



Al Musanna College of Technology

Department of Information Technology

Course Description Details

Diploma Level	
Sl.No	Course Code/Name
1	ITAD 1100 - Advanced IT Skills
	<p>Demonstrates the ability to use the e-learning portal and to manage network spaces, E-Learning applications, advantages and disadvantages. Designing newsletters, brochures, business cards, advertisements, Greeting cards, flyers using publishing software and its design tools. Designing and developing web applications using a web developing software that includes tables, forms, frames, photo gallery, shared borders, graphical theme, inserting hyperlinks, embedding of images, formatting lists, and inserting of files and other objects. Learning to Connect, install and troubleshoot peripherals and other similar devices. Study the various communication/network devices and their benefits. Usage of a statistical analysis package to enter and analyse data. Develop and manipulate databases using queries and create a front-end design for the database using forms.</p>



BAMA 1101 - Business Mathematics

BAMA1101	Business Mathematics	3 Credit Hours
Prerequisites	None	
Goal	The goal of this course is to presents math skills and knowledge that can be applied to solve financial problems.	
Objectives	Outcomes	
<p>The course provides step-by-step guidance through sample problems and solutions related to banking, credit, basic finance and investment. Students in this course will also gain an understanding of financial instruments and terminology used in business finance such as compound interest, annuities and promissory notes.</p> <p>Finance plays a major role in our lives--car loans, mortgage payments, retirement plans, real estate investment--and knowing how to calculate the cost of borrowing or the return on investment is important to us</p>	<p>The students should be able to: Explain and compute basic Algebraic operations (fundamental Principles of Algebra, derivatives, partial and total differentiation, maxima & minima. Mathematical progressions (AP & GP), Compounding & discounting).</p> <ol style="list-style-type: none"> 1. Define the different ways in which interest on money can be calculated. 2. Explain the meaning of simple interest, compound interest, equivalent rates of interest, promissory and demand notes, annuities, perpetuities, capitalized cost, depletion allowance, stocks and bonds. 3. Undertake the computations for problems of interest, annuities and perpetuities, capitalized cost, depletion allowances, stocks and bonds. 4. Use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related. 5. Evaluate and select financial arrangements, which are best for the student as a consumer. 	





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Department of Business Studies

BAMG1100	INTRODUCTION TO BUSINESS	Credit Hours: 3
Pre-requisite(s):	None	
Course Description:	Introduction to Business is an introductory level course designed to provide students with fundamental knowledge of business terminologies, concepts and business issues with the intent of helping students develop a viable business vocabulary, foster critical thinking and analytical thinking, and refine business decision-making skills.	
Objectives	Learning Outcomes	
<p>This course in Introduction to Business aims to:</p> <ul style="list-style-type: none">• Develop the students' <i>knowledge and understanding of the basic business terminologies and concepts</i>;• Develop the students' <i>knowledge and understanding of the organizational structure of the business including the roles and functions of the different departments and committees within the business organization</i>;• Develop the students' <i>knowledge and understanding of the external environment of the business</i>.	<p>On successful completion of this course, the students should be able to:</p> <p>Chapter 1 – the Context of Business</p> <ul style="list-style-type: none">• <i>Discuss</i> the meaning of a business and its goals,• <i>Describe</i> the different types and forms of business organizations,• <i>Identify</i> the stakeholders in business organizations, and• <i>Understand</i> the different external factors that affect the business <p>Chapter 2 – Management</p> <ul style="list-style-type: none">• <i>Discuss</i> the meaning of management and its functions,• <i>Describe</i> the organizational structure of a business and its functional departments and committees, and• <i>Explain</i> the concept of corporate governance and social responsibility <p>Chapter 3 – Marketing</p> <ul style="list-style-type: none">• <i>Discuss</i> the meaning of marketing and its functions,• <i>Describe</i> marketing strategy and• <i>Understand</i> the behavior of customers and consumers <p>Chapter 4 – Accounting, finance and banking</p> <ul style="list-style-type: none">• <i>Differentiate</i> between accounting, finance and banking, and• <i>Discuss</i> their roles and functions in a business organization <p>Chapter 5 – Human resource management</p> <ul style="list-style-type: none">• <i>Discuss</i> the meaning of human resource management and its functions, and• <i>Describe</i> the process of recruiting and retaining talents	





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BAAC1102	PRINCIPLES OF ACCOUNTING 1	Credit Hours: 3
Pre-requisite(s):	None	
Course Description:	<p>This course in Principles of Accounting 1 is an introduction to the basic accounting concepts and selected accounting practices and to introduce students to the role of, and the processes involved in planning and decision making within the business environment.</p> <p>This course focuses on the accounting cycle, journal entries related to sales, purchases, collection, payments and expenses, posting, trial balance and preparation of basic financial statements – the balance sheet and income statement.</p>	
Objectives	Learning Outcomes	
<p>This course in Principles of Accounting 1 aims to:</p> <ul style="list-style-type: none"> • Develop the students' understanding of the meaning of accounting and its importance, identify the users of accounting information, the types of accounting activities, forms of business organizations and explain the importance of ethics in business and accounting; • Develop the students' understanding of the meaning of generally accepted accounting principles including the definition of assets, liabilities, equity; • Develop the students' understanding of the accounting cycle including how business transactions are recorded, classified and summarized; and • Develop the students' ability to prepare and analyze the financial statements. 	<p>On successful completion of this course, the students should be able to:</p> <p>Chapter 1 – Introduction to Accounting</p> <ul style="list-style-type: none"> • Define accounting, • Identify the users of accounting information, • Understand the various forms of business organizations and types of accounting activities, and • Explain the importance of ethics in business and accounting <p>Chapter 2 – Accounting Principles and Practices</p> <ul style="list-style-type: none"> • Explain the meaning of generally accepted accounting principles such as historical cost, revenue recognition, matching, full disclosure, materiality, consistency, conservatism and going concern, • Define assets, liabilities, equity, revenues and expenses and • Understand the effects of various transactions on the accounting equation <p>Chapter 3 – the Accounting Cycle</p> <ul style="list-style-type: none"> • Explain how business transactions are recorded in the general journal and posted in the general ledger and • Prepare the trial balance <p>Chapter 4 – Completion of the Accounting Cycle</p> <ul style="list-style-type: none"> • Understand the difference between accrual basis and cash basis of accounting, • Explain the different classes and types of adjusting entries, and • Prepare an adjusted trial balance, basic financial statements and closing entries <p>Chapter 5 – Introduction to Financial Analysis</p> <ul style="list-style-type: none"> • Analyze comparative financial statements, • Calculate basic financial ratios and trend-percentages, and • Understand common-sized financial statements 	



ENTW1100 Technical Writing I

ENTW1100	Technical Writing I	3 Credit Hours
Prerequisites	The student should have passed the LEE of Advanced Level in ELC (FP Level4)	
Goal	This course aims at enabling the students to communicate effectively and appropriately in writing, based on real life situations. They will also have learned to process information, objectively and persuasively, making use of information and guidelines. They will use English for academic purposes and expository writing, as well as develop writing skills in an integrated manner, making use of the listening, reading and speaking skills.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. Develop clear and accurate written and oral presentation of different tasks. 2. Promote critical thinking, continuous self- assessment and peer review. 3. Encourage independent research skills. 4. Prepare students for their professional environment. 5. Promote active learning and active participation of the students. 6. Provide extensive writing practice to students in order to meet their needs in various academic situations. 	<p>At the end of the course, students should be able to: analyze, synthesize, evaluate and interpret information and ideas.</p> <ol style="list-style-type: none"> 1. Write in a style appropriate to the purpose and audience. 2. Identify and write various kinds of writing. 3. Plan and manage writing projects in terms of drafting, designing, revising and editing documents. 4. Write collaboratively, providing peers with constructive feedback on their work. 5. Develop effective style and tone, following businesses and technical writing guidelines. Analyze charts, graphs, specifications, diagrams, etc. and respond orally and in writing. 6. Locate source materials in the library and on the internet, evaluating their usefulness, relevance, and credibility and then incorporate them into an assigned task with inline citations and full bibliography. 7. Write well-organized essays with an introduction, a body and a conclusion to Cause and Effect Dividing and classifying Process and Procedure 8. Design visually effective documents (e.g. layouts, formatting, incorporating graphics and visuals into documents) 9. Prepare and deliver an effective mixed media presentation. 	





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BAST 1206	Managerial Statistics	3 Credit Hours
Prerequisites:	Math 1, Business Math	
Goal	This course is designed to provide students with knowledge on how to solve business problems by applying statistical principles.	
Objectives	Outcomes	
<p>The objectives of this course are to provide students with adequate statistical tools and enable them to understand some basic descriptive and analytical statistical method. Topics covered include regression and correlation analysis and time-series. Also students in this course will:</p> <ul style="list-style-type: none">• Understand and discuss some of the issues and problems associated with collecting and interpreting data from surveys, and other statistical studies.• Understand the concepts of probability, random variables and their distributions, in particular the binomial distribution and normal distributions.	<p>The students should be able to:</p> <ol style="list-style-type: none">1. Design surveys and collect relevant data.2. Present results in a logical and readable format.3. Identify techniques to consider a structured problem.4. Summarize and present statistical data by using means, measures of dispersion and graphs.5. Estimate population parameters from sample statistics with appropriate confidence intervals.6. Present data using different types of graphical and tabular representation.7. Use simple and multiple regression models to estimate and test for linear relationships between a dependent variable and one or more independent variables.8. Compute simple and multiple correlation coefficients.9. Use a time-series model to identify and calculate trend and seasonal variation.10. Work as a member of learning set/group.	





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BAMG1207	PRINCIPLES OF MANAGEMENT	Credit Hours: 3
Pre-requisite(s):	BAMG1100 <i>Introduction to Business</i>	
Course Description:	Principles of Management is an introductory level course designed to provide students with fundamental knowledge of major functions of management with emphasis on planning, organizing, controlling, directing and communicating.	
Objectives	Learning Outcomes	
<p>This course in Principles of Management aims to:</p> <ul style="list-style-type: none"> Develop the students' <i>knowledge and understanding of the fundamental principles of management such as leadership, entrepreneurship and strategy;</i> Develop the students' <i>knowledge and understanding of the planning, organizing, leading and controlling (POLC) framework;</i> Develop the students' <i>personal skills, team skills, decision making skills and communication skills.</i> 	<p>On successful completion of this course, the students should be able to:</p> <p>Chapter 1 – Introduction to Principles of Management</p> <ul style="list-style-type: none"> <i>Explain</i> who managers are and the nature of their work, <i>Describe</i> the concept of leadership, entrepreneurship and strategy, and <i>Discuss</i> the dimensions of planning, organizing, leading and controlling <p>Chapter 2 – Organizational Structure and Change</p> <ul style="list-style-type: none"> <i>Define</i> organizational structure and its basic elements, <i>Describe</i> why and how organizations change, and <i>Understand</i> the reasons why people resists change and strategies for planning and executing change <p>Chapter 3 – Mission, Vision, Goals and Objectives</p> <ul style="list-style-type: none"> <i>Understand</i> the roles of mission, vision, and values, <i>Develop</i> mission and vision statements, <i>Incorporate</i> stakeholder interest into mission and vision, <i>Explain</i> the nature of goals and objectives and why they are important and <i>Integrate</i> goals and objectives with corporate social responsibility <p>Chapter 4 – Organizational Culture</p> <ul style="list-style-type: none"> <i>Describe</i> what organizational culture is and why it is important for an organization, <i>Understand</i> the dimensions that make up a company's culture and the creation and maintenance of organizational culture, and <i>Explain</i> the factors that create cultural change <p>Chapter 5 – Leading and Managing People</p> <ul style="list-style-type: none"> <i>Define</i> what leadership is, <i>Identify</i> the traits of effective leaders, <i>Describe</i> the behaviors that effective leaders demonstrate, and <i>Explain</i> the various concepts of leadership 	

	<p>Chapter 6 – Decision Making</p> <ul style="list-style-type: none">• <i>Understand</i> what decision making is,• <i>Explain</i> the causes of faulty decision making, and• <i>Compare and contrast</i> individual and group decision making <p>Chapter 7 – Communication in Organizations</p> <ul style="list-style-type: none">• <i>Define</i> communication,• <i>Describe</i> the communication process, <i>understand and overcome</i> barriers to effective communication, and• <i>Compare and contrast</i> different types of communication and communication channels.
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BAMK 1205	Principles of Marketing	3 Credit Hours
Prerequisites:	BAMG 1100 Introduction to Business	
Goal	To enable the student to overview the nature, significance and main concepts of marketing function in modern business organization and the effect of marketing environment on it. In addition to applying marketing techniques to wide variety of setting.	
Objectives	Outcomes	
To enable the student to understand: <ol style="list-style-type: none">1. The important role of marketing in modern economics.2. The dynamics of and opportunities in consumer and business markets.3. The various elements of marketing mix's.4. The marketing concepts, methods and practices that is important to mordent enterprises.	The students should be able to: <ol style="list-style-type: none">1. Apply knowledge of marketing concepts and techniques in business environment.2. Define marketing research and analysis its role and effects on business organization.3. Identify and target marketing population.4. Identify various elements of marketing mix.5. Recognize the deferent methods of marketing promotion6. Define product classification and development.7. Recognize different channels of distribution.8. Recognize the different pricing methods.9. Identify deferent types of marketing communication.10. Apply marketing decision-making basis on case report.11. Produce marketing project individually and in a group.	





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BAEC 1203	Principles of Microeconomics	3 Credit Hours
Prerequisites:	BAMG 1100 (Introduction to Business)	
Goal	To enable the student to acquire a basic understanding of micro-economic concepts and gain the knowledge of how to study the behavior of small economic decision units, concerning the behavior of individuals, household, firms, industries and resource owners	
Objectives	Outcomes	
The course will enable the student to understand basic microeconomic concepts, areas and tools. Also it will develop an interest in economic issues and problems in a real word environment.	The students should be able to: <ol style="list-style-type: none">1. Describe and explain the central economic problems facing any society and the role of scarcity, choice and opportunity cost in those problems.2. Explain how these economic problems are solved by the price system in a market economy and how the same problems are solved in centrally planned economies.3. Discuss the applications of the scientific method to economics and distinguish between positive and normative statements.4. Explain how demand and supply interact to determine prices of goods and services and the quantities exchanged.5. Apply demand and supply analysis to a variety of topics in a market economy, including problems of price controls and rent controls, minimum wage laws, the effects of taxes and subsidies, and the determination of imports and exports.6. Describe and explain the relation between cost of production and output produced in the short run and the long run.7. Distinguish between technological efficiency and economic efficiency.8. Define the factors (firm size, product differentiation, economies of scale, and barriers to entry) that determine the structure of different markets (perfect competition, monopolistic competition, oligopoly, and monopoly).9. Explain how the market structure affects the behavior and performance of the industry, in particular, the relationship between product price and the cost of production and the efficient use of society's resources.	

	<p>10. Describe the role of competition policy and the regulation of natural monopolies in economic performance.</p> <p>11. Explain how individual and family incomes are determined in the economy.</p> <p>12. Apply the concepts of elasticity to real economic and business problems</p>
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ENTW1200 - Technical Writing II

ENTW1200	Technical Writing II	1 Credit
Prerequisites	ENTW 1100- Technical Writing I	
Goal	<p>This course is a continuation of ENTW 1100. It aims at enabling the students to communicate effectively and appropriately in writing, based on real life situations. They will also have learned to process information, objectively and persuasively, making use of information and guidelines. They will use English for academic purposes and expository writing, as well as develop writing skills in an integrated manner, making use of the listening, reading and speaking skills.</p>	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. Develop clear and accurate written and oral presentation of different tasks. 2. Promote critical thinking, continuous self- assessment and peer review. 3. Encourage independent research skills. 4. Prepare students for their professional environment. 5. Promote active learning and active participation of the students. 6. Provide extensive writing practice to students in order to meet their needs in various academic situations. 	<p>At the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Analyze, synthesize, evaluate and interpret information and ideas. 2. Write in a style appropriate to the purpose and audience. 3. Identify and write various kinds of writing. 4. Plan and manage writing projects in terms of drafting, designing, revising and editing documents. 5. Write collaboratively, providing peers with constructive feedback on their work. 6. Develop effective style and tone, following businesses and technical writing guidelines. Analyze charts, graphs, specifications, diagrams, etc. and respond orally and in writing. 7. Locate source materials in the library and on the internet, evaluating their usefulness, relevance, and credibility and then incorporate them into an assigned task with inline citations and full bibliography. 8. Write well-organized essays with an introduction, a body and a conclusion to <ol style="list-style-type: none"> a. Cause and Effect b. Dividing and classifying 	

	<p>c. Process and Procedure</p> <p>9. Design visually effective documents (e.g. layouts, formatting, incorporating graphics and visuals into documents)</p> <p>10. Prepare and deliver an effective mixed media presentation.</p>
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Department of Business Studies

ENGL 1208	Business Communication	3 Credit Hours
Prerequisites:	ENGL 1100 (Advance Writing I) & ENGL 1200 (Advance Writing II)	
Goal	To introduce students to the relevant and appropriate business communication skills which will provide the basis for further enhancement and development in later courses to enable them to communicate effectively in a realistic business settings	
Objectives	Outcomes	
The course should enable the student to: <ol style="list-style-type: none">1. The theoretical-part of communication (background and sources of communication theory).2. The practical-part of communication (the tools of Communication as it applied).3. The applications of communication (presentations, literacy...etc.).	The students should be able to: <ol style="list-style-type: none">1. Choose and use communication methods and strategies appropriate to specific business situations including the proper use of telephone, fax, and e-mail.2. Record and summarize information, instructions, and ideas to help solve business problems.3. Apply commonly accepted standards of legal and ethical behavior when carrying out business communications.4. Plan and prepare for the formal and informal meetings.5. Apply a variety of communication skills, methods, and strategies to communicate effectively in business situations6. Work independently and as a member in a team.7. Apply appropriate formatting techniques to create word-processed business documents.8. Apply interpersonal and team work skills to generate solutions to business problems and challenges.	



ACT
English Language Center
Course Outline
Technical Communication (ENGL 2100)
Credit Hours 3
Lecture Hours 3

1. Course Description

At the end of this course, the students will have learned to write on technical subjects for the practical needs of a special audience. They will also have learned to process information, objectively and persuasively, making use of information and communication technologies.

2. General Aims

- ♣ Develop clear and accurate written and oral presentation of business,
- ♣ technical and scientific information.
- ♣ Promote critical thinking, continuous self- assessment and peer review.
- ♣ Encourage independent research skills.
- ♣ Prepare students for their professional environment.

3. Learning Outcomes

At the end of the course, students should be able to:

- ♣ Analyze, synthesize, evaluate and interpret information and ideas.
- ♣ Write in a style appropriate to the technical purpose and audience.
- ♣ Identify and write various kinds of business and technical documents.
- ♣ Plan and manage writing projects in terms of drafting, designing, revising and editing documents.
- ♣ Write collaboratively, providing peers with constructive feedback on their work.
- ♣ Develop effective style and tone, following businesses and technical writing guidelines.
- ♣ Analyze charts, graphs, specifications, diagrams, etc. and respond orally and in writing.
- ♣ Design visually effective documents (e.g. layouts, formatting, incorporating graphics and visuals into documents)
- ♣ Prepare and deliver an effective mixed media presentation.

4. Resources

- a. McMurry, D.A. (2002). *Power Tools for Technical Communication*, Harcourt College Publishers.

Web sites

www.-unix.oit.umass.edu/~pwtc/tw/lonks.html
<http://techpubs.com/resources.html>
<http://garnet.indstate.edu/kliener/eng305t/lessons/04html>
<http://www.prenhall.com/pfiefer>
<http://www.english.vt.edu/~toomy/researcy.html>

5. Content Outline

- ♣ Written communication in a variety of formats (reports, business letters, memos, employment letters, resumes)
- ♣ Technical text such as definition, description, comparison, classification, instructions and cause and effect
- ♣ Making oral presentations.



6. Learning Activities

- ♣ Discussion: one-to-one, group
- ♣ Listen and take notes
- ♣ Speak to an audience
- ♣ Write formal reports, letters etc.
- ♣ Read and respond orally and in writing.

7. Assessment Outline

♣ Quizzes	5%
♣ Mid-semester Exam	20%
♣ Assignment (Report and Presentation) (Report 20% and Presentation 5%)	25%
♣ Final Exam	50%
TOTAL	100%

Final grades will be based on the following scale:

Letter Grade	Percentage Range	Grade Point
A	90-100	4.0
A-	85-89	3.7
B+	80-84	3.3
B	76-79	3.0
B-	73-75	2.7
C+	70-72	2.3
C	67-69	2.0
Major Requirement		
C-	60-66	1.7
Major Elective		
D	55-59	1.0
F	54 and below	0.0

8. Assessment Specifications

8.1 Quiz (5%)

There will be 1 quiz per semester. The quiz should be answered on the standard paper provided on a topic provided by the tutor. The approximate length of the quiz shall be 250 words, and written in 30 minutes of class time. Printed or electronic dictionaries can be used to minimize spelling mistakes.

8.2 Mid-semester Exam (20%)

Time: 1 hour

Content: One writing task of 300 words covering any topic covered up to the MSE. Refer to the delivery plan.

8.3 Final Exam (50%)

Time: 2 hours

Content: Q 1. A guided task based on an item that was taught during



the course.

Q 2. Free writing. The nature of the task determines the length.

8.4 Assignment (25%)

Assignment shall be research-based and can be done by individual students or by a group. The outcome shall be a written report and an oral presentation.

The assignment should include the following:

1. *Secondary Research*: Literature review using books and the internet to discuss the research topic. The literature review should include student's own words, direct quotes, and paraphrasing of the information s/he has searched.

Written Report (20%)

- The report must consist of:
 - Title page (Cover page)
 - Introduction, Body, Conclusion, and Recommendation
 - References & Appendixes
- The Body of the report should be approximately 500 words. The Introduction, Conclusion and Recommendations sections are additional.
- An outline of the report is due 2 weeks after the topic is issued.
- The first draft is due 2 weeks after that.
- The final draft is due before their presentation.
- The reference list should include at least three sources.
- The report must be word-processed, double-spaced on A4 paper with one inch margins and size 12 Times New Roman or Arial font.

Grade Criteria:

- A) Report (20%)**
- B) Oral Presentation (5%)**

See also the appendix on marking criteria

9. Course Policies

Attendance: Attendance and active participation in class activities are required. Irregular attendance will be dealt with according to item 75 in section 8 of the "College Bylaws for Technical Colleges" (Ministerial Order No. 72/2004). Students must have an official sick leave from a government hospital or written, signed permission from the HoD/HoC. Three incidences of lateness (exceeding 5 minutes) will be considered one absence.



Late Assignment: For late submission of assignments, students need a legitimate reason and they need to inform the instructor in advance of the reason. Otherwise, assignments will be marked down by 5% (e.g. 80% will be 75%).

Plagiarism and Cheating: Plagiarism is the presentation of another person's work, words, or ideas as if they were one's own. It ranges from an entire assignment which is not the student's own work to specific passages within an assignment which are not the student's own work but taken from a source without acknowledgement. Students are responsible for ensuring that they understand and follow the principles of proper documentation and scholarship.

Cheating is usually understood as copying from another student. However, it also includes a student or a group of students, using or attempting to use unauthorized aids, assistance, material, or methods in assignment, reports, presentations and/or examinations. If an instructor determines that the student has cheated and /or plagiarized, the college will take punitive action and a grade of zero will be assigned for the affected assignment, report, presentation, or examination.

