Undergraduate Programs
DREAM, BELIEVE, SUCCEED

Prince Sultan College of Business (PS-COB)
University Preparatory Program (UPP)

www.pscj.edu.sa  pscj.edu  @infopscj
Alfaisal University

Alfaisal University was founded by the highly reputed King Faisal Foundation in 2002 and launched in 2008 as one of the first private non-profit, research and teaching universities in the Kingdom committed to achieving international standards of excellence. It has the support of national and international co-founders and distinguished Board Members that have continually supported the university in its mission to remain a student centered institution committed to research. Alfaisal University is made up of four faculties, spanning from Business, Engineering, Medicine, Science and General Studies offering world-class marketable undergraduate and graduate programs Alfaisal offers its students opportunities to develop their full potential with outstanding facilities, inspirational academics and research-led teaching that will enable our students to leave us as highly skilled, well-developed individuals able to make the transition into the workplace easily.

Why Alfaisal?

- Student-centered, problem-based approach to teaching and learning with a research-focused mission
- Founded and supported by the highly regarded King Faisal Foundation
- High profile co-founders
- Strong international management team and distinguished international faculty
- National and international university and program accreditation goals
- Marketable majors in Business, Engineering, Medicine and Science
- High quality University Preparatory Program
- Culturally diverse student community
- A friendly campus with state-of-the-art facilities located in the center of Jeddah
- Scholarships provided by the Ministry of Higher Education (MoHE) for Saudi students
- Scholarships based on scientific excellence, provided by Alfaisal University for all students from inside and outside the Kingdom.
Welcome to Prince Sultan College of Business

PS-COB was established to meet the Saudi labor market demands in the fields of business administration. The college also develops academic programs and prepares university graduates to cope with the economic development process and requirements of the era of globalization. This is supported by training courses that are designed to increase efficiency and enhance and strengthen competitive advantages.

Our college has a unique relationship with Alfaisal University which allows it to share and adopt modern techniques and teaching methods. This has been made more efficient with the availability of information and communication technology, in addition to digital library services for the upbringing and graduating of specialists and administrative leaders in to the Saudi market. PS-COB offers specializations in the areas of Business Administration, Marketing, Management Information Systems (MIS), Accounting, Financial Management and Hospitality.

I assure you the college is committed to helping its graduates realize their full potential and level of performance through providing quality programs which are not only outcome-oriented but serve the community and meet Saudi market's requirements. As Dean of the college, and on behalf of our community, I welcome you to our college and would like you to know that we are fully prepared to support and assist you in paving the way for your future.

Dr. Shakeel Habib

Dean’s Message

UPP Director’s Message

UPP Director’s Message to Students

Welcome to the University Preparatory Program (UPP) of Prince Sultan College of Business. It is the beginning of a new path in your academic life. The UPP is your bridge to the future. Our academic program is rigorous and challenging. Your success in the program will require hard work and determination.

The UPP is a center of excellence in teaching and learning. Our experienced instructors are here to facilitate your education and your transition to the PS-COB. They will be your guides and mentors. Take advantage of their expertise and wisdom. They will challenge you, and demand your best efforts. It is of paramount importance for you to take a close look at the UPP website for valuable information about the course offerings, faculty, academic resources, and for guidance on the policies and procedures of the UPP.

We believe that the UPP will give you lessons for life and the skills that will advance your studies and future career. We are confident that your experience here will be memorable and rewarding. Please know that your suggestions and positive input are always appreciated and valued.

Best wishes to each one of you on your path to success at the UPP and beyond.
Vision
To stride towards achieving scholastic and organizational excellence by applying distinct standards of education and academic achievement.

Mission
To offer a distinguished learning environment where the academic needs of our students are carefully assessed, defined and met in the areas of ESL, Business and Mathematics.

UPP as a Prerequisite PS-COB
Prince Sultan College of Business PS-COB is committed to providing its students an ideal academic platform to study and prepare to enter the PS-COB. At Prince Sultan College of Business all classes and lectures are conducted in English, with the exceptions of Islamic Studies and Arabic language. To ensure English language proficiency on the part of our students, PS-COB established the University Preparatory Program (UPP) in 2015. The UPP places students in the appropriate language levels by using the internationally applied standards of TOEFL, TWE and Oxford Online Placement Test (OOPT). Further on, to keep studies relevant to the courses in the Prince Sultan College of Business, the UPP curriculum is designed to facilitate students to confidently and effectively pursue their undergraduate studies.

Unique Features of the UPP
The UPP is designed to prepare talented high school graduates to succeed at competitive universities in the Kingdom and abroad. Students will absorb the knowledge and acquire the skills necessary to qualify them for selective university admission. They will become aware of the benefits of learning through nontraditional approaches; evolve into life-long learners; and become proficient in critical thinking and problem solving skills. The UPP unique approach includes the following:

- All UPP faculty members are native speakers from North America.
- Instruction is student-centered, where students assume an active and important role in their own learning and understanding.
- Each student follows a pathway that prepares them for university studies in Business. All academic courses emphasize skill development in learning techniques, writing and spoken communication, leadership, time management, and critical thinking.
- Applicants to the UPP are placed in courses according to their individual levels of knowledge and English language proficiency. Individualized support will be provided to students who may require additional assistance.
Courses

PENG 001 - Preparatory English I (4cr)
PENG 001 is a 20 hour a week/ 8 week course that sets the foundation in developing the students’ four language skills: Reading, Writing, Listening and Speaking with special emphasis on communication skills, presentation skills and critical thinking.

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PENG 002 - Preparatory English II (4cr)
PENG 002 is a 20 hour a week / 8 week course that enhances the development in the four language skills with a primary goal of developing students’ practice realistic contexts designed to model the academic classroom, integrated critical thinking, ability to analyze and synthesis information from a wide range of sources.

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PENG 003 - Preparatory English III (4cr)
PENG 003 is a 4-credit hour, 14-hour/week, 8-week course that specifically aims to develop the students’ four language skills: listening, speaking, reading and writing, with special emphasis on writing. The primary aim of the course is to enable students to write coherent, organized sentences to form one paragraph with a review of mechanics, sentence patterns and correct usage. The emphasis of the communication component is to understand the speaker’s focus, recall facts, list, distinguish between main ideas and details, and use strategies to identify, form, and express ideas while activating prior knowledge. The reading goal is to enable students to identify main ideas and supporting details, cultivate vocabulary, think about word meaning, increase reading fluency, verify information, and use reading strategies.

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**PENG 004 – Preparatory English IV (4cr)**

PENG 004 is a 4-credit hour, 14-hour/week, 8-week course that specifically aims to develop the students’ four language skills: listening, speaking, reading and writing. The first primary aim of the course is to develop students’ reading skills including understanding main ideas, supporting details and making inferences. The writing goal aims to enable students to understand the structure and features of a paragraph including topic, supporting and concluding sentences. The emphasis of the communication component is on understanding main ideas and supporting details while listening to academic lectures on a variety of subjects. Additionally, students will develop note-taking strategies to organize and synthesize the ideas expressed in lectures.

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**PENG 005 – Preparatory English V (4cr)**

PENG 005 is a 14-hour/week, 8-week course that specifically aims to develop the students four language skills: listening, speaking, reading and writing, with special emphasis on reading, writing and grammar. The first primary aim of the course is to develop students skills to read, reflect upon, analyze, synthesize, and evaluate information in a variety of texts. The writing goal aims to enable students to compose different kinds of clear, well-organized and coherent paragraphs including narrative, descriptive, process, logical division of ideas, and compare/contrast paragraphs. The emphasis of the listening and speaking component is on oral communication and the retention and analysis of information based on students abilities to listen and comprehend. Students listen to a variety of real-life recordings and critically discuss the topics.

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PENG 007 – Preparatory English VII (3cr)
PENG 007 is a 12-hour/week, 8-week course that specifically aims to develop listening, speaking, reading and writing skills with emphasis on reading, writing, and sentence structure. The reading component centers on extending students' ability to interact with the written word, to reflect upon, analyze, synthesize, and critically evaluate information from a variety of textual forms. The writing component centers on extending students' ability to express themselves in the written word, to compose clear, well-organized, and coherent short texts that incorporate a variety of rhetorical modes including opinion/persuasive and compare/contrast essays. The speaking and listening component centers on extending students' ability to interact effectively using the spoken word, to interact with the spoken word, to reflect upon, analyze, synthesize, and critically evaluate information from a variety of live and recorded audio sources.

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PENG 006 – Preparatory English VI (4cr)
PENG 006 is a 14-hour/week, 8-week course that aims to develop listening, speaking, reading and writing skills with emphasis on reading, writing, and sentence structure. The reading component centers on extending students' ability to interact with the written word, to reflect upon, analyze, synthesize, and critically evaluate information from a variety of textual forms. The writing component centers on extending students' ability to express themselves in the written word, to compose clear, well-organized, and coherent short texts that incorporate a variety of rhetorical modes including opinion/persuasive and compare/contrast essays. The speaking and listening component centers on extending students' ability to interact effectively using the spoken word, to interact with the spoken word, to reflect upon, analyze, synthesize, and critically evaluate information from a variety of live and recorded audio sources.

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PENG 008 – Preparatory English VIII (3cr)
PENG 008 is a 12-hour/week, 8-week course that mainly focuses on reading and writing, with implicit emphasis on listening and speaking. The first primary goal of this course is for students to gain exposure to a wide range of texts (pathway related texts, essays, articles, professional journals, and literature) that will provide the basis for their essay writing that students engage in during the course. This course is designed to improve students critical reading and thinking skills, increase analytical, inferential and evaluative comprehension, expand vocabulary skills, and employ effective study strategies for use across academic disciplines. The second primary goal is to hone the students academic writing skills, and enable them to write clear, well-organized and coherent argumentative essays. The general use of academic writing conventions are promoted throughout the writing component as students are expected to incorporate basic citations in their writing at this level to avoid plagiarism.

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PAB 101 – Algebra I - Business (3cr)
PAB 101 reviews and develops basic and intermediate Algebra skills. The primary general education learning outcome for this course is quantitative reasoning, which will require students to read and analyze data, develop mathematical models, draw inferences and support conclusions based on mathematical reasoning. A graphical approach will be utilized throughout the course with an emphasis on solving application problems.

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PAB 101 – Algebra II - Business (3cr)
PAB 101 focuses on rational expressions, complex numbers, complex fractions, roots and radicals. There will also be a focus on quadratic equations and functions, exponential and logarithmic functions and systems of nonlinear equations. All topics include applications and problem solving techniques.

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PBUS 101 — Introduction to Business (3cr)
PBUS 101 is a 3-hour/week, 16-week course that introduces students to the contemporary business world, entrepreneurship, the business of managing, business strategy, people in organizations, the principles of marketing, as well as accounting & finance. The course will consist of textbook readings, lectures, interactive in-class discussions, videos, and analyses of contemporary events relevant to business. Special attention will be given to both the Saudi and U.S. business contexts.

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Meet a UPP student

Mohammed Hamad Al-Badri, UPP

Interview by Dr. Joseph Richard Preville, UPP Director, Prince Sultan College for Business.

Tell me about your background. Where did you grow up in Saudi Arabia and when did you begin your studies in English?
I grew up near Taif and graduated from Al-Alawah School. After I finished the program there, I began to study English on my own by reading and watching a lot of movies. Then I joined the Saudi International Academy in Jeddah. I finished the program in one year and six months and graduated with a high GPA.

I started to practice English and I took a Berlitz course and finished level 6. I tried to use English on a daily basis to increase my vocabulary. I joined Prince Sultan College of Business to upgrade my English and to improve my skills with the goal of becoming a financial analyst. Actually, I have been working part-time as an administrative assistant at Dallah Holding Company, a Jeddah investment management firm, for three years. That experience has improved my English skills because everyone speaks the language at work.

Why do you like English? And, why is it a popular language?
I love it very much. When I heard it for the first time, I liked it and wanted to learn it. Everybody around the world loves English because they see it as a necessity, not just for a job, but for their lives. English is a key that unlocks many doors.

How is the UPP English program helping to improve your skills?
It has practical benefits for me and all the students, especially in pronunciation and writing. Reading also helps me to expand my vocabulary. The classes are small at PS-COB and we all receive individual attention. From the first day I entered the door of the college, I felt comfortable. I have supportive teachers, who inspire me to do my best. I am in the first group of the UPP, and I am very satisfied with my progress. Also, my family is very happy for me and proud of me.

What are your future plans and what is the vision you have for your life?
After I finish college, I would like to become a financial analyst. I am going to use every opportunity that comes my way to reach my goals. I want to get to the highest level in my field.

Do you think English is the global language?
Yes, certainly. I notice it because I travel a lot. I have visited Turkey, Indonesia, Canada, Egypt and Malaysia, and they all speak English. English language is a great help to me at the airports, stores and restaurants. I use English without any difficulty.

What was the biggest obstacle you faced in learning English?
In the beginning, I was afraid of making mistakes. But, I realized if I didn’t practice, I wouldn’t improve my skills. My teachers at PS-COB encourage me to practice and to be comfortable with the language.

How is English a part of your daily life?
I use English all the time at the college and at work. I speak English with my friends on the phone. I use the language in restaurants and malls. English language is important in my life for three reasons: It connects me to the world, I love the sound of it, and it allows me to travel anywhere and communicate with everyone.

What advice would you give to new students of English?
They have to practice, practice, and practice. When they acquire new words, they have to use them, otherwise they will not improve. New students have to speak English without any fear.
About the College
Prince Sultan College of Business is a non-profit private college belonging to the King Faisal Foundation and operated under the auspices of the Higher Education Ministry in Saudi Arabia. Due to the rapid increase in the Saudi youth, the rising demand for higher education, the enormous pressure and demand on public universities, and business organizations to the economy, all provided good reasons for the development of PS-COB in the fields of Business Management. The college aspires to be Saudi Arabia’s most timely and responsive private college in its unique fields through the provision of quality undergraduate academic programs.

Vision
The vision of Prince Sultan College of Business is to become and remain innovative in the pursuit of excellence in its teaching, its research, and its consultancy. In addition, the college will be a model institution of higher education in the Kingdom of Saudi Arabia. It will maintain an excellent teaching, quality research, an effective learning environment, and outstanding community service. The college will focus on international recognition of excellence through accreditation and quality certification of all its activities. To achieve this, Prince Sultan College of Business has adopted the mission statement and goals that are listed below.

Mission
Prince Sultan College of Business has been designed and developed to meet the rapidly changing needs of the domestic and regional communities for highly qualified manpower. The college offers continuous support to faculty members to develop their abilities and academic knowledge and encourages them to conduct and publish relevant research in their respective areas of specialization and to attend conferences and scientific business management activities. The college contributes to the expansion of knowledge by understanding quality research and by developing and applying modern information technology, where it can play a significant role in leading cultural, social, and economic development in the Kingdom of Saudi Arabia.

Prince Sultan College of Business (PS-COB)
The Prince Sultan College of Business PS-COB at Alfaisal University offers a Bachelor of Science (BSc.) degree in Business Administration with five concentrations (Accounting, Finance, Human Resources, Marketing and Project Management), and a Master of Business Administration (MBA) degree, along with an active Executive Education program with strong connection to the local business and industry especially in the larger Jeddah metropolitan area. The Prince Sultan College of Business undergraduate and graduate programs are approved by the Saudi Arabia Ministry of Higher Education (MOHE). The College is also in the process of seeking international EQUIS and AACSB accreditation.

Bachelor of Science Degree in Business (BSc)
- Accounting
- Finance
- Human Resources
- Marketing
- Project Management
Accounting Concentration (BSc.)

Why Major in Accounting?
Accounting is one of the most rewarding careers in business and the one that offers the most opportunities with the lowest risk. The American Institute of Certified Public Accountants (AICPA) describes accounting as (The One Degree with 360 Degrees of Possibilities.) Your accounting degree prepares you to become a successful certified public accountant (CPA), entrepreneur, chief financial officer (CFO) or chief executive officer (CEO), among a number of high-level positions in both the corporate and banking world. It is also a great background if you are preparing to work in a family business.

No matter what you decide to do, accountants have access to top jobs. Today, more CEOs come from accounting backgrounds than any other business functions. Why? There are three main reasons that make accountants indispensable in the business world. First, accountants are known for their trustworthiness and high degrees of integrity. Second, accountants have the financial acumen necessary to diagnose the financial health of their companies and determine activities that maximize the outcome of decisions. Third, the path from the CFO (the top accounting job) to the CEO position is increasingly seen as a natural transition. In recent years, the CFO position has become a training ground and stepping stone for the top job. In the UK for example, 84 percent of the FTSE (UK) 100 firms have a CPA on their board of directors and 58 percent have a CPA as Chairman of the Board of Directors, CEO or CFO. These numbers speak for themselves. Graduates of accounting programs are highly sought after by world-class accounting and financial consulting firms and leading companies, across all industries. An accounting degree opens doors of opportunities.

Finance Concentration (BSc.)

Never has there been a more appropriate time to study finance. PS-COB offers a concentration in Finance which aims to provide students with a theoretical and practical understanding of the fundamental principles of finance. It introduces students to evaluation models that are used by finance practitioners to evaluate assets and investments. Students will start with the basic principles of time value of money. This will lead to valuing bonds and shares and understanding the role they play both in the firm and in the market place.

Students will learn how a financial manager evaluates a project taking into consideration the cost of funding the project and the risk associated with the project. Students will also develop an understanding of the nature of the firm, its objectives and the ethical implications of these objectives. The concentration covers six core units: Principles of Finance, Managerial Finance, Corporate Finance, Financial Markets and Institutions, Investments, and Islamic Banking and Finance.

Human Resources Concentration (BSc.)

People are recognized as key to strategic competitive advantage - IF the human resources are managed effectively. Challenges related to people are often the most complex area of decision-making for managers. With the introduction of Saudization, decisions about people and organizational competitiveness are becoming more challenging for many organizations. Expert knowledge and skills about Human Resource Management are therefore critical to organizations in KSA. Offering an undergraduate concentration in HRM aims to meet a crucial need in the KSA business community, while making a direct contribution to Saudization.

Human Resource Management is a dynamic discipline that aligns people management with organizational strategies and supports line management throughout the employment life-cycle. The different courses in the concentration mirrors this sequential process: HRM (an overview); HR planning, recruitment & selection; Employee learning & development; Employee relations & engagement; Total reward management (compensation); Improving human performance; and Comparative HRM.

The HRM concentration in the Prince Sultan College of Business aims to provide students with the essential body of knowledge and skills to support the development and practice of responsible people policy and people management practices in KSA organizations, while considering international best practices.
Marketing Concentration (BSc.)
The marketing concentration provides students with an analytical and comprehensive understanding of marketing. Students will be able to generate, analyze, interpret, and present marketing information that firms and other organizations need to satisfy and keep customers through the development of innovative products and services, which build brand equity and provide excellent return on investment. Graduating students will be able to use a wide range of practical and up-to-date marketing tools and techniques. They will be able to utilize information, and knowledge to support innovation in a wide range of organizations including business, non-profit organizations, and government entities.

Project Management Concentration (BSc.)
With increasingly competitive businesses environments, corporations are relying on project managers to achieve strategic goals through effective management of innovative solutions. To achieve this target, many organizations adopting business-based project management approach and methodologies to manage and deliver these solutions through projects. This triggered high demand for experienced project managers with knowledge in project management frameworks, lifecycles, processes, tools, and techniques.

A business degree with project management concentration will develop the competence of our graduates and equip them with required skills to plan, control, execute, and manage all project management attributes for successful delivery of the scope, in a timely manner and within budget. With such skills, our graduates are qualified to work in virtually all industries both in public and private sectors.