

**College of Administrative Sciences**  
**BA (Hons) Business Management**

**Module Description**

**Intermediate English.**

A 10 CAT module runs for one semester of 15 weeks for three hours per week. It is the first credit English course that undergraduate students are required to take. The course provides intensive practice in Intermediate reading, writing, note-taking and an introduction to oral presentations. Academic and study skills are embedded in the course.

**Principles of Management**

This module is designed to provide students with the basic knowledge and underpinning theories of management. It describes the functions of an organisation and the functions of management in organisations. It also introduces management issues and problems in business organisations and enables them to deal with such issues.

**Computer Skills**

This module is a mixture of workshop exercises and practical experiments and projects. Students work in small groups of 2-5 people, depending on the task. The module introduces students to ICT skills in general and applies to related disciplines in particular.

**Mathematics for Business**

This course exposes the students to a wide variety of problem descriptions and methods of analysis. It focuses on the Business field and is the ideal choice if you are interested in developing mathematical skills with a business emphasis. In addition, the course combines the fundamentals of applied mathematics with the study of business management applications.

**Principles of Statistics**

This course deals with all aspects of the collection, processing, presentation, and interpretation of measurements or observations, including aspects of data handling. Thus, data constitutes the raw material we deal with statistics, and its collection is of major concern in any statistical investigation. The topics covered are concepts, tools, techniques and methods of statistics, data managing techniques, descriptive tools, and inferential statistics.

**Advanced English.**

A 10 CAT module which runs for one semester of 15 weeks for three hours per week. It is the second credit English course that undergraduate students are required to take. The course provides intensive practice in advanced level reading, oral

presentations, writing, and listening. Academic and study skills are embedded in the course. This course aims to enhance students' English and analytical skills as a prerequisite for academic and professional success.

### **Principles of Accounting**

The module is designed to develop basic knowledge in accounting, and it covers the basic accounting concepts and principles to identify, measure, record, and report business transactions.

### **Communication and Study Skills.**

This module provides an introduction to both study and communication skills and practices. The module introduces study skills considering both individual and team-working skills. It covers exam preparation, revision and question answering techniques. It introduces students to their own Personal Development Planning processes. It also enables students to develop and use appropriate working practices as expected in a real-life environment.

### **Bahrain civilization and History.**

The module aims to highlight the role of the Kingdom of Bahrain in its local, regional and international levels through various historical eras, beginning with the Old Ages through the Islamic era to the modern era. The module demonstrates the Arab and Islamic identity of the Kingdom of Bahrain and play a vital role they politically and culturally.

### **Human Rights.**

This course deals with the basic principles of human rights in terms of the definition of human rights and its scope and source, focusing on the provisions of the international law of human rights, which include the following international documents:

- a- Charter of the United Nations.
- b- The Universal Declaration of Human Rights.
- c- The International Covenant on Civil and Political Rights.
- d- The International Covenant on Economic, Social and Cultural Rights
- e- Convention against Torture and Cruel, Inhumane Punishments.
- f- Protection Mechanisms and Constitutional Organisation of Public Rights and
- g- Freedom in the Kingdom of Bahrain.

### **Arabic Language**

A 10 CAT module which runs for one semester of 15 weeks for three hours per week. The module provides intensive practice in reading, oral presentations, writing, and note-taking.

**Arabic Language for Non-Arabic Speakers.**

A 10 CAT module which runs for one semester of 15 weeks for three hours per week. The module provides intensive practice for beginners in reading, oral presentations, writing, and note-taking.

**Personal Development Planning**

This module introduces students to the basic concepts and theories of management in business, including the management of others and self. Students will build a virtual toolbox of key communication and professional and academic skills essential for success at University and beyond. This module will introduce students to the process of personal development planning, supporting them in identifying their goals and achieving their aims via participation in a structured and facilitated coaching process. It will also support students by developing key IT and academic skills and acquiring knowledge necessary for success in an academic business programme or a professional business setting.

**Financial Accounting Fundamentals**

This module provides students with the necessary vocabulary, practical skills, techniques and abilities involved in accounting in the modern business environment. and It facilitates the development of skills in numeracy, information technology and other associated disciplines.

**People and Organisations**

The module is designed to give students an appreciation of different types of organisational structure and culture, language and communication and how the role of management can influence performance within organisations. It covers a range of themes, including motivation, communication, personality, attitudes and perceptions, and control and conflict. It stresses the complex nature of the relationships between individual and group behaviour and allows students to put these theoretical approaches into practice.

**Business Economics**

This module will introduce a range of essential economic concepts and methods and show how these can be applied to understand the world around us. The module stresses the business applications of economics in facilitating the decisions of managers and entrepreneurs in various situations, including pricing, advertising, financing, market-entry, and product development. The module will also consider the macro economy's implications on modern firms' operations.

**Management and Information Systems**

This module introduces students to managerial levels, department organisation and information systems in a typical organisation. The module provides students with the required skills to critically analyse the impact of information systems (IS) on business organisations.

### **Principles of Marketing**

This module is designed to provide students with the basic principles and concepts of marketing and its necessary tools. Students will also discover how the tools can be used to develop marketing activities. It will also expose students to the factors affecting the marketplace and the application of marketing models.

### **Leading and Managing SMEs**

This module is designed to equip students with theory and practice in the field from the perspective of individuals within small and medium sized businesses. It addresses the issue of leadership styles, and their impact on the performance of SMEs, which is central to the module's study.

### **Managing Business and Innovation**

This module is designed to provide students with an insight into the nature, purpose and practice of Innovation and Entrepreneurship within a context of swift and dynamic change in national and global economies. It will also develop how students interpret information in today's fast-moving environment and utilise knowledge management and innovative problem-solving techniques needed within small and large organisations operating at national and international levels.

### **Managing Business Logistics and Negotiations**

This module demonstrates the importance of logistics and supply change while considering procurement and negotiation strategies and techniques within business service, retail and manufacturing environments. You'll gain a clear understanding of the importance and scope of the procurement function and will explore the critical transfer of goods/services across global and local networks, with a critical assessment of ethical elements of supply chain management in a business logistics view. You'll develop a broad understanding of the negotiation process and the development of negotiating strategies for procurement and logistics that is a vital element of moving goods and resources globally and locally.

### **Fundamentals of Finance**

The module builds students' finance and accounting-related knowledge and skills in their earlier studies. It will provide a sound introduction to modern corporate finance theory and practice and will also prepare the students for further studies in this area at Level 6.

### **Business Ethics Today: Social and Legal Foundations**

The module explores a wide range of contemporary ethical issues within a global business framework and aims to investigate and analyse emerging ethical issues in national and international business. In recent times, Business Ethics

and Responsible Business issues have assumed greater importance for national and international managers and private and public sector organisations. Academic scrutiny and public concern have increasingly been directed towards ethical issues of governance, organisational effectiveness and the roles and responsibilities of those who manage organisations. Therefore this module will prepare students as future managers of responsible business.

### **Fundamentals of Project Management**

This module examines the role of project management within the business environment, the project life cycle, and various projects work planning, and control and evaluation techniques to achieve project objectives. The tools currently available to project managers are illustrated in this module through the use of Microsoft® Project software and various other tools that are followed by the PMI and APM Book (Body of Knowledge).

### **Strategic Management and Leadership**

The module is designed to provide students with a thorough understanding of the theory underpinning strategic management and leadership (it draws upon various managerial functions in its creation). Particular emphasis will be given to the process of innovation leadership and the implications of change and its management within organisations.

### **Managing E-Business**

It is often the case that a large investment would have been sustained in developing and implementing an e-business presence. Senior managers need to ensure that this investment is achieving its objectives. This module is designed to provide students with the knowledge and other key skills to find and resolve problems with business sites, exploit approaches and features of e-business, and ensure that the systems used are secure for both customers and businesses using the most appropriate and effective strategies and technologies.

### **Professional Placement Module**

This module is designed to provide authentic learning situations in which students articulate their skills, attributes, knowledge and experience in written form and verbally within a framework of employer requirements. It will enable students to develop a greater understanding of the world of work, through which students will be able to develop their problem-solving, self-analytical, self-reflection, interpersonal and communication skills by drawing on the experience of a workplace setting. It will also enhance students' employability and awareness of career opportunities.

### **Individual and Organisational Learning and Development**

The module is designed to provide students with a thorough understanding of the concept of Individual and Organisational Learning and Development. The module explains the importance of Learning and Development to individuals and organisations and outlines the current best practice in Learning and Development trends. Particular

emphasis will be given to the strategic alignment between the Learning and Development function, the organisation's management innovation and the implications of change and its management within organisations.

### **Digital Marketing**

The module is designed to build on the marketing and E-business related knowledge and skills acquired by students in their earlier studies. The Digital Marketing module aims to provide students with the knowledge about business advantages of digital marketing and its importance for marketing success. Students will explore the development, production and implementation of digital-marketing delivery methods including, but not limited to, email marketing, web-based marketing, search engine optimization (SEO), online advertising, and social media.

### **Business Research Methods**

This module is designed to introduce students to the research process. It is geared towards guiding students through each component of the research process, including approach and philosophy, design and methodology, sampling, data collection and analysis, quantitative and qualitative research techniques, and the associated issues of ethics, validity, reliability and generalisability.