



المعهد التكنولوجي العالي بالعاشر من رمضان وحدة ضمان الجودة

Business Administration and Information Technology Programs' Mission and Objectives Marketing Program (Arabic Section)

Program Mission

Preparing and qualifying specialized professional graduates in the field of **Marketing** who are academically, professionally, and technologically competent, capable of competing and leading in the labor market at the local, regional, and international levels, and able to conduct research to solve societal problems through innovative approaches.

Program Objectives: The program aims to

1. **Develop** the program and its courses in accordance with the Academic Reference Standards (ARS) for the Commerce Sector and the latest developments in the fields of marketing and digital marketing.
2. **Prepare** academically and professionally distinguished graduates who can apply the scientific method in thinking, analysis, and solving marketing problems.
3. **Sustain** graduates' knowledge and skills in modern marketing disciplines in line with the requirements of the labor market.
4. **Integrate** graduates' knowledge and skills through various courses, field training, graduation projects, and other learning experiences in marketing, in accordance with national development priorities and problem-solving approaches.
5. **Develop** graduates' skills in using digital marketing tools and technologies, including e-marketing and marketing campaign management.
6. **Enhance** graduates' ability to conduct market research, analyze data, and support marketing decision-making.
7. **Strengthen** graduates' skills in effective communication, persuasion, teamwork, and professional leadership.
8. **Prepare** graduates who can keep pace with global developments in marketing and anticipate emerging market trends.
9. **Instill** professional and ethical values, commitment to social responsibility, and adherence to the laws and regulations governing the marketing profession.
10. **Promote** community engagement through marketing applications and by conducting applied studies and research that serve society and contribute to environmental development.



المعهد التكنولوجي العالي بالعاشر من رمضان وحدة ضمان الجودة

Business Administration and Information Technology Programs' Mission and Objectives

Business Administration Program (Arabic Section)

Program Mission

Preparing and qualifying specialized professional graduates in the field of **Business Administration** who are academically, professionally, and technologically competent, capable of competing and demonstrating leadership in the labor market at the local, regional, and international levels, and able to conduct research to solve societal problems through innovative approaches.

Program Objectives: The program aims to:

1. **Develop** the program and its courses in accordance with the Academic Reference Standards (ARS) for the Commerce Sector and the latest developments in the field of Business Administration.
2. **Prepare** academically and professionally distinguished graduates who can apply the scientific method in thinking, analysis, and solving managerial problems.
3. **Sustain** graduates' knowledge and skills in contemporary management disciplines in line with the requirements of the labor market.
4. **Integrate** graduates' knowledge and skills through various courses, field training, graduation projects, and other learning experiences in Business Administration, in accordance with national development priorities and problem-solving approaches.
5. **Develop** graduates' decision-making and managerial problem-solving skills using quantitative methods and modern management systems.
6. **Enhance** graduates' skills in using computer applications and management information systems efficiently and effectively to support administrative functions.
7. **Strengthen** graduates' leadership, teamwork, and effective communication skills.
8. **Prepare** graduates who can keep pace with global changes in the business environment and anticipate emerging trends in management.
9. **Instill** professional and ethical values, commitment to social responsibility, and adherence to the laws and regulations governing the profession.
10. **Promote** community engagement through Business Administration applications and by conducting applied studies and research that contribute to serving society and environmental development.



المعهد التكنولوجي العالي بالعاشر من رمضان وحدة ضمان الجودة

Business Administration and Information Technology Programs' Mission and Objectives

Accounting and Auditing Program (Arabic Section)

Program Mission

Preparing and qualifying specialized professional graduates in the field of **Accounting and Auditing** who are academically, professionally, and technologically competent, capable of competing and demonstrating leadership in the local, regional, and international labor markets, and able to conduct research to solve societal problems through innovative approaches.

Program Objectives: The program aims to:

1. **Develop** the program and its courses in accordance with the Academic Reference Standards (ARS) for the Commerce Sector and the latest developments in the fields of Accounting and Auditing.
2. **Prepare** academically and professionally distinguished graduates who can apply the scientific method in thinking, analysis, and solving accounting problems.
3. **Sustain** graduates' knowledge and skills in financial accounting, managerial accounting, and auditing in line with the requirements of the labor market.
4. **Integrate** graduates' knowledge and skills through coursework, field training, graduation projects, and other learning experiences in Accounting and Auditing, in accordance with national development priorities and problem-solving approaches.
5. **Enhance** graduates' proficiency in using computerized accounting systems and modern accounting software efficiently and effectively.
6. **Develop** graduates' ability to prepare financial reports, analyze financial data, and support internal control and decision-making.
7. **Strengthen** graduates' skills in accuracy, commitment, objectivity, effective communication, and teamwork.
8. **Prepare** graduates who can keep pace with global developments in Accounting and Auditing, including international accounting and auditing standards.
9. **Instill** professional and ethical values, commitment to social responsibility, and adherence to the laws, regulations, and professional standards governing the accounting and auditing profession.
10. **Promote** community engagement through Accounting and Auditing applications and by conducting applied studies and research that contribute to serving society and environmental development.



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بالعاشر من رمضان
وحدة ضمان الجودة

**Business Administration and
Information Technology Program's
Mission and Objectives**

Business Information Systems Program (Arabic Section)

Program Mission

Preparing and qualifying specialized professional graduates in the field of **Business Information Systems** who are academically, professionally, and technologically competent, capable of competing and leading in the local, regional, and international labor markets, and conducting research to solve societal problems through innovative approaches.

Program Objectives: The program aims to:

- 1- Develop** the program and its courses in accordance with the Academic Reference Standards for the Commerce Sector and the latest developments in Business Information Systems and digital transformation.
- 2 -Prepare** academically and professionally distinguished graduates who can apply the scientific method in thinking, analysis, and problem-solving within the field of Business Information Systems.
- 3- Sustain** graduates' knowledge and skills in information systems and business technology to meet the evolving demands of the labor market.
- 4 -Integrate** graduates' knowledge and skills through coursework, field training, graduation projects, and other learning activities in Business Information Systems, while aligning with national development priorities and addressing societal challenges.
- 5 -Enhance** graduates' proficiency in using computers, software applications, and specialized Business Information Systems packages efficiently and effectively.
- 6- Develop** graduates' ability to analyze data, prepare feasibility studies, and evaluate projects and investment proposals.
- 7- Strengthen** graduates' skills in effective communication, teamwork, and professional leadership.
- 8- Prepare** graduates who can keep pace with global developments and anticipate their impact on the business environment and information systems.
- 9- Instill** professional values, ethical principles, social responsibility, and compliance with the laws and regulations governing the profession.
- 10- Promote** community engagement by applying Business Information Systems solutions and conducting applied studies and research that contribute to community service and environmental development.