON 207	Money and Banking (<i>prq. ECON 103</i>)	3
	MKT 301	Principles of Marketing (<i>prq. BUS 101</i>)	3
	ISC	Holly Quran Sciences	2
YEAR 3 Semester (2)	ACC 301	Advanced Accounting (<i>prq. ACC 202</i>)	3
	ACC 330	Acct. Info. Sys. (<i>prq. ACC 202, BUS 373</i>)	3
	ACC 352	Acct. for Non-Profit Orgn. (<i>prq. ACC 202</i>)	3
	BUS 351	International Business (<i>prq. BUS 101, and preferably MKT 301</i>)	3
	FIN 360	Capital Investment & Financing (<i>prq. FIN 301</i>)	3
	ISC 203	New Financial Transaction	2
YEAR 4 Semester (1)	ACC 340	Zakat & Tax Accounting (<i>prq. ACC 202</i>)	3
	ACC 351	International Accounting (<i>prq. ACC 301</i>)	3
	ACC 450	Accounting Theory (<i>prq. ACC 301</i>)	3
	BUS 371	Produc/Opern. Mgt. (<i>prq. BUS 101, STAT 101</i>)	3
	NB ELECT 1	Non-Business Elective 1	3
	ARAB 203	Arabic Writing 111 (<i>prq. ARAB 103</i>)	2
YEAR 4 Semester (2)	ACC 431	Advanced Mgt. Acct. (<i>prq. ACC 211</i>)	3
	ACC 461	Auditing (<i>prq. ACC 301</i>)	3
	ACC 490	Internship in Accounting	3
	BUS 495	Strategic Management (<i>prq. MKT 301, FIN 301, BUS 371</i>)	3
	NB ELECT 2	Non Business Elective 2	3

4.1.2. Suggested Study Plan for Finance Program

	Code	Courses	Credit Hours
YEAR 1 Semester (1)	BUS 101	Introduction to Business	3
	SCI 101	Introduction to Physical Science	3
	MATH 101	Finite Mathematics	3
	ENG 101	English Writing 1	3
	ARAB 101	Arabic Writing 1	2
	ISC 101	Islamic Ethics	2
	PE	Physical Education	1
YEAR 1 Semester (2)	ACC 101	Introduction to Financial Accounting	3
	ECON 101	Microeconomic Analysis	3
	PSY 101	Introduction to Psychology	3
	ENG 103	English Writing 11 (<i>prq. ENG 101</i>)	3
	ARAB 103	Arabic Writing 11 (<i>prq. ARAB 101</i>)	2
	ISC 103	Islamic Economic System	2
	IS 101	Introduction to Information Technology	2
YEAR 2 Semester (1)	ACC 102	Introduction to Managerial Accounting (<i>prq. ACC 101</i>)	3
	BUS 201	Organizational Behavior (<i>prq. BUS 101</i>)	3
	COM 201	Communication Skills (<i>prq. ENG 103</i>)	3
	ECON 103	Macroeconomic Analysis	3
	ARAB 203	Arabic Writing 111 (<i>prq. ARAB 103</i>)	2
	STAT 101	Intro. to Stat. & Probability (<i>prq. MATH 101 or MATH 111</i>)	3
	PE	Physical Education	1
YEAR 2 Semester (2)	FIN 301	Principles of Finance (<i>prq. BUS 101, ACC 101</i>)	3
	CS 202	Computer Appl for Business (<i>prq. at least 60 hours</i>)	3
	ECON 207	Money & Banking (<i>prq. ECON 103</i>)	3
	MATH 211	Business Calculus (<i>prq. MATH 101</i>)	3
	MKT 301	Principles of Marketing (<i>prq. BUS 101</i>)	3
	STAT 271	Statistical Analysis (<i>prq. STAT 101</i>)	3
YEAR 3 Semester (1)	ACC 230	Intermediate Accounting for Finance (<i>prq. ACC 101</i>)	3
	BUS 231	Legal Environment of Business (<i>prq. BUS 101</i>)	3
	BUS 351	International Business (<i>prq. BUS 101</i>)	3
	ETHC 301	Business Ethics (<i>prq. BUS 10 + at least 60 credit hours</i>)	3
	FIN 340	Real Estate Principles (<i>prq. FIN 101</i>)	3
	FIN 350	Principles of Investment (<i>prq. FIN 101</i>)	3
YEAR 3 Semester (2)	BUS 371	Produc./Operat. Management (<i>prq. BUS 101, STAT 101</i>)	3
	BUS 373	Manag. Infor. Systems (<i>prq. BUS 101, STAT 101</i>)	3
	FIN 330	Principles of Insurance (<i>prq. FIN 301</i>)	3
	FIN 360	Capital Investment & Financing (<i>prq. FIN 301</i>)	3
	FIN 370	Financial Inst. and Commercial Banks (<i>prq. FIN 101</i>)	3
	NB ELECT 1	Non-Business Elective -1	3
YEAR 4 Semester (1)	FIN 470	Cases in Financial Management (<i>prq. FIN 305</i>)	3
	FIN TRAK1	Track Course-1	3
	BUS 495	Strategic Management (<i>prq. MKT 301, FIN 301, BUS 371</i>)	3
	NB ELECT 2	Non Business Elective -2	3
	NB ELECT 3	Non Business Elective -3	2
	ISC 105	Holly Quran Sciences	2
	ISC 203	New Financial Transaction	2
YEAR 4 Semester (2&3)	FIN 492	Co-Op in Finance (<i>prq. Departmental consent</i>)	10

4. 1. 3. Suggested Study Plan for Marketing Program

	Code	Courses	Credit Hours
YEAR 1 Semester (1)	BUS 101	Introduction to Business	3
	SCI 101	Introduction to Physical Science	3
	MATH 101	Finite Mathematics	3
	ENG 101	English Writing 1	3
	ARAB 101	Arabic Writing 1	2
	ISC 101	Islamic Ethics	2
	PE	Physical Education	1
YEAR 1 Semester (2)	ACC 101	Introduction to Financial Accounting	3
	ECON 101	Microeconomic Analysis	3
	PSY 101	Introduction to Psychology	3
	ENG 103	English Writing 11 (<i>prq. ENG 101</i>)	3
	ARAB 103	Arabic Writing 11 (<i>prq. ARAB 101</i>)	2
	ISC 103	Islamic Economic System	2
	IS 101	Introduction to Information Technology	2
YEAR 2 Semester (1)	ACC 102	Introduction to Managerial Accounting (<i>prq. ACC 101</i>)	3
	BUS 201	Organizational Behavior (<i>prq. BUS 101</i>)	3
	COM 201	Communication Skills (<i>prq. ENG 103</i>)	3
	ECON 103	Macroeconomic Analysis	3
	ARAB 203	Arabic Writing 111 (<i>prq. ARAB 103</i>)	2
	STAT 101	Intro. to Stat. & Probability (<i>prq. MATH 101 or MATH 111</i>)	3
	PE	Physical Education	1
YEAR 2 Semester (2)	BUS 373	Mgt.Info.Syst. (<i>prq. BUS 101, STAT 101, MATH 101 or MATH 111</i>)	3
	FIN 301	Principles of Finance (<i>prq. BUS 101, ACC 101</i>)	3
	MKT 301	Principles of Marketing (<i>prq. BUS 101</i>)	3
	ETHC 301	Business Ethics (<i>prq. BUS 10 + at least 60 credit hours</i>)	3
	CS 202	Computer Appl for Business (<i>prq. at least 60 hours</i>)	3
	STAT 271	Statistical Analysis (<i>prq. STAT 101</i>)	3
YEAR 3 Semester (1)	BUS 351	International Business (<i>prq. BUS 101, and preferably MKT 301</i>)	3
	MKT 310	Consumer Behavior (<i>prq. MKT 301</i>)	3
	MKT 320	Promotion Management (<i>prq. MKT 301</i>)	3
	MKT 340	Marketing Channels (<i>prq. MKT 301</i>)	3
	ECON 207	Money & Banking (<i>prq. ECON 103</i>)	3
NB ELECT 1	Non-Business Elective-1	3	
YEAR 3 Semester (2)	BUS 231	Legal Environment of Business (<i>prq. BUS 101</i>)	3
	BUS 371	Produc./Operat. Management (<i>prq. BUS 101, STAT 101</i>)	3
	MKT 350	Marketing Research (<i>prq. STAT 271, MKT 301</i>)	3
	MKT ELECT 1	Marketing Elective 1	3
	MKT ELECT 2	Marketing Elective 2	3
NB-ELECT 2	Non-Business Elective -2	3	
YEAR 4 Semester (1)	MKT 470	Strategic Marketing (<i>prq. at least 15 credit in marketing</i>)	3
	MKT ELECT 3	Marketing Elective 3	3
	BUS 495	Strategic Management (<i>prq. MKT 301, FIN 301, BUS 371</i>)	3
	NB ELECT 3	Non Business Elective -3	3
	NB ELECT 4	Non Business Elective -4	2
	ISC 105	Holly Quran Sciences	2
ISC 203	New Financial Transaction	2	
YEAR 4 Semester (2&3)	FIN 492	Co-Op in Marketing (<i>prq. Departmental consent</i>)	10

5. Do Your First Registration

As mentioned earlier, your first registration is only through your Academic Advisor.

Procedures:

- a) Get clearance from the Accounts Department
- b) Collect the **Course Registration Form** (which is in triplicate) from the Registration Department
- c) Meet your Academic Advisor with the above documents and a copy of the Students' Manual.
- d) The Advisor will briefly explain to you the degree program requirements, suggested study plans, the courses to be registered in the semester, issues of time-conflicts of sections, implications of taking more or less number of courses than given in the suggested study plan etc. Brief **Course Descriptions**, applicable **Perquisites** etc. are available in the **Academic Curricula**.
- e) In order to select courses without any time-conflicts, you may have to prepare a 'time-table'. **Use the format given as Appendix-II to prepare the time-table.**
- f) Thus you fill the **Course Registration Form** with the required courses, sign it, and get it countersigned by the Advisor.
- g) Leave a copy of the signed form with the Advisor, and handover the remaining two copies to the Registration Department.
- h) The next day, check with the Registration Department to ensure the courses are registered according to what you have requested.
- i) Subsequently, if you would like to add or drop some courses/sections, you can do so by filling an **Add and Drop Form** signed by your Advisor.
- j) All the procedures for submitting the Add and Drop Form are same as the Course Registration Form.

Always it is the student's responsibility to make sure that the courses applied for are duly registered for him and the evidence of registration is the **Course Schedule** printed with his name and ID.

6. Registration from the Second Semester Onwards

Following, rules, procedures and guidelines may be observed for your subsequent registrations.

- The University has a system of **Early Registration**. It gives you an opportunity to register your second semester towards the end of your first semester assuming that you will pass all the courses taken in the first semester. Make an **Early Registration**, which enhances your possibility of getting desired courses and sections.
- At the **Early Registration** stage, if you point out with genuine reason your requirement of getting any particular course offered, the College may favorably consider your request. If you point it out at the regular registration time, the College may find it hard to entertain your request.

- From the second semester onwards, you can register through online provided your cumulative GPA is 2.00 or more. If it is less than 2.00, you can register only manually through your Academic Advisor.
- If your GPA is 2.00 or more, you can register a maximum of 19 credits in a regular semester. If your GPA is 3.50 or more, you may be allowed to register more than 19 credits but only with Chairman's special approval. Similarly, you may be allowed to register more than 19 credits in a couple of semesters towards graduation, if Chairman specially approves that. The Chairman takes that decision mainly based on your GPA level and the number of hours left to complete your degree.
- If the GPA is below 2.0, the maximum credits a student will be allowed to register is as follows.

GPA	-	# of hours
○ Below 1.00	-	12
○ 1.00 to 1.49	-	14
○ 1.50 to 1.99	-	16
- If a course has prerequisites, by rule, to register the course, you have to complete all those prerequisites. In very exceptional circumstances, you may request with valid reason to the Chairman to wave off the prerequisite requirement. If the circumstances are so exceptional and reasons are acceptable, the Chairman may consider your request.
- After the registration, you can add or drop courses within the time limit specified by the Registration Department. You can use online or manual method for adding and dropping courses. However, if your GPA is below 2.00, you have to use only the manual method.
- Remember, *Co-op Semesters* should also be registered. No courses other than the Coop can be registered during the coop semesters.

Always, it is the student's responsibility to make sure that the courses applied for are duly registered for him and the evidence of registration is the Course Schedule printed with his name and ID.

7. Class Attendance

The rules, procedures, and guidelines presented in this section are vital information for a student to get the best out of his classes. Read this section carefully and act accordingly to reap the maximum from your classes.

7.1. Don't Miss Your First Class

The first class for every course is substantially important. It is in that class often the course teacher explains to you the relationship between the previous courses you have studied and the present course you are on. Knowing that relationship is really important to achieve the Degree Program's overall objectives. Moreover, most teachers start their lectures in the first session itself introducing the subject; missing it would cause you difficulties in understanding the subsequent parts of the subject. Some teachers even give preparatory assignments with grade in the first class. On top of all this, teachers announce rules and regulation, policies and procedures, performance expectation

standards, acceptable behavior, evaluation systems etc. in this first meeting, which no student can afford to miss.

7.2. Keep Regular attendance in Subsequent Classes

Classroom learning especially is a cumulative process. Often it is difficult to afford missing a class because it may reduce your ability to understand the subsequent classes well. Regularity of attendance also speaks about your seriousness towards the course. The more you are regular, the more the teachers would consider you as a serious and determined student. Besides, most of the teachers award a certain percentage of the final grade based on your attendance. Because of all these reasons, more attendance means better performance and higher grade to you. Hence, the College encourages you to attend all the classes.

7.3. How to Attend a Class

Since this topic is very important, it is discussed under different sub-heads as follows. The rules and guidelines proposed below are to improve your performance in the class and to benefit you the most. Hence, the violations of the said rules, procedures and guidelines may run counterproductive and detrimental to your grades. Such acts of violation may sometimes invite punitive actions as well against you.

7.3.1. Preparations required for attending a class

- Report in the class well in time
- Make sure that you did sufficient homework to brush up the portions discussed in the previous class/es.
- Ensure that you have the textbook, notepad, pens etc. with you while you are in a class.
- See that your mobile phone is switched off.
- Avoid bringing anything to eat or drink in the class other than water.

7.3.2. Class participation

Class participation refers to the qualitative side of attendance. Being simply present in the class is one thing, and being so active and involved in the class is quite another. Every student is expected to be actively involved in the class than just being physically present in the class. Hence, often course teachers allot a portion of the attendance grade for class participation as well. Generally the following three parameters are considered by a course teacher to evaluate the class participation of a student

- **Keeness and seriousness with which you attend the class** – In general, your behavior and the body-language will tell the teacher your keeness and seriousness. Asking genuine questions in the class is a positive sign of it. Reading other books or newspapers, playing with your mobile phones, being mentally absent by dreaming about something else etc. will rate you low on your keeness and seriousness and may even invite disciplinary action against you.
- **Involvement in the class discussion** - For most courses, our pedagogy involves a two-way learning process. Being silent in the class does not mean good participation. Be active in the class by asking genuine questions, contributing different points, sharing worthy examples, bringing

in thought-provoking discussion by viewing the concepts from a different angle etc. It does not mean that non-genuine discussions with the purpose of wasting the class time or interrupting the flow of discussion will be entertained; rather they may produce negative results.

- **Participation in the class activities** – Several class activities like case discussion, management games, simulation games, example generation, presentations, role plays, exercise solving etc. will be undertaken for different courses. You should realize them as primarily for your benefit and need to be active in all such activities. If you perform poorly on them, you may lose grades in two ways – directly the grades assigned on such activities, and indirectly your class participation grades.

7.4. Policies on Attendance

As was said earlier, the College encourages students to attend all the classes; if that is not possible a substantial majority of classes. The College believes that without attending at least 75% of the total classes, a student cannot effectively attain the course objectives or take the best benefit of the course. Therefore, the College has established certain control policies and procedures on students' attendance behavior. They include '*attendance & DN*' policies, policy on '*late arrival in classes*' and '*reward for attendance*' policy. Such policies and procedures are explained below.

7.4.1. '*Attendance & DN*' policies

Those who do not attend in a certain number of classes **will not be allowed to appear for the final exam and will be issued a DN grade**. DN means '*Denial*' – denial of the right to appear for the final exam. Students' attendance levels will be posted on a weekly basis in the concerned instructor's homepage or website. It is the responsibility of the student to visit the homepage/website and note the attendance level. Ignoring the worsening attendance trend, if the student continues the same attendance behavior, he may end up in a DN. **Not being aware of the attendance levels will not be a valid excuse for any student to avoid a DN because the student is fully responsible to verify his attendance level.** The following table gives the attendance limits for DN in different types of sections.

S.#	Classification of Sections	Limit for DN Recommendation
1	3 contact hours meeting three times a week	13 absences
	3 contact hours meeting two times a week.	9 absences (9x1.5=13)
2	4 contact hours sections	16 absences

The instructor will forward a DN recommendation immediately after the student reaches the maximum number of absences as mentioned in the table above. Upon receipt of the recommendation, the Student's Affairs Committee takes required decision on the

recommended DN. Instructors will not postpone forwarding DN recommendation even for a single lecture. Also note that the instructor does not have powers to excuse any absence.

7.4.1.1. Absence count begins on the day-first

Students' absences will be counted from the first day of classes given in the semester calendar, no matter when the student has actually registered the course. This policy is taken because the College wants the students to register their courses on the first day of registration and start attending the classes from day-one itself. Hence late registration will not be a valid excuse for absence.

7.4.1.2. No excuse of absence for DN

All absences will be counted for the DN purpose; **no absences will be excused** in this regard. Only when a student misses around 25% of the total classes, the College issues a DN. The College believes that for whatever reason, genuine or otherwise, if a student misses more classes than DN limits, he cannot appropriately fulfill the learning objectives. Hence, the College advises you to reserve the permissible absences for a time when you may have to miss a few classes for genuine reasons, and thus can well avoid any threat of DN.

The normal medical reasons, police and court related reasons etc. are not going to be excused even if they are with valid documentary support. If the College deposes a student for any purpose making it impossible for him to attend the classes, or on very extraordinary circumstances, it may consider excusing an absence.

7.4.2. Policy on late arrival in classes

The College takes a very serious view about students' late arrival in the classes. The instructor may mark the attendance as soon as he enters the class. Once he finishes the attendance record, he will not reopen it for any more entry. Hence, if you fail to report in time for a class, you will remain marked absent for that day. **No excuse will be accepted for whatever the reason. Such absences will also be counted for DN purpose.**

The College strongly recommends you to take into consideration possible difficulties like traffic jam that may prevent you to report in time for a class. Therefore, make sure that you start well ahead of time. Also note that in case of late reporting, the instructor has even the right to deny you permission in entering the class because it may disturb the students who have already reported in time.

7.4.3. Rewards for attendance policy

Most course teachers include the level of attendance as one of the criteria in awarding grades. The course teachers announce the specific scheme of evaluation and the weight of attendance in the scheme well in advance. Consider such announcements with deserving seriousness so that you will get a better reward for attendance.

8. Student Evaluation - Examination Rules

Students MUST appear at all exams scheduled for the course such as quizzes, class tests, majors and finals exams. Quizzes and class tests are scheduled by the respective course instructor while the major and final exams are scheduled centrally by the university administration.

8.1. Syllabus Coverage for the Final Exam

For the 300 and 400 level courses, the final exam will be cumulative in topical coverage. It means that the final exam will cover all topics included in the course. However, the course teacher may fix a reduced load for the final exams of 100 and 200 level courses as he deems fit.

8.2. Make-up Exam

If a student missed a major exam due to any legitimate reason, he can request to the Chairman of the department for a make-up exam specifically citing the reason with all documentary support. The Chairman will forward it to the Student's Affairs Committee of the College for its recommendations. Based on the committee's recommendations, if the Chairman sanctions a make-up exam, the respective course instructor will conduct it with a different question paper.

If any student missed a final exam for any valid reason, then also he may apply for a make-up exam with legitimate documentary support to the Dean of the College. The Dean, with his recommendation, will forward the request to the University administration. No appeal will be accepted if the University administration rejects the request.

In any case, if a student fails to turn-up for a make-up exam on the schedule fixed, no more alternative arrangement will be made for him.

8.3. Exam Cheating

Cheating in exam will be very seriously dealt with by the instructor/ invigilator. If any student is found cheating in the exam, the instructor/ invigilator will immediately expel the student from the examination hall and report (in writing) the incident to the Dean of the College. If a student is expelled from the exam hall, he will be awarded an 'F' grade: no matter whatever his performance in the quizzes, class tests, assignments, and other exams. In some cases, a student may be awarded 'F' grade for all the courses taken in that semester.

Cheating includes -

- copying from any unauthorized paper, book, book-cut, or written scripts on any object of any type.
- talking/whispering with other students in the exam hall,
- trying to look at other's papers,
- disturbing the attention of other students,

- requesting any material, e.g., calculator, pen, pencil, scale from other students without prior permission from the invigilator,
- using mobile phone or any other electronic communication media in hide or open, and
- any other activity that instructor/ invigilator deems as exam cheating (no appeal will be accepted against the instructor/ invigilator's decision of exam cheating).

9. Grading Policy

PSU follows continuous assessment of students' performance through assignments, quizzes, cases, term papers, project works, major exams etc. Besides, a final exam is conducted as the formal end of students' performance assessment on a course. Normally, final exam carries a weight of 40 percent of the total grade on any course. Similarly, in most of the cases, a minimum of 70 percent of the total grade is determined through both major and final exams together. The rest of the assessment methods will cover only a maximum of 30 percent of the total grade.

The final grade is presented in the letter grade format. Some details of letter grades used by the University are given in the following table. You can get similar information from the *Student Guide* published by the Admission and Registration Center.

Letter Grades

Marks	Grades	Points	Remarks
95-100	A+	4	Exceptional
90-95	A	3.75	Excellent
85-90	B+	3.5	Superior
80-85	B	3	Very Good
75-80	C+	2.5	Above Average
70-75	C	2	Good
65-70	D+	1.5	High Pass
60-65	D	1	Pass
Below 60	F	0	Fail
	DN	0	Denial
	WF	0	Withdrawn with Fail
	W	0	Withdrawn
	IP	-	In Progress
	IC	-	In-Complete
	NP	-	No-Grade Pass
	NF	-	No-Grade Fail
	WP	-	Withdrawn with Pass
	AU	-	Audit

9.1. Academic Standing of Students

The academic standing of a student is expressed in terms of Grade Point Average (GPA). The transcript updated and issued by the registration department in every semester will give you the GPA. In the PSU's student evaluation system the maximum GPA is 4.00. A student will pass the program if he is able to maintain a cumulative GPA of 2.00 or above.

9.2. How to Calculate GPA

GPA is computed by converting the letter grades into Grade Points weighted with the applicable number of credit hours. The following tables explain with examples how to calculate GPA. The tables resemble the transcript of a student. Similar details are available in the *Student Guide* also. Please note that it is very important to know the GPA calculation for planning your graduation. If required, you may take the help of your Advisor also in this regard.

Semester I – Transcript

Courses Registered	Credit Hours (CH)	Grade Obtained	Equivalent Grade Point (GP)	Quality Points (CH X GP)	Current GPA 35 / 17 = 2.06
BUS 101	3	B	3.00	9.00	
SCI 101	3	C+	2.50	7.50	
MATH 101	3	D+	1.50	4.50	Cumulative GPA Same in the first semester
ENG 101	3	F	0.00	0.00	
ARAB 101	2	C	2.00	4.00	
ISC 101	2	B	3.00	6.00	
PE 101	1	A+	4.00	4.00	
Total	17 (AHRS in transcript)	-	-	35.00 (QPTS in transcript)	

$$\text{Current GPA} = \frac{\sum[\text{Quality Points}]}{\text{Total Credit Hours Taken}}$$

Semester 2 – Transcript

Courses Registered	Credit Hours (CH)	Grade Obtained	Equivalent Grade Point (GP)	Quality Points (CH X GP)	<u>Current GPA</u>
ACC 101	3	DN	0.00	0.00	28.25 / 15 = 1.88
ECON 101	3	D	1.00	3.00	
PSY 101	3	A	3.75	11.25	
ENG 103	3	W	-	-	<u>Cumulative GPA</u> 63.25 / 32 = 1.98
ARAB 103	2	B+	3.50	7.00	
ISC 103	2	F	0.00	0.00	
IS 101	2	B+	3.50	7.00	
Total	15 (18-3) (AHRS in transcript)	-	-	28.25 (QPTS in transcript)	

$$\text{Current GPA} = \frac{\Sigma[\text{Quality Points}] \text{ in current semester}}{\text{Total Credit Hours in the current semester}} = \frac{28.25}{15}$$

$$\text{Cumulative GPA} = \frac{\Sigma[\text{Quality Points}] \text{ in all semesters}}{\text{Total Credit Hours in the all semesters}} = \frac{35.00+28.25}{17+15} = \frac{63.25}{32}$$

Note that for ENG 103, since you have dropped the course, the credit hours are not counted in the denominator. Similarly, if you had withdrawn ACC 101 instead of taking a DN on the course, the respective 3 credits would not have been counted in the denominator. In that case your current and cumulative GPA would have been as follows.

$$\text{Current GPA} = \frac{28.25}{12} = 2.35$$

$$\text{Cumulative GPA} = \frac{63.25}{29} = 2.18$$

9.2. Probation

A student, to remain in good standing, must maintain a minimum cumulative GPA of 2.00 after every semester. If the cumulative GPA of a student falls below 2.00 but remains above 1.00, he will be on probation in the next semester. Then, in the following three semesters, the student on probation must raise his cumulative GPA above 2.00; otherwise he will be dismissed from the program.

The College requires you to be familiar with the concepts and systems like –

- a. Academic Warning,
- b. Academic Probation,
- c. Ending of Academic Warning, etc.

The details are available in the *Student Guide* published by the Admission and Registration Center.

10. How to Repeat a Course

- A student can repeat a course, if the grade obtained is D+ or below. This is primarily to give students an opportunity to improve their academic performance and GPA.
- Once a course is repeated, only the latest grade will be counted. The rule applies even if the latest grade obtained is lower than the original grade. This is to prevent non-genuine repetition without putting sufficient hard work.
- Both the old grade and the new grade will be considered in counting the GPA.
- The repeater will not be eligible for any special consideration in the matter of attendance, assignments, exams or any other course requirement. He will be treated same as a regular student for the course.

11. How to Declare a Major

Major refers to the discipline of specialization that a student can choose to study. Currently, the College offers three majors namely *Accounting*, *Finance*, and *Marketing*. Every student has to choose any one of these majors (no student can graduate without a major). Each major has its own specialization requirements. Therefore, after the initial few semesters, courses included in the study plan are different between majors. Hence, in order to graduate, a student choosing a particular major has to study and complete all the course requirements specified for that major.

11.1. Condition to Declare a Major

The only one condition to opt a major in Finance and Marketing is that the student should obtain a minimum grade of 'C' for its foundation course. The foundation courses for **Finance**, and **Marketing** majors are **FIN 301**, and **MKT 301** respectively. For **Accounting** major, **ACC 101** is considered as foundation courses and a 'C' grade in this course must be earned in order to major in Accounting. If a student would like to choose a particular major but has failed to obtain a 'C' grade for its foundation course, the

student can repeat the course until he qualify to choose that major (For more details see the Section – *How to Repeat a Course*).

11. 2. Procedures for Declaring a Major

Only when a student declares his major, he will be allowed to register for the specialization courses included in that major. Follow the procedures given below to declare your major.

- Obtain the transcript as a proof of having 'C' grade in the foundation course concerned.
- Fill out the *Major Declaration Form* that you can obtain from the Department of Registration. A copy of the form is also attached with this manual as **Appendix-III**.
- Submit the original form along with the copy of the transcript to the Registration Department.
- If approved by the Registration Department, it will forward a copy each with approval signature to the College office and the concerned Academic Advisor.

11. 3. Guiding Information for Choosing a Major

In the eyes of the College, all majors are equally important and challenging. You may choose a major based on your interest and aspirations, skills and talents, career plans and ambitions etc. For a better guidance in choosing the major, see **Appendix – I**.

12. How to Declare a Minor

Studying a minor is not at all compulsory and is not a requirement for graduation. It is purely optional for any student to declare or not to declare a minor. Similarly, a student can not graduate with a minor alone and without a major. Minor is a second specialization offered primarily for students having multi-potentiality. The College has three majors as explained in the previous section. For every major, the other two are minor options that the student can choose from. A minor requires a student to study 12 additional credits (more than 12 for Accounting) over and above the foundation course/s in the concerned specialization area. Any specialization course taken as part of a major will not be counted as forming part of meeting the minor requirements. The minor course requirements do not include an internship or a coop (which are compulsory for a major in that specialization).

12. 1. Rules and Conditions to Declare a Minor

- No minor can be opted without declaring a major (you cannot graduate with a minor alone).
- Only one minor can be declared for a major.
- A minimum GPA of 2.25 is compulsory to opt for a minor

- The minor should be one from other Business majors offered by the university and should not be another track area of the same major. For example, for a Finance major student, Insurance, and Real Estates are not valid minors because they are just two different tracks of Finance major. In this case, valid minors are Marketing, and Accounting.
- The student's transcript and all other official documents will show the student's minor.
- The student must complete the minor requirements before or at the same time of completing the major requirements. A minor cannot be completed after the student has earned his bachelor degree completing all requirements of a major.
- The concerned department specifies the different courses constituting the requirements for the minor. Students can check the concerned department for a list of the required courses.
- Students must meet all the prerequisites and other departmental restrictions placed on any course required for the declared minor.
- All other university policies and requirements like those regarding attendance, exams, grades, GPA levels etc are equally applicable to the minor requirements as they are applicable to the major requirements unless otherwise specified.
- Following are the required courses for the different minors being offered from the college.

Accounting	Finance	Marketing
ACC 201	FIN 301	MKT 301
ACC 211	FIN 350	MKT 310
ACC 202	FIN 360	MKT 320
ACC 351	FIN 370	MKT 350
ACC 461	FIN 470	MKT 470

However, if an Accounting major student would like to take Finance as his minor, he has to take one extra course over the listed ones because FIN 301 and FIN 360 are courses studied as part of Accounting major requirement, hence only one of which would be counted for meeting the minor requirements.

12. 2. Procedures for Declaring a Minor

- The College strongly encourages you to consult with your Advisor before declaring a minor so that you can have a clear understanding about the policies and requirements applicable in every specific case.
- Obtain the transcript as a proof of having a GPA level of 2.25.
- Fill out the ***Minor Declaration Form*** that you can obtain from the Department of Registration. The form is also attached with this manual as **Appendix IV**.
- Submit the original form along with the copy of the transcript to the Registration Department.

- If approved by the Registration Department, it will forward a copy each with approval signature to the College office and the concerned Academic Advisor.

13. Co-op Education

In order to learn and experience practical application of theory in the real business world, the College offers you Co-op education. During Co-op education, you will be placed in a business organization with which the College has made a Co-op education plan. In doing so, your area of interest will also be considered and accommodated to the possible extent.

13.1. Rules and Conditions to Join Co-op Education

- To proceed on Co-op education, a student must have completed a minimum of 105 credits and a minimum GPA of 2.00. On exceptional circumstances, the Dean may consider requests for a minor moderation on these conditions.
- No other course than Co-op will be allowed during the Co-op Semesters, even if the student requires only one credit more to graduate. Similarly, even if the student has only a repeat course, or a course that does not conflict with the co-op time (like taking a course in the night), he will not be allowed to register that course during the co-op semester.
- **Both** the regular and the summer semesters involved in a student's Co-op education should be compulsorily registered well within the time-limit fixed for registration.
- The College encourages you to do the co-op after completing all the other courses required for the degree program because the chances of getting your contact converted into an employment with the co-op institution is very high according to the experience of several of our graduates.

13.2 Co-op Education - Procedures

- When you become eligible for Co-op education, you will find an announcement on different notice boards requesting you to attend a meeting to register your name with the Co-op Office. You need to bring your CV and recent photos with you. Registering your name is a recordal expression of your interest and willingness to proceed for coop education.
- Upon that the Co-op Office will identify the required co-op opportunities and the College will make sure that the opportunities are as much as possible appropriate for its students particularly by looking into the co-op plans obtained from the coop institutions.
- Once the opportunities are finalized, the Co-op coordinator of the College will allot you the coop opportunity. The allotment is based on a first-come first-serve basis and the GPA level of the student. Hence, meet the Co-op Coordinator as soon as you are asked to do so that you are likely to get your preferred coop options.
- If you wanted to have a different institution than the allotted opportunity, you can do so by obtaining a willingness letter from that institution with a

Co-op Plan. However, the Co-op coordinators will grant you the final permission only if he is satisfied with the proposed institution and its coop plan. In this regard, you can select institutions outside the country even. In these cases, the responsibility for obtaining the willingness letter and the coop plan is with the student.

- A week before the start of the co-op training, the Co-op Office arranges a co-op meeting for your benefit. During the meeting, you will be informed as to who is your Co-op Advisor from the College.
- Once the meeting is completed, you will be directed to register the co-op course with the department of registration.
- With the printed schedule of registration, you can approach the Co-op coordinator in your college who to obtain a folder prepared by the Co-op office, which contains the introduction letter and the documents to be handed over to the coop institution. Also, you have to provide the Co-op office and the Co-op coordinator with an accessible email ID and a mobile number for contact purposes.
- Then you can join the co-op institution on the prescribed date and obtain a certificate of joining from the institution for which the format is kept in the folder. It is your responsibility to submit the certificate of joining back to your Co-op Advisor within one week of the joining date.
- While in training, you should submit bimonthly reports to your Co-op Advisor (See your advisor for the report format). You can use email communication as well for submitting the report. These reports will be used by the Advisor as one of the basis for awarding grades for co-op.
- You can contact Co-op Advisor whenever required while in training.
- You are responsible to monitor that the Co-op Institution submits the three reports on your performance, for which the format is put in the folder given to the institution.
- Register the second semester of co-op (either a regular semester or a summer semester) when the time is due.
- When the training is halfway through, collect some sample final reports and start preparing your final report.
- On the date informed by the Co-op Advisor, submit the final report.
- Make a presentation of the final report on the date scheduled and announced by the Co-op Advisor.
- After that, your Co-op Advisor will provide your grades to the Registration department.

14. Taking Courses in a Different University

The College permits students to study a limited number of courses in other Universities or Business Schools of repute, subject to certain conditions.

14.1. Conditions for taking courses in a different university

- The proposed university should be one approved by the Ministry of Higher Education, Government of Saudi Arabia.
- Prior permission should be obtained from the College (CBA) to do so.

- The College need not necessarily approve the other university even if that is in the list of approved universities by the Ministry of Higher Education, Government of Saudi Arabia. The College has the right to take the approval decision based on its own standards.
- Only the courses similar to the ones in our curriculum will be accepted.
- Only those courses passed with a minimum grade of 'C' will be counted for waver from our course requirements for graduation.
- The grade obtained from the other university will not be counted for GPA calculation in our system.
- The foundation course/s for any major will not be accepted for waver because the grade obtained from the other university cannot be considered as meeting the eligibility requirement for the major.
- Not more than one specialization courses in any major will be considered for waver.
- The student will be permitted to take summer or regular semester in the other University depending upon his choice.
- Only a maximum of 34 credits taken in university other than PSU will be considered for waver from the total 135 credits required for graduation.
- English must be the language of teaching for courses taken in other universities to qualify for waver.

14. 2. Procedures for taking courses in a different university

- Check whether the proposed university is one in the approved list of Ministry of Higher Education, Government of Saudi Arabia
- Collect the website details of the proposed university.
- Obtain the authentic documents such as course descriptions / course outlines / course syllabus of the proposed courses from the other university.
- Along with all the above documents, apply to Dean of the College citing your intention to study some courses in the other university and the reasons thereof.
- The Dean will refer the course descriptions to concerned faculty members for review to identify the similarity of courses. Based on their recommendations, and if the department is satisfied about the quality and acceptability of the other institution, the department will forward your request along with its recommendation to the Dean of Admission and Registration for the final approval.
- **The process may take anything around three weeks. Therefore, the College advises you to initiate the process well in advance to protect your own interest.**

PART – II

STUDY SUPPORT INFORMATION

15. How to Study and Prepare for Courses

The following guidelines will help you successfully study the courses offered by the College.

15.1. General guidelines

- Regularly attend the lectures / class sessions, and follow all the rules and guidelines given in the previous section about *Class Attendance*.
- Note down the important points while you attend the lectures / class sessions.
- Review the portions covered on a day before you attend the next session.
- Read the textbook and suggested study materials compulsorily.
- Do not depend on copies of teaching slides or such other silly materials that might apparently offer you a short-cut to study the course.
- Follow the news and events happening around you from sources like newspapers, magazines, television channels, internet, visit to shops etc., and try to relate them with the relevant courses that you are studying.
- Try to bring into the class discussions such news and events so that you will achieve a better assimilation of concepts and synthesis between theory and real-world experience. This will make the class meetings more effective, interesting, motivating, and rewarding to everyone.
- Genuinely work on the assignments, projects, simulation games, case studies, presentations etc. on a timely manner according to the schedule and deadlines. The teachers may test the genuineness of your work and the knowledge that you gained from such exercises, by bringing some questions in subsequent exams.
- Try to study the courses in pursuit of knowledge than grades.

15.2. How to do a project

All the following guidelines may not apply to all projects that you may be assigned. Given below are guidelines, which are applicable to a majority of projects. Nevertheless, some of them or even all of them may turn out to be less applicable in certain projects, and you may have to take care of much more points than the ones discussed below. Hence, the teacher's instruction on the specific project could be more important than the ones listed below.

- Understand the assignment in full; if required discuss it with the teacher and other students.
- Identify appropriate data sources to collect the required information.

- Make sure that the sources identified are authentic and credible, and quote the sources of information with verifiable details so that the teacher will be convinced about the authenticity of the data used.
- Never present the collected information as such, instead, analyze those information mainly by relating them with the theoretical background you have.
- Never copy down works done by others or go for '*cut and paste*' from the internet and other sources; you may end up with getting a zero grade on the project as it amounts to cheating.
- Be clearly aware of the things you have done on the project because the teachers may test it by asking
- Understand that sincerity and genuineness of the student towards the project are probably more important criteria than the quality of the final output in many project evaluations.
- Meet the deadline without fail because teachers often test your ability to complete in time than completing it late with a superior quality. Note that this ability is very important in several real-world business situations.

15.3. How to prepare for a case analysis

In fact, it would be ideal if business teachers could teach you in an actual business setting. Since, this is practically impossible in general, case studies are often used to experience the real-world situation in a class-room setting. Researches prepare cases by continuously visiting and being familiar with an organization and the business management issues confronted by that organization.

When you analyze the cases with your theoretical background, you are actually gaining experience in professional business management. Case analyzes helps you to better assimilate the theory and how to use the theory in practice. Following are some general guidelines that may help you in analyzing cases.

- Read the case several times; it is often said that on the first reading you may feel that you understood the case, on the second reading you may feel that you understood it in full, on the third reading you may realize that you are yet to understand the case, on the fourth reading it will give you a better clarity about the issues that the case is dealing with, and on the fifth reading you will be in a position to analyze the case.
- Understand that even the minutest details given in the case are often useful and many a times unavoidable information to analyze the case. For example, a case may have a reference about the smile of a person in the organization; that smile may be a useful information for you to understand the attitude of that person to the organization.
- Put the case in the background of the theory that you have studied, and subject it to a deeper thought process.
- Try to identify from the case, the important problems and issues that the organization is confronted with.

- Try to generate alternative solutions for those problems and issues, and verify the appropriateness of the solutions adopted by the organization, if it did so. Your theoretical knowledge will be of substantial help at this stage.
- Write an analysis report highlighting all the important issues, alternative solutions, selection of appropriate solution etc. Support every argument with logic, reason, and theory.
- Be prepared for a discussion of the case in the class, identifying the points to be raised from your side.
- While discussing, give importance to everyone's arguments, adopt a give and take policy, never assume that your solution is perfect, and if required agree to differ.
- After the discussion, modify your analysis report and submit it to the teacher.

15.4. How to make a presentation

The following guidelines may help you in preparing for and making a presentation. While these are useful general information, the course teacher's instructions on the specific presentation are unavoidable information to be taken care of.

- Acquire deeper knowledge on the subject of presentation. If you are very clear about the concepts that you wanted to present, language skill is only secondary in presenting those concepts.
- As far as possible, prepare power point presentation in logical sequence with required information to deliver.
- Do not overcrowd the slides with a flood of information, and you don't need to put all information in the slides.
- Reading through the slides is not often judged as a good presentation; rather you just need to refer your oral discussions back to the slides.
- Be confident, no one expects from you a totally mistake-free language; it as well is a learning ground for improving your language.
- Keep an eye-contact with the audience; feel you are speaking to them because you have a right to do that, then you will find encouraging feedback from the audience
- Never try to memorize the whole presentation, instead be clear as to what you want to say as introduction, body and conclusion.
- Rehearsing a couple of times before making a presentation is not a bad or inferior thing to do; understand that many of the world leaders, despite having several years of public presentation, rehearse before every important presentation they make.
- Collect feedback from your teacher and friends, both publicly and privately; such information will be useful in improving your subsequent presentations.

Appendix-I

Choosing a Business Major: Some Guidelines

Challenge in choosing a business major

It is observed in the past that many college students change their major after spending a year or two in one major. The primary reason for the change is the lack of interest in the major, which they pursued in the beginning. The aim of this write-up is to guide the student in a systematic way to avoid changing their chosen specialization.

The decision regarding the major field of specialization are often centered around factors like lack of self-confidence, fear/anxiety in making wrong decision, conflicting values between one's interest and career requirements, conflicting opinion with other members of the family in choosing a major and multipotentiality.

Lack of self-confidence stems from lack of knowledge about the subject. Discussing with the academic advisor definitely will help overcome the lack of knowledge on the subject. Counseling can help reach a solution in a situation of conflicting opinions. Solution to multipotentiality found in students delay the decision-making regarding major because of the delay in narrowing on one major from several choices at hand. The following five steps are an initiative to prevent decision change regarding major:

Step 1: Consider all your natural talents and skills towards a career path. Analyzing individual strengths and weaknesses, self-examination by looking at the courses which you took previously (including the ones in high school), extracurricular activities you were involved in are all useful evaluators contributing to this decision.

Step 2: Learn more about each major and explore the corresponding career in more detail. Refer to course catalogue, discuss with academic advisor in the department and senior classmates who already done their internship, alumni of the department, visit web pages and senior family members who are employed and so on. All the above can provide very valuable information in making the right choice regarding your major. All the mentioned above are useful sources of information in this regard. The next section of this write-up will also help you in knowing more about each major.

Step 3: Study the requirements for completing each major carefully, and make sure that you can complete all the requirements. It is good to ensure that the core courses and the elective courses along with their pre-requisites are of interest to you. This will avoid surprises at a later stage.

Step 4: Get a chance to talk to people who work in the career fields you are considering. Ask them about their major and find out from them how it helped them in shaping their career.

Step 5: Finally, evaluate all the inputs received from Steps 1 through Step 4 and make your own decision about the business major.

Career prospects for various business majors

Finance Major

Every firm, be it government agency, or other type of organization has one or more financial managers to oversee the preparation of financial reports, direct investment activities, and implement cash management strategies. The duties of financial managers vary with their specific titles, which include *controller, treasurer or finance officer, credit manager, cash manager, and risk and insurance manager*. Raising the fund and investing them wisely are the key job responsibilities of finance professionals. Finance function is bifurcated for administrative convenience, as one person cannot handle the whole gamut of finance function as depicted below.

Controller is responsible on directing the preparation of financial reports that summarize and forecast the organization's financial position, such as income statements, balance sheets, and analyses of future earnings or expenses. Overseeing the accounting, audit, and budget departments is an essential ingredient of the Controller's job.

Treasurers and finance officers direct the organization's financial goals, objectives, and budgets. They oversee the investment of funds, manage associated risks, supervise cash management activities, execute capital-raising strategies to support a firm's expansion, and deal with mergers and acquisitions.

Credit managers oversee the firm's issuance of credit, establishing credit-rating criteria, determining credit ceilings, and monitoring the collections of past-due accounts. Managers specializing in international finance develop financial and accounting systems for the banking transactions of multinational organizations.

Cash managers monitor and control the flow of cash receipts and disbursements to meet the business and investment needs of the firm. For example, cash flow projections are needed to determine whether loans must be obtained to meet cash requirements or whether surplus cash should be invested in interest-bearing instruments.

Risk and insurance managers oversee programs to minimize risks and losses that might arise from financial transactions and business operations undertaken by the institution. They also manage the organization's insurance budget.

Financial managers oversee various functions, such as lending, trusts, mortgages, and investments, or programs, including sales, operations, or electronic financial services in **financial institutions**, such as *commercial banks, investment banks, and loan associations, insurance companies, leasing firms, and mortgage and finance companies*.

It is the duty of the *Branch managers* of the **financial institutions** to administer and manage all of the functions of a branch office. This include hiring personnel, approving loans and lines of credit, establishing a rapport with the community to attract business, and assisting customers with account problems. Recent trend is for branch mangers to

become more oriented toward sales and marketing, especially marketing of Debit cards and Credit cards. This recent trend make finance student with minor in marketing more valuable for the new trend.

Financial managers are increasingly hired on a temporary basis to advise senior managers on various financial matters. Financial Management Service providers also have sprung up which will take up assignments on a contract basis to assist firms and has become a fashion of the day to cut costs.

The role of the financial manager, particularly in business, is changing in response to technological advances and proliferation of computers and these have significantly reduced the amount of time it takes to produce financial reports. Therefore, Financial managers need to keep abreast of the latest computer technology in order to increase the efficiency of their firm's financial operations.

Marketing Major

The ultimate objective of any firm is to market and sell its products or services profitably. Advertising, marketing, promotions, sales, market research, and marketing strategy are the key areas in marketing management.

Advertising managers oversee advertising staff. The *creative services department* develops the subject matter and presentation of advertising. The *creative director* oversees the copy chief, art director, and associated staff. The *media director* oversees planning groups that select the communication media—for example, radio, television, newspapers, magazines, the Internet, or outdoor signs—to disseminate the advertising.

Promotions managers direct promotion programs that combine advertising with purchase incentives to increase sales. Promotion programs use direct mail, telemarketing, television or radio advertising, catalogs, exhibits, inserts in newspapers, Internet advertisements or Web sites, in-store displays or product endorsements, and by holding special events. Promotion managers also make decisions on purchasing incentives that may include discounts, samples, gifts, rebates, coupons, sweepstakes, and contests.

Marketing managers are responsible for developing the firm's marketing strategy in detail. With the help of subordinates, including *product development managers* and *market research managers*, they estimate the demand for products and services offered by the firm and its competitors. In addition, they identify potential markets and pricing strategy to help firms maximize profits and market share while ensuring that the firm's customers are satisfied. In addition, they monitor trends that indicate the need for new products and services, and they also oversee new product development. Marketing manager need to work for long hours under pressure to meet targets. The job involves substantial travel to attend meetings sponsored by associations and industries.

Sales managers assign sales territories, sets goals, and establish training programs for the sales representatives. They advise the sales representatives on ways to improve their sales

performance. They oversee regional and local sales managers. Sales managers maintain contact with dealers and distributors and analyze sales statistics gathered by their staffs to determine sales potential and inventory requirements to meet customers' preferences. Sales managers travel to national, regional, and local offices and to the offices of various dealers and distributors whereas advertising and promotions managers may travel to meet with clients or representatives of communications media.

Market, or marketing research analysts are concerned with the potential sales of a product or service. They gather statistical data on competitors and examine their prices, sales, and methods of marketing and distribution. They analyze data on past sales to predict future sales. Market research analysts devise methods and procedures for obtaining the data they need. Designing telephone, mail, or Internet surveys to assess consumer preferences is a part of their job responsibility. After compiling and evaluating the data, market research analysts make recommendations to their client or employer on the basis of their findings. They provide a company's management with information needed to make decisions on the promotion, distribution, design, and pricing of products or services. The information also may be used to determine the advisability of adding new lines of merchandise, opening new branches, or otherwise diversifying the company's operations. Market research analysts also might develop advertising brochures and commercials, sales plans, and product promotions such as rebates and giveaways.

Survey researchers design and conduct surveys for a variety of clients, such as corporations, government agencies, political candidates, and providers of various services. The surveys collect information that is used for performing research, making fiscal or policy decisions, measuring the effectiveness of those decisions, or improving customer satisfaction. Analysts may conduct opinion research to determine public attitudes on various issues; the research results may help political or business leaders and others assess public support for their electoral prospects or social policies. Like market research analysts, survey researchers may use a variety of mediums to conduct surveys, such as the Internet, personal or telephone interviews, or questionnaires sent through the mail. They also may supervise interviewers who conduct surveys in person or over the telephone. Survey researchers design surveys in many different formats, depending upon the scope of their research and the method of collection. Interview surveys, for example, are common because they can increase participation rates. Survey researchers may consult with economists, statisticians, market research analysts, or other data users in order to design surveys. They also may present survey results to clients.

Market and survey researchers generally have structured work schedules. Some often work alone, writing reports, preparing statistical charts, and using computers, but they also may be an integral part of a research team. Market researchers who conduct personal interviews have frequent contact with the public. Most work under pressure of deadlines and tight schedules, which may require overtime. Their routine may be interrupted by special requests for data, as well as by the need to attend meetings or conferences. Travel may be necessary.

Accounting Major

Accountants and auditors help to ensure that the firms are run efficiently, its public records kept accurately. They prepare, analyze, and verify financial documents in order to provide information to clients. Accountants and auditors are broadening their services and they offer to include budget analysis, financial and investment planning, and limited legal services. The four major fields of accounting are *public*, *management*, and *government accounting* and *internal auditing*.

Public accountants perform a broad range of accounting, auditing, zakat & tax, and consulting activities for their clients, which may be corporations, governments, nonprofit organizations, or individuals. They concentrate on zakat & tax matters, such as advising companies about the zakat & tax advantages and disadvantages of certain business decisions and preparing company income zakat & tax returns. They offer advice in areas such as compensation or employee health care benefits, the design of accounting and data-processing systems, and the selection of controls to safeguard assets. They audit clients' financial statements and inform investors and authorities that the statements have been correctly prepared and reported.

They investigate and interpret white-collar crimes such as securities fraud and embezzlement, bankruptcies and contract disputes, and other complex and possibly criminal financial transactions, including money laundering by organized criminals. This specialized branch of accounting is known as forensic accounting.

Management accountants record and analyze the financial information of the companies for which they work. Their other responsibilities include budgeting, performance evaluation, cost management, and asset management. Usually, management accountants are part of executive teams involved in strategic planning or the development of new products. They analyze and interpret the financial information that corporate executives need in order to make sound business decisions. They are also called cost, managerial, industrial, corporate, or private accountants. They also prepare financial reports for stockholders, creditors, regulatory agencies, and zakat & tax authorities. Within accounting departments, management accountants may specialize in various areas, including financial analysis, planning and budgeting, and cost accounting.

Government accountants and auditors work in the public sector, maintaining and examining the records of government agencies and auditing private businesses and individuals whose activities are subject to government regulations. Accountants employed by government guarantee that revenues are received and expenditures are made in accordance with laws and regulations.

Internal auditors verify the accuracy of their organization's internal records and check for mismanagement or fraud. They evaluate their firms' financial and information systems, management procedures, and internal controls to ensure that records are accurate and controls are adequate to protect against fraud and waste. They also review company operations, evaluating their efficiency, effectiveness, and compliance with corporate policies and procedures, laws, and government regulations. As computer systems make information timelier, internal auditors help managers to base their

decisions on actual data, rather than personal observation. Internal auditors also may recommend controls for their organization's computer system, to ensure the reliability of the system and the integrity of the data.

Accounting software packages help accountants summarize transactions in standard formats. These accounting packages greatly reduce the amount of tedious manual work associated with data management and record keeping. Accountants also are beginning to perform more technical duties, such as implementing, controlling, and auditing systems and networks, developing technology plans, and analyzing and devising budgets.

Increasingly, accountants also are assuming the role of a personal financial advisor. They help their clients develop personal budgets, manage assets and investments, plan for retirement, and recognize and reduce their exposure to risks. This all under one firm approach meets all the financial needs of a client. The same firm cannot provide these services to their clients whose financial statements are also prepared by them.

Most accountants and auditors work in their office. Accountants and auditors employed by public accounting firms and government agencies may have to travel frequently to perform audits at branches of their firm, clients' places of business, or government facilities.

Conclusion

Go by taste and flair for one field of specialization rather than choosing a major because of pressure at home, monetary benefits and perks associated with the job, influence by friends and so on. Irrespective of which business major one chooses, ultimate success in career depends on dedication and one's ability to work in teams.

Appendix-II

Format to select courses without time-conflicts

Name: _____

Day Time	Saturday	Sunday	Monday	Tuesday	Wednesday
8:00–8:30 am					
8:30–9:00 am					
9:00–9:30 am					
9:30–10:00 am					
10:00–10:30 am					
10:30–11:00 am					
11:00–11:30 am					
11:30–12:00 Noon					
1:00–1:30 pm					
1:30–2:00 pm					
2:00–2:30 pm					
2:30–3:00 pm					
3:00–3:30 pm					
3:30–4:00 pm					
4:00–4:30 pm					

Appendix-III
Major Declaration Form

Appendix- IV
Minor Declaration Form