



| KFU  
| MBA

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MBA



# KFU MBA

## 『Why the KFU MBA』



We believe our MBA will provide you with the necessary knowledge, skills, and networks to raise your career to a whole new level. Taking into account the competitiveness of the public and private sectors in Saudi Arabia and the potential talents' wars within them, our program can provide you with the required tools to withstand such competition.

In 2009, the School of Business started its two-year MBA program with the objective of providing students with advanced management knowledge, specialisation, and educational experience in essential areas of business. Since the launch of the program, many of its graduates have been nominated for leading positions in either the government or the industry.

With our MBA program, the essential emphasis always lies in the fact that each student can be a potential leader.

**Dr. Megbel Aleidan**  
MBA Director





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## 『As a prospective KFU MBA student, you will』

- Become a responsible and strategic leader who can practice critical thinking to improve his or her personal and professional efficiency and effectiveness.
- Advance the skills and competences needed to work in a sophisticated global business environment.
- Form excellent bonds with industries through real-world MBA projects.
- Generate a lot of experience in a wide range of industries and sectors with our diverse cohort.
- Gain and transfer new skills and knowledge directly to your workplace.
- Broaden your perspective.
- Realise and unlock your full leadership potential.
- Fill the gap between the theory and empirical field.

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## 『Student Guide – KFU MBA Program Admission Requirements』

- ☐ A Saudi national or a non-Saudi with the necessary official approval.
- ☐ Meet all postgraduate study requirements.
- ☐ Bachelor's degree from a recognized institution of higher education with a minimum GPA of 3.75 out of 5.0 or equivalent.
- ☐ Test of English as a Foreign Language (TOEFL) with a minimum score of 65 IBT (Internet-Based Test) or IELTS (International English Language Testing System) with an overall band of at least 5.5.
- ☐ A minimum of 3 years' work experience. Female applicants with less than 3 years' experience may be accepted, but the number should not exceed 20% of the total accepted number.
- ☐ Complete the necessary MBA application form.
- ☐ Two letters of recommendations from supervisors and others in superior positions within the employing organisations for employed applicants. Self-employed applicants should submit letters from business partners, former employers, or others. Female applicants with no work experience should submit recommendations from faculty who can provide appropriate references.
- ☐ A letter of endorsement from the applicant's employer (if applicable) that clearly demonstrates the employer's understanding of the demands of the program and his or her willingness to support the applicant's admission to the MBA.
- ☐ Passing the Pre-MBA program, which is specifically designed to get students back into an academic environment and learn/refresh the basics. The program includes an overview of certain business-related disciplines (e.g., Management Systems and Decision Making, Information Technology, Economics, Accounting, Marketing, Finance, Human Resource Management, Statistics, and Research Methodology).

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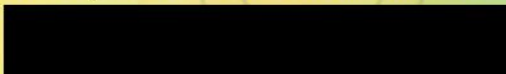


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『KFU MBA Tuition Fees』

A Total of **63.000** SR

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## 『KFU MBA Program Structure』

The program will be delivered in English and will require 42 credit hours through 4 semesters. Each semester consists of fourteen weeks, that is, usually twelve weeks of taught material and one week of revision. The fourteenth week is meant for sitting examinations or submitting coursework. The MBA Program consists of 14 courses, including the MBA project, and the courses can be classified as foundation courses, integrative courses, and the MBA project, as illustrated in the tables below.

### Semester 1:

**Designed to get back into an academic environment and learn/refresh the foundation courses**

Course name	Credit hours	Course number	Department	Code
Operations Management	3	06021510	Management	0602
Marketing Management	3	06021511	Management	0602
Human Resources Management	3	06021512	Management	0602
Business Accounting	3	06031510	Accounting	0603

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## Semester 2

Course name	Credit hours	Course number	Department	Code
Business Finance	3	06041510	Finance	0604
Business Economics	3	06051510	Economics	0605
Business Research	3	06021513	Management	0602
E-Business Strategy	3	06021514	Management	0603

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## Semester 3:

These courses integrate and apply knowledge, theories, concepts, and issues from various business disciplines in the problem-solving process. You can choose 9 study units from the following courses.

Course name	Credit hours	Course number	Department	Code
Organisation Behaviour (optional)	3	06021610	Management	0602
Business Law and Ethics (optional)	3	06081610	Law	0608
Entrepreneurship and Innovation (optional)	3	06021611	Management	0602
Supply Chain Management (optional)	3	06021512	Management	0602
Leadership and Management Change (optional)	3	06021613		





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## Semester 4:

Course name	Credit hours	Course number	Department	Code
International Business	3	06021614	Management	0602
Strategic Management	3	06021615	Management	0602
Project	3	06021616	Management	0602

The MBA Project ties together everything you have learnt in the course, enabling you to apply theory and method to real managerial issues and to resolve business problems, or to further investigate an area that interests you. The project needs to be conducted in a corporate scenario, and as such, the topic must be chosen from an actual organisation, preferably your own.

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## 『KFU MBA Course Descriptions』

### **1- Operation Management:**

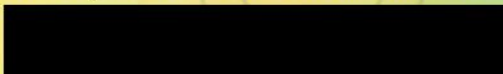
This course is an introduction to the concepts, principles, problems, and practices of operations management. The emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organisations. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using the systems model of the operations of an organisation.

### **2- Marketing Management:**

This course aims to enrich MBA students with knowledge of how to formulate marketing strategies, help them understand the main functions of marketing management, provide them with suitable tools to help them develop marketing strategies and plans, and help them with suitable skills and knowledge of how to conduct marketing research.

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## 『KFU MBA Course Descriptions』

### **3- Human Resource Management:**

The course examines the role of the human resource professional as a strategic partner in managing today's organisations. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labour relations are examined. The implications of legal and global environments are appraised, and current issues such as diversity training, sexual harassment policies, and rising benefit costs are analysed. Best practices of employers of choice are considered.

### **4- Business Accounting:**

This course combines both theoretical and conceptual issues with operational and practical activities of management accounting. It seeks to address the integrative nature of accounting information systems and considers the multi-disciplinary aspects of management problems. The subject aims to impart knowledge on the development and use of management accounting as a support system for the managerial decision-making process. The study of relevant theory and practice will equip students with analytical techniques and skill for using accounting information for problem-solving within a variety of organisational contexts.

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## 『KFU MBA Course Descriptions』

### **5- Business Finance:**

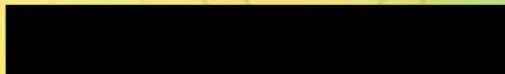
Finance is the study of how we allocate resources over time and under uncertainty. The objective of the course is to provide students with an introduction to the principles of financial management. Because finance is a broad topic, the course's intention is to give students basic experience and understanding as well as to focus their attention on certain practical issues they can further explore later. The course gives students an overview of finance concepts, terminology, and principles. It also introduces students to the modern methods of managing finance, both on a personal and firm level. It covers basic financial theories, application of those theories in everyday life, financial management, and investments. Briefly, it is designed to provide an overall understanding of corporate finance, which encompasses concepts, models, tools, and techniques relating to both the short- and long-term financial decisions of corporations.

### **6- Business Economics:**

This course introduces students pursuing a graduate degree in business to the principles of economics. Microeconomics topics include demand and supply, elasticity, applications of demand forecasting techniques, and profit maximisation in different market settings. The course concludes with topics related to the macroeconomic environment and the international business environment.

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## 『KFU MBA Course Descriptions』

### **7- Business Research:**

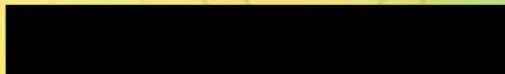
This course is designed to provide students with the skills and knowledge to obtain the information necessary to address an identified research problem (basic or applied) and, using this understanding, to develop and use an actionable research proposal. In this process, students will gain an understanding of the relevant approaches and elements for undertaking a research enquiry specifically to provide insights into solving a relevant problem. They will develop the critical core competencies and skills required to carry out such an enquiry. These competencies and skills include defining research questions and setting appropriate research objectives and a study design that incorporates research objectives and budgetary constraints; secondary and primary data collection and instruments; sampling and analysis methods and effective reporting of results; and the importance of ethical conduct in conducting research in both domestic and international business contexts.

### **8- E-Business Strategy:**

The course aims to provide students with the knowledge and practical skills to help them direct the organisations they work for, at present or in the future, towards e-business. A primary objective of this course is to enable students to identify and review key management decisions required by organisations moving to e-business and to consider the process by which these decisions can be taken. The core areas covered in the course include approaches to digital business strategy, technical infrastructure of software and hardware to be incorporated to achieve e-commerce, the correlation of e-business with the supply chain, marketing, procurement, and customer relationship management, and the practical aspects of the implementation of an e-business strategy.

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## 『KFU MBA Course Descriptions』

### **9- Organisational Behaviour:**

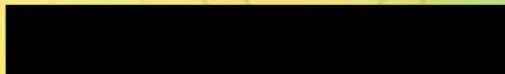
This course studies the impact that individuals, groups, and organisational structure and processes have on behaviour within organisations. It examines the foundations of individual and small-group behaviour and investigates how this behaviour affects organisational processes and performance. Upon completion, students should be able to analyse different types of interpersonal situations and determine an appropriate course of action.

### **10- Supply Chain Management:**

This course will help students develop the ability to conceptualize, design, and implement supply chains aligned with product, market, and customer characteristics. Business competition is now between supply networks rather than individual corporations. Managing the flow of products, information, and revenue across supply chains differentiates the ability of supply networks to fulfil customer needs. Students develop the ability to evaluate how information flows can substitute for the stock of physical resources, such as inventory, and why such systems succeed or fail. They assess how internet technologies, dynamic markets, and globalisation are affecting supply chain strategies and practices, including logistics, digital coordination of decisions and resources, inventory and risk management, procurement and supply contracting, product and process design, and revenue management.

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## 『KFU MBA Course Descriptions』

### **11- Leadership and Management Change:**

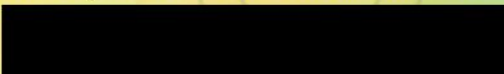
The course explores approaches to effective leadership within the context of organisational chaos and complexity. It studies effective leaders who know how to catalyse and support positive changes in structure, products and services, and organisational culture and people. An organisation's ability to anticipate, plan for, manage, and navigate through mergers, acquisitions, downsizings, and leadership changes and emerge stronger is an important measure of the effectiveness of its leaders. Strategic communication plays a critical role in the change-management process, and students will examine best practices in organisational leadership and change management. Strategic communicators also need to understand organisations' business goals, the motivations of their leaders, and the framework in which business decisions are made.

### **12- International Business:**

This course provides an overview of the environment, concepts, and basic differences involved in international business. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organisations, multinational corporations, personnel management, and international marketing. Upon completion of the course, students should be able to describe the foundation of international business.

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### **13- Strategic Management:**

This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organisational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries, and maximize long-term profits in the face of uncertainty and competition. Strategic Management is an integrative and interdisciplinary course. It assumes a broad view of the environment that includes buyers, suppliers, competitors, technology, the economy, capital markets, the government, and global forces, and views the external environment as dynamic and characterized by uncertainty.

### **14- Project:**

The MBA Project ties together everything you have learnt on the course, enabling you to apply theory and method to real managerial issues and to resolve business problems, or to investigate an area that interests you further. The project needs to be conducted in a corporate scenario, and as such, the topic must be chosen from an actual organisation, preferably your own. Detailed guidelines are available for students.

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## KFU MBA Administrative Team

For all enquiries relating to our MBA, please do not hesitate to contact us as follows:



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