ASU

جامعة العلوم التطبيقية

APPLIED SCIENCE UNIVERSITY

College of Administrative Sciences

2023-2024

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University Vision, Mission and Values

University Vision:

A leading university promoting excellence in applied education & research in Bahrain and the region.

University Mission:

ASU is dedicated to offer students and staff the opportunity to contribute to the sustainable development of society & community. In addition, ASU strives to be recognized nationally and internationally for its reputation in applied teaching and learning, research and community engagement. Furthermore, ASU is committed to enhance graduates' employability through innovative approaches and entrepreneurial practices in order to help them compete in international markets.

Values:

1. Integrity: ASU's community values honesty, fairness and academic integrity as fundamental to its vision and mission, and uphold the values in all its endeavours.
2. Collaboration and Team Spirit: ASU's community places collaboration and team spirit at the heart of its institutional culture and promotes these values consistently.
3. Loyalty: ASU's students, faculty and staff cherish loyalty and commitment and recognize these values to be inherent in their culture of cooperation and dedication.
4. Social Responsiveness and Community Engagement: ASU's students, faculty and staff value their partners, networks and communities and engage with them in a thoughtful, respectful, responsible and meaningful manner.
5. Quality: ASU's community embraces, quality in all facets of its operations and interactions.
6. Innovation & Creativity: ASU acknowledges that enabling Innovation and creativity is an essential feature of a 21st century university and values the contribution this makes to sustainable community growth and development

College Vision, Mission and Objectives

College Vision

To lead in applied learning, teaching, and research in Bahrain and the region.

College Mission

To contribute to societal development by ensuring excellence in applied learning and teaching, fostering an excellent student experience, promoting applied research, and strategically engaging with stakeholders and partners.

College Objectives

1. Continue to innovate our portfolio of programs in applied learning and teaching
2. Create a vibrant learner's experience
3. Enhance intellectual contribution in quantity and quality and engage in applied research
4. Network and engage with local community
5. Develop initiatives that promote collaboration with partners

Message from the Dean

I am pleased to welcome you to the College of Administrative Sciences at Applied Science University. The College was established in 2005 with the vision to lead in applied learning, teaching, and research in Bahrain and the region. The college has four academic departments that offer five Bachelor programmes and four Master programmes in the following disciplines: Business Management, Accounting and Finance, and Political Science. These programmes provide students with distinctive undergraduate and postgraduate experience and are well suited to meet the evolving needs of the local and regional market. The college also offers a validated programme by London South Bank University: The BA (Hons) in Business Management- Dual Award, which offers students the opportunity to obtain both a UK degree and ASU degree and enables them to pursue higher studies in the UK or work at local international companies.

The College has highly qualified academic staff from various disciplines as well as state-of the-art facilities that meet the standards of the quality and accreditation bodies. We pride ourselves in following the latest developments and innovations in teaching and learning, research, and in our community outreach. Such focus enables us to equip our students with the skills and knowledge which we strongly believe are the foundation of a prosperous and modern society.

I welcome you again to the college of Administrative Sciences and I invite you to visit the college webpage on the ASU website to find more information about the offered programmes and the college activities.

Dr. Ramzi Nekhili

Dean, College of Administrative Sciences

Bachelor in Management Information Systems

Programme Title	Bachelor in Management Information Systems
Awarding Institution	Applied Science University
Teaching Institution	Applied Science University
Programme licensed by	Ministry of Education, Kingdom of Bahrain
Final Qualification	Bachelor Degree
Academic Year	2023-2024
Language of Study	English
Mode of Study	Full Time
Programme Coordinator	Dr. Abdallah Saleh Shatat Office No: 160361347 E-mail: abdallah.saleh@asu.edu.bh Room No. 534

Programme Description

The programme specification is presented in a structured format which articulates clearly stated aims which are defined in the learning outcomes that the graduate is expected to achieve upon graduation through his/her study of its constituent courses. These courses require the student to develop a body of theoretical and practical knowledge, critical and analytical thinking skills and key transferable skills. The curriculum architecture of the programme is designed based on a structured hierarchy of courses which incorporate learning outcomes reflecting levels 5 to 8 of the NQF Framework. Each level that builds on previous levels to ensure academic progression and provide an appropriate balance between knowledge and understanding theory and practice and competencies. Collectively the courses guarantee the attainment of the programme intended learning outcomes. All course specifications have identified course intended learning outcomes which students are required to achieve and these are aligned with and mapped to the programme intended learning outcomes.

The programme encompasses a range of core disciplines within the field of Management Information Systems (MIS) and its functional areas (e.g. information systems (IS), information technology (IT), IS infrastructure, IS application development, and IS analysis, design and implementation. These are underpinned by courses which provide students with a solid foundation in the concepts of management, and principles of accounting and finance and with a range of courses aimed to equip him/her with key transferable skills including communication, interpersonal and leadership

skills, and, critical and analytical thinking skills enabling students to competently and effectively identify and solve business problems which involve the application of IT and IS tools.

The Management Information Systems programme aims to:

1. To provide students with advanced knowledge in the field of management information systems and the implementation and management of information systems within the modern digital business setting.
2. To develop students' digital skills to critically analyze business process and situations and to implement relevant IS solutions that required for a professional career of the management information systems.
3. To perform a comprehensive review of information systems, and to understand how to use and implement enterprise systems as a platform for digital business.
4. To extend students' knowledge of the digital business environment by introducing students to know how to manage various information systems resources.
5. To equip students with, technical, analytical, interpersonal, communication, business, ethical and other personal development and lifelong learning skills to enable them to contribute ethically and in a socially responsible manner both in their professional role and to society at large.

Admission Criteria

All admission requirements are in line with the Kingdom of Bahrain HEC regulations.

The admissions policy for the MIS programme requires admitted students to have a secondary school certificate with a GPA of at least 60. In addition, students from secondary school sections 'Arts, Vocational and Commercial', must take the remedial course 'Mathematics for MIS MAT 041'. All newly admitted students have to sit the 'Oxford English Language Test'. Students achieving 0-34 marks in this test have to study two remedial English language courses (ENG 97 and ENG 98), while students achieving 35-50 marks will study one remedial English language course (ENG98) before they can register for any MIS core courses. Students achieving more than 50 marks in the placement test can register directly in the MIS core courses.

To encourage mature students to apply for a place on the programme, more specifically, candidates for admission who have two or more years of work. The ASU University Council changed the admissions policy to allow students with work experience and a secondary school GPA of less than 60% to be admitted to the MIS programme, however, the number of students admitted accordingly cannot be more than 5% of the admitted students.

For students transferred from other Institutions, HEC regulations are followed and the University has a credit transfer process which considers in detail the courses taken by the student in his/her former institution are determines the

basis on which they are admitted to the programme. In the credit transfer process, a detailed comparison of the course syllabi and learning outcomes of courses taken in the former institution with the course syllabi and learning outcomes delivered and required by ASU, and course credit hours is carried out.

Progression Pathways and Opportunities

Though not formally designed as pathways, the programme design provides a structured and balanced means to develop students' expertise in both business and management theory and practice and also in computing technology and its practical application to in a business context.

The programme is structured to allow students to progressively build their knowledge, skills and competencies throughout the period of their study. New entrants to the programme undertake a range of courses which focus on the key underpinning knowledge and skills. This ensures that their proficiency in subjects such as mathematics, computing, principles of management and language, are well developed before they undertake study of more demanding courses involving more conceptually challenging subjects in business and information systems. Thus, for a typical entrant to the programme most courses are taught at NQF level 5 with some NQF level 6 courses being introduced in the second semester.

The same approach to progressively building up the students' knowledge skills and competencies is taken in the second year of the programme where the preponderance of credits is awarded at Level 6 with the introduction of some Level 7 courses. The focus of the level 6 modules is to ensure that students can demonstrate more detailed knowledge and understanding of the main theories, concepts and principles of management and apply appropriate tools to support an understanding of evidence-based research (done through a study of Management Principles, Scientific Research Methods, Statistics and Quantitative Methods). In addition, students undertake management courses in which there is a particular focus on the application of these tools and where they are expected to demonstrate advanced knowledge of the subject (Marketing and Macroeconomics). The students also build on Level 5 studies in computing by undertaking courses which require more advance application of these concepts (Programming and Data structures and Information Resources Management).

In the third year, the preponderance of credits is awarded at Level 7 with the introduction of some Level 8 credit rated courses. During this stage students advance their knowledge and understanding of the key functional areas within business and management (such as Human Resource Management, Knowledge Management and MIS) and the most important concepts, theories and practical skills which allow them to apply this knowledge within MIS (Information Systems Infrastructure, Database Systems, Systems Analysis and Auditing and Decision Support Systems). Students are expected to be able to demonstrate advanced knowledge in the Level 7 courses and will use their practical skills to create

systems and critically analyse what they have done. The students also undertake a course which deals with special topics in information systems. The programme team have designed the course to provide flexibility within the programme to allow them to ensure that students are aware of the current developments in computing or communications which may have a significant impact on the discipline. The course content is flexible and can be adapted to incorporate topics, which cover emerging theories or practices within the profession.

At level 7, students also have the opportunity to undertake a programme specific elective. By this stage of their study students have the maturity to take a decision concerning which area in the programme is of particular value in terms of their own career aspirations. Assistance in making their choice is supported by Academic Advisers.

In the final year, all courses are awarded at Level 8. All courses require students to demonstrate critical knowledge and understanding of the subjects offered at this level. The subjects themselves are conceptually challenging and require the student to integrate a wide range of knowledge and skills which have been acquired during earlier stages of the programme. Likewise, the Internship course requires students to bring together all their knowledge and demonstrate a wide range of competencies - autonomy, inter-personal skills and self-reflective skills - when engaged in a real-world situation. Also, In the final year students are also required to undertake a course on Applied Research in MIS and undertake a project which has to be planned and executed to professional standards.

By the end of the programme, the MIS graduates are expected to be able to work in the following professions:

1- Information Systems Analyst
2- Digital Business Process Analyst
3- Chief Information Officer (CIO)
4- Chief Knowledge Officer (CKO)
5- Information Systems Project Manager
6- Digital Business Administrator
7- Information Systems Auditor
8- Enterprise Systems Administrator

In addition, the MIS graduates will be prepared to study for higher degrees in Information Systems.

Graduation Requirements:

Based on ASU's "Bachelor Degree Bylaw", the Bachelor's degree in Management Information Systems is granted upon fulfillment of all graduation requirements, represented by passing all courses required for graduation (i.e. completion

of the number of credit hours) with a cumulative average of no less than 60% after studying for a minimum period of four years, and not exceeding a maximum period of 8 years.

Programme Intended Learning Outcomes

Upon completion of the programme, the graduates should be able to:

- Demonstrate critical knowledge of the core information systems concepts including information systems analysis and design, business process analysis, database, enterprise systems, MIS infrastructure, information systems security, ethical considerations, and successful implementation of information systems in a digital business context.
- Demonstrate critical practical knowledge of the IS and IT tools which are used in analyzing, designing, implementing, evaluating, securing, and auditing Management Information Systems.
- Identify business situations and issues via planning, analysis, design, and implementation of information systems to solve business problems; critically applying an extensive understanding of information systems, infrastructures, tools, and components and the context in which they can be used effectively.
- Critically apply appropriate IS theories, tools and techniques, systems, and strategies to solve business problems in a range of digital business setting.
- Use a range of approaches to critically analyze, synthesize, and evaluate business process and situations and identify the appropriate information systems solutions.
- Critically analyze, evaluate, and recommend the required information systems resources to develop and transfer knowledge and technology within digital business context.
- Use special skills to communicate with colleagues and specialists in the field of management information systems adapting the message to the audience and making appropriate use of ICT when making formal presentations.
- Operate autonomously at a professional level to demonstrate individual responsibility, or demonstrate joint responsibility when required to lead or participate in group projects to demonstrate leadership, collaboration, decision making, ethical, and interpersonal skills.

Programme Structure

- Minimum Study Period : 3 years
- Maximum Study Period : 8 years
- Total Credit Hours : 135 Credit Hours
- No. of Courses: 45 Courses

Study Plan

1.1 Programme Study Plan						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Year 1 – First Semester (18 Cr)						
1	CS104	Computer Skills	-	3	12	5
2	BA108	Principles of Management (1) E	-	3	12	5
3	MATH102	Business Mathematics E	-	3	12	5
4	ACF101	Principles of Accounting (1) E	-	3	12	5
5	POL110	Introduction to Political Sciences E	-	3	12	5
6	ENG111	Upper-Intermediate English	-	3	12	5
Year 1 – Second Semester (18 Cr)						
1	ENG112	Advanced English	ENG111	3	12	5
2	HR106	Human Rights	-	3	12	5
3	-	University Elective (1)	-	3	12	5
4	MIS211	Management Information Systems	BA108+CS104	3	12	6
5	ARB101	Arabic Language	-	3	12	6
6	ECO102	Principles of Microeconomics E	-	3	12	6
Year 2 – First Semester (18 Cr)						
1	BA109	Principles of Management (2) E	BA108	3	12	6
2	STA101	Principles of Statistics E	MATH102	3	12	6
3	HBH105	Bahrain Civilization & History	-	3	12	6
4	BA218	Principles of Marketing E	BA108	3	12	6
5	MIS231	Programming and Data Structure	MIS211	3	12	6
6	MIS240	Information Systems Infrastructure	MIS211	3	12	6
Year 2 – Second Semester (18 Cr)						

1	-	University Elective (2)	-	3	12	6
2	BA161	Introduction To Entrepreneurship	-	3	12	6
3	ACF151	Financial Management (1) E	ACF101	3	12	6
4	MIS251	Information Resources Management	MIS240	3	12	7
5	MIS321	Information Systems Analysis	MIS240	3	12	7
6	ECO103	Principles of Macroeconomics E	ECO102	3	12	7
Year 3 – First Semester (18 Cr)						
1	BA238	Human Resources Management E	BA109	3	12	7
2	MIS312	E-Decision Support Systems	MIS251	3	12	7
3	BA307	Methods of Scientific Research E	STA101	3	12	7
4	MIS344	Introduction to Database Systems	MIS321	3	12	7
5	MIS436	Web Application Development	MIS231	3	12	7
6	-	Programme Elective (1)	-	3	12	7
Year 3 – Second Semester (18 Cr)						
1	-	Programme Elective (2)	-	3	12	7
2	BA349	Operations Management E	BA109	3	12	7
3	MIS332	Visual Programming	MIS231	3	12	7
4	MIS255	Knowledge Base Management	MIS312	3	12	8
5	MIS465	Business Intelligence	MIS312	3	12	8
6	MIS314	Integrated Information Systems	MIS251	3	12	8
Year 4 – First Semester (15 Cr)						
1	MIS343	Information Systems Security	MIS314	3	12	8
2	MIS361	E-Business E	MIS255	3	12	8
3	MIS456	Information Systems Project Management	BA314	3	12	8
4	MIS445	Mobile Computing	MIS436	3	12	8
5	MIS462	Internship	90 Credit Hours	3	12	8

Year 4 – Second Semester (12 Cr)						
1	MIS422	Information Systems Design and Implementation	MIS321+MIS344	3	12	8
2	MIS464	Applied Research in MIS	BA307+MIS462	3	12	8
3	MIS363	Special Topics in Information Systems	MIS465	3	12	8
4	MIS454	MIS Ethics	MIS343	3	12	8

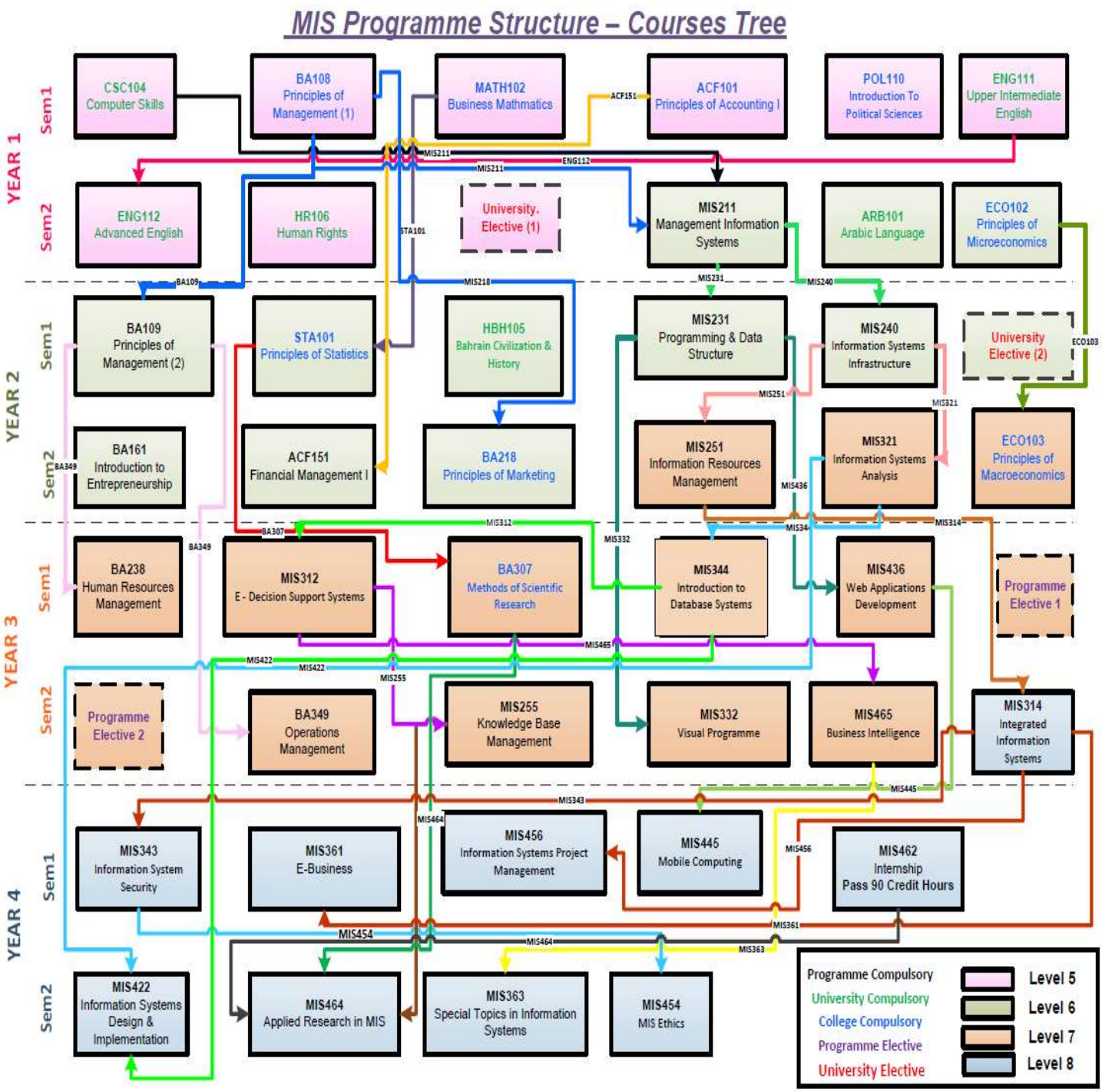
University Elective Courses

University Elective Courses			
CourseCode	Course Title	CreditHours	Prerequisite
Group 1 (3 Cr)			
ISL 101	Islamic Culture	3	-
ISL 102	Islamic Ethics	3	-
ISL 103	Islam & Contemporary Issues	3	-
Group2 (3 Cr)			
SPT 101	Special Topics	3	-
LFS102	Thinking and communications skills development	3	-
SOC101	Introduction to Sociology	3	-
MAN101	Man and Environment	3	-
LIB101	Introduction to Library Science	3	-
CS205	Computer Applications	3	CS 104

Programme Elective Courses

Programme Elective Courses			
CourseCode	Course Title	Credit Hours	Prerequisite
Group 1 (6 Cr)			
MIS356	Information Systems Auditing	3	MIS251
MIS210	Financial Information Systems	3	ACF151 + MIS211
BA241	Quantitative Methods in Management E	3	STA101
BA332	Business Communication	3	BA109 + ENG111

Courses Tree



Course Description

University Compulsory Courses

ARB 101 Arabic Language

This course deals with issues related to the Arabic grammar and literature. It studies some basic linguistic issues in the vocabulary, morphology, syntax, and semantics of Arabic. It also studies stylistic and literary features through analyzing and discussing some selected texts from the holy Quran and other literary masterpieces. (Prerequisite- None)

ENG 101 English Language (I)

ENG101 is a credit course that runs for one semester of 15 weeks for 3 hours per week or 6 hours per week during the summer semester. It is required for students of Law, Political Science, Business Administration, and Art and Design Bachelor Programmes delivered in Arabic. This course is for learners whose achievement in the Oxford Online Placement Test (OOPT) is 41 or higher.

The course provides practice in reading, writing, and note taking at Intermediate level. It includes academic English and study skills and a variety of reading texts and text types. The course is intended to improve students' skills in English language in order to undertake a further English credit course, ENG102, and to use English in their studies as necessary. (Prerequisite- None)

ENG 102 English Language (II)

ENG102 is a credit course that runs for one semester of 15 weeks for 3 hours per week or 6 hours per week during the summer semester. It is required for students of Law, Political Science, Business Administration, and Art and Design Bachelor Programmes delivered in Arabic. This course is for learners who have successfully completed ENG101.

The course provides practice in reading, writing, and note taking at Upper Intermediate level. It includes academic English and study skills and a variety of reading texts and text types. The course is intended to improve students' skills in English language in order to undertake a range of credit courses and to use English in their studies as needed. (Prerequisite: ENG 101)

CS 104 Computer Skills

This course covers the following topics: basic concepts of information technology, using the computer to manage files, word processing, spreadsheets, presentation and database. (Prerequisite- None)

BA 161 Introduction to Entrepreneurship

This course aims to study the concept of entrepreneurship, to explain the implications and importance of entrepreneurship, and to provide students with knowledge and skills necessary to transform ideas into applied entrepreneurial projects in accordance with the rules of founding entrepreneurial projects. Moreover, the course aims

to provide students with the core skills of an entrepreneur, starting from establishing the project, choosing the legal formula for it, planning, organizing, marketing, and financing until the whole process is fully managed while enabling students to submit proposals to establish a commercial project and to discuss it at the end of the semester. Finally, the course aims to study practical cases for pioneering projects in the Kingdom of Bahrain. (Prerequisite- None)

HBH 105 Bahrain Civilization & History

This course deals with the history of Bahrain from 1500-1800. It studies the stages of the Portuguese invasion of this part of the world and the international power struggle that erupted after the invasion. It also deals with the ruling of Al-Utuub Tribe of Bahrain and the reign of Al Khalifa thereafter. (Prerequisite- None)

HR 106 Human Rights

This course discusses the basic principles of human rights. It acquaints the students with the nature of human rights; their realms and sources, paying special attention to the international legal provisions concerning human rights included in the following documents: United Nations Charter, International Declaration of Human Rights, International Accord on Civil & Political Rights, International Accord on Social & Economic Rights, International agreement against torture and inhumane, disrespectful punishment, and Protection mechanisms and constitutional organization of public rights and freedoms in the Kingdom of Bahrain. (Prerequisite- None)

University Elective Courses

ISL 101 Islamic Culture

The course deals with the concept of "Culture" in general and the concept of "Islamic Culture" in particular and other related concepts. Thus, the course studies the characteristics of the Islamic culture, its sources, fields of study, and its role in the creation of the "Islamic character". It also deals with the so-called "cultural invasion", its types, its methodologies, and other related issues. (Prerequisite- None)

ISL 103 Islam & Contemporary Issues

This course deals with the way Islam deals with contemporary issues such as the phenomenon of fanaticism, determination of the Islamic calendar, alms tax (Zakat) 0n money and jewelry, democracy and government system, and other scientific and cultural developments. (Prerequisite- None)

ISL 102 Islamic Ethics

This course is an elective university requirement. It stresses the importance of ethics in Islam and the value Islam gives to ethics in general and work ethics in particular. The course draws general comparisons of the treatment of ethics along

different ages in the history of Islam and offers insights to the possible tools to enhance work ethics according to Islam. (Prerequisite- None)

SPT 101 Special Topics

This course is an optional University requirement. It deals with special contemporary topics that are of import to university students. The topics dealt with may be economical, social, historical, or political. (Prerequisite- None)

LFS 102 Thinking and communications skills development

This is a university requirement course. It introduces students to the concept of thinking, its characteristics, its forms and its importance in the educational process. The course deals also with the application of modern strategies and theories interpreted for different kinds of thinking.

The course deals in detail with aspects of communication skills with the aim of improving the students' skills overcoming communicative barriers when communicating in various situations and for various purposes. (Prerequisite- None)

SOC 101 Introduction to Sociology

The course introduces the students to Sociology; the scientific study of society. Thus, the course emphasizes social interaction processes and their impact on the members of any society. The course provides students with the knowledge of the main social phenomena and the components of social structure. (Prerequisite- None)

MAN 101 Man and Environment

This course deals with issues related to the relationship between human beings and the environment they live in with special attention to the environment of the students of the University. The course draws the students\ attention to the importance of environment and the necessity to regulate our behavior so that not to harm it. (Prerequisite- None)

LIB 101 Introduction to Library Science

This course introduces students to the library sciences. It gives a general historical review of the development of libraries through the ages and sheds light on the importance of libraries in the development of knowledge and sciences. The course reviews the services that library introduce to those who may want to benefit from. (Prerequisite- None)

CS 205 Computer Applications

This course includes the following topics: using a word processing program to write reports, using a spreadsheet software program to create an elementary accounting program, using a database software program to design an elementary information system. (Prerequisite- None)

Programme Compulsory Courses

BA 109 – Principles of Management (2) (E)

The course exposes students to the basic concepts of the organization, its characteristics and legal forms. It focuses on the provision of a comprehensive understanding of the organization functions (production, marketing, finance, human resource, knowledge & information and management). Additionally, it covers the organization's relationship with the surrounding environment. (Prerequisite: BA 108)

ACF 151 – Financial Management (1)

This course will introduce students to the concepts and tools of financial management. The focus of the course is decision making in a financial context. It therefore examines the techniques that are used in businesses to make decisions that are consistent with the efforts to increase the wealth of the owners of the business in a corporate environment. The topics covered include but are not limited to financial analysis, the time value of money, capital budgeting, risk and return, valuation of future cash flows, valuation of stocks and bonds, and long term financing. (Prerequisite: ACF 101)

MIS 211 – Management Information Systems

This course presents computer-based solutions to problems encountered in the business environment. It focuses on systems, information systems concepts and technologies. Students will learn the most effective ways to use information systems to achieve competitive advantages for the business. Topics include: information systems types, computer and IT applications, gaining competitive advantage with IT information systems key resources, integrating collaborating environments, E-Commerce, Decision Support Systems, enterprise resource planning, customer relationship management, supply chain management, databases and data warehouses. (Prerequisite: BA 108 + CS 104)

MIS 231 – Programming and Data Structure

This course introduces the students to the concepts of structured programming together with programming tools. It also introduces them to Data Structures types, the primitive operations associated with each type, and C++ implementation for some of the primitive operations. Topics to be covered in this course are: Algorithms, C++ Programing language tools (Input Output, Selection, Repetition, Methods and Matrices), Data structures types (Linked list, Stacks, Queues and trees). (Prerequisite: MIS 211)

BA 238 – Human Resources Management (E)

This course introductory course in the field of Human Resource Management (HRM) is designed to introduce students to detailed knowledge and understandings associated with the field. The course covers the main theories, principles and concepts associated with HMR. The course also exposes students to the major challenges and problems

encountered in the HRM environment and introduces them to the tools, techniques and practices used by HRM professionals to deal with problems and issues encountered in the workplace, some of which may be undefined. (Prerequisite: BA 109)

MIS 240 – Information Systems Infrastructures

This course engages students in an advanced study of the Information technology infrastructure required to build and implement information systems. Topics related to operating systems (structure, functionality, types, & security), Computer Networks (Component, Protocols, and Applications), the key features of Cloud computing, and Data centers are covered in this course. (Prerequisite: MIS 211)

MIS 251 – Information Resources Management

The course aims to extend students' detailed knowledge of the business environment by introducing students to how information resources are managed in business environment. The material covered in this course includes the impact of IT on business, T strategy, IT governance, IT processes, IT planning, and the role of the CIO within the organization. (Prerequisite: MIS 240)

MIS 312 – E- Decision Support Systems

This course explores the core concepts of decision support systems and investigate the fundamental techniques associated with them to ensure that they can effectively support the decision- making process. It also develops an understanding of the methodologies, technologies, and modeling used in Decision Support Systems and Business Intelligence. (Prerequisite: MIS 251)

MIS 314– Integrated Information Systems

The course provides a comprehensive review of enterprise systems, with a particular focus on integrated business processes with enterprise resource planning (ERP) systems. It provides detailed coverage of enterprise systems architecture, data in enterprise systems, and ERP application platforms. This course also covers the key business processes supported by modern ERP systems. (Prerequisite: MIS 251)

MIS 321 – Information Systems Analysis

This course provides students with an advanced knowledge and understanding of the concepts and practice of information systems analysis. The students will gain skills in Information Systems requirements analysis and logical system specifications. The student will also learn several systematic approaches and tools for the analysis process management and techniques that will enable them to analyze systems in a team environment. (Prerequisite: MIS 240)

MIS 332 – Visual Programming

This course introduces to the students the concepts of Visual Basic (VB) Programming, its tools, its elements and its usage in problem solving. The student will learn how to design, write and implement program with VB programming language. The topics covered in this course are the user interface with its tools (dialog boxes, text boxes, buttons, list boxes, combo boxes, radio buttons, check boxes, etc.) loops, selections statement, and timers. The student also will learn how to us VB tools to do animation, create a web browser, and connect a visual basic programme with a database. Prerequisite: MIS 231)

MIS 344– Introduction to Database Systems

This course develops students' knowledge and understanding of database systems. It extends students understanding of approaches to maintenance and manipulation of files by introducing and explaining database systems concepts, database systems evolution, and database types. Entity, attributes, relational database, and database architecture, database modeling methods, data definition, and database manipulation languages such as SQL are comprehensively explained. (Prerequisite: MIS 321)

MIS 343 – Information Systems Security

This course covers the key principles and practices related to the security of information systems. The course comprehensively covers information security concepts, attacking techniques, security policies, cryptographic tools, authentication systems, access control, and types of malicious software. In addition, the course examines legal and ethical issues related to information systems security. (Prerequisite: MIS 314)

BA 349 – Operations Management (E)

The course provides students with the advanced knowledge and skills necessary to transform inputs (materials, labor, capital and management) into outputs (products or services) in a manner that explores a firm's value propositions and complies with its business strategy. Topics include: location, product selection and design, capacity planning, process selection, facilities location and design, Scheduling, Aggregate Production Planning, and Material Requirements Planning (MRP), and Modern Manufacturing Systems and Future Plant. The course contributes to students' development as autonomous and responsible professionals in the business environment. (Prerequisite: BA 109)

MIS 255 – Knowledge Based Management

This course Introduces students to the concepts of Knowledge management and forces driving knowledge management Systems. Students will learn about the issues in knowledge management, knowledge types, knowledge generation, knowledge transfer, knowledge management solutions, knowledge management technologies and the infrastructure of knowledge management systems. Also, this course will acquaint students with the applications of knowledge management systems. (Prerequisite: MIS 312)

MIS 361– E-Business

This course provides students with advanced knowledge of technological concepts, economic effects, and structural constitution for electronic business systems such as B2B, B2C, C2C, G2B and any other emerging technology. Enterprise systems solutions, paying techniques, information security issues, clients' relations, social and legal issues will also be covered. The course focuses on how business is carried out electronically through a range of digital platforms. (Prerequisite: MIS 255)

MIS 363–Special Topics in Information Systems

This course aims to provide students with detailed knowledge of selected topics in information systems that reflect emerging trends or areas of interest in information systems which are not covered in depth in other courses in the Bachelor degree of Management Information Systems (MIS). The course currently examines developments and research in the following topics - Social Media, Internet of Thing, Cloud Computing and Big Data. The course thus gives students knowledge of new and emerging topics related to the use of new and innovative information system technologies, management approaches, integration issues, and relevant contemporary issues which impact on MIS. The course covers areas of knowledge which are of professional interest for information systems practitioners and managers. The contents of the course will be revised periodically (subject to relevant approvals from the College and the University) to incorporate other topics or research which is having or is likely to have a significant impact on information systems development and use. (Prerequisite: MIS 465)

MIS 422 – Information Systems Design & Implementation

This course provides students with advanced knowledge and understanding of Information Systems development review, converting new system specification to design, designing effective output, designing effective input, database design, designing effective user interface, designing accurate data entry procedures, design documentation, coding, testing, and getting user approval, user training and system implementation. (Prerequisite: MIS 321 + MIS 344)

MIS 436 – Web Applications Development

This course covers the concepts in required to demonstrate critical knowledge of programming web application servers. The student will gain advanced knowledge of the fundamental architectural elements of programming web sites that produce content dynamically. The primary development tools which will be introduced will be HTML, JavaScript and PHP but the course will also cover related topics dealing with content development as necessary so that students may build significant applications. (Prerequisite: MIS 231)

MIS 445 – Mobile Computing

This course comprehensively covers all aspects of mobile computing; mobile computing platforms; wireless networks; architectures; security and management; mobile computing applications such as mobile messaging, mobile agents, and sensor applications. It deals with the fundamentals of mobile technology and progressively builds on these to consider more complex topics, including network and wireless communication, mobile computing applications, platforms and middleware, wireless LANs and PANs, wireless security, wireless positioning, and wireless management and support. (Prerequisite: MIS 436)

MIS 454 – MIS Ethics

This course aims to provide students with a solid grounding on the principles and concepts which underpin a study of ethics and to give them in depth knowledge of how ethical concepts and actions impact on the field of information systems management. The course focuses on the fundamental concepts of ethics, ethical standards of information systems, professionals and users of information systems, ethical issues related to privacy and digital crimes. (Prerequisite: MIS 343)

MIS 456 – Information Systems Project Management

This course discusses the processes, methods, techniques and tools that organizations use to manage their information systems projects. The course covers a systematic methodology for initiating, planning, executing, controlling, and closing projects. This course assumes that project management in the modern organization is a complex team based activity, where various types of technologies including project management software as well as software to support group collaboration are an inherent part of the project management process. This course also acknowledges that project management involves both the use of resources within the organization as well as others acquired from outside the organization. (Prerequisite: BA 314)

MIS 462 – Internship

The internship is a pre-arranged, credit-bearing work experience, which allows a student to achieve personal goals that are aligned with the goals of a supervising professional organisation or agency. Internships provide opportunities to explore career options, test career choices, and encourage the development of skills within a chosen field. An internship allows students to relate theory with practical job experience as well as develop new skills that will be transferable to future employers. (Prerequisite: 90 Credit Hours)

MIS 464 – Applied Research in MIS

In this course, students critically apply appropriate research methodologies to develop either a software application with an accompanying research report or a comprehensive research report based on another valid research project selected by the student and validated by the tutor. Typically, the research project undertaken will be oriented to real life

business problems or situations. This gives the opportunity for individual student, to take the responsibility of executing applied research with guidance from a supervisor. Student will use knowledge and skills gained in earlier studied courses and implement them in the research. Students will be required to plan their work and meet deadlines, they also need to demonstrate the outcome of the investigation and write a comprehensive report. (Prerequisite: BA 307 + MIS 462)

MIS 465 – Business Intelligence

This course introduces the concepts of Business Intelligence (BI) together with its capabilities which include organizational memory capabilities, integration capabilities, presentation capabilities and Business Intelligence tools and techniques. The material in this course covers the various aspects of BI, including the business impacts, technologies, management and development of BI. (Prerequisite: MIS 312)

Programme Elective Courses: (6 Credit hours/2 courses to be chosen from this group)

MIS 356–Information Systems Auditing

This course introduces the fundamental concepts of the information systems audit and control function. The main focus of this course is to understand audit controls, the types of controls and their impact on the organization performance. The concepts and techniques used in information technology and information systems audits will be presented. Students will learn audit management; dealing with best practices, standards, regulatory requirements, governing information and controls is addressed. (Prerequisite: MIS 251)

MIS 210– Financial Information Systems

Financial Information Systems is concerned with how computerized information systems impact financial data capturing, processing, and communicating. This course introduces students to the components of financial information systems i.e. people, technology, procedures, and controls that are necessary to conduct internal and external e-business, with an emphasis on the internal controls over such systems. This course presents problems in the financial environment with their computer-based solution. It focuses on the concepts of information systems and technology applied in a business context and also examines the importance of financial information systems in the detection and prevention of fraud. Students will learn the most effective ways to use information systems in the financial environment. Students will gain advanced understanding of the importance of implementing effective financial information systems in a business context. (Prerequisite: ACF 151 + MIS 211)

BA 241 – Quantitative Methods in Management (E)

This course provides an introduction to the concept, theories and principles associated with and application of quantitative methods in Management. It develops the mathematical and statistical competence necessary to facilitate

progression in areas such as Operation Management necessary for decision making. The course builds on concepts and analytical techniques taught in STA 101 Principles of Statistics, developing more advanced quantitative methods, such as, Linear Programming and Sensitivity and Duality Theory. Quantitative methods are used throughout business, government and the non-profit sector of the economy. Effective participation in decision-making must be able to, at a minimum, understand and interpret statistical reports. (Prerequisite: STA 101)

BA 332 – Business Communication

The course introduces students to the concepts of written and oral business communications. This course focuses on the importance of the communication process, its objectives and types. It enables students to achieve competencies in business writing, including good and bad news business letters, memoranda, electronic mail, persuasive messages, formal letters, and formal reports. The course promotes students' capacity to use electronic communication and technology appropriate to contemporary business functions. Additionally, it paves the way for students' own personal development as professionals in the business world. (Prerequisite: BA 109 + ENG 111)

Bachelor in Accounting and Finance

Programme Title	Bachelor in Accounting and Finance
Awarding Institution	Applied Science University
Teaching Institution	Applied Science University
Programme licensed by	Ministry of Education, Kingdom of Bahrain
Final Qualification	Bachelor Degree
Academic Year	2023-2024
Language of Study	English
Mode of Study	Full Time
Programme Leader	Dr. Hafnida Hasan Office No: 16036314 E-mail: hafnida.hasan@asu.edu.bh Room No. 523

Programme Description

The Accounting and Finance programme encompasses a range of core disciplines within the field of Accounting and Finance and its functional areas such as: Financial Reporting, Auditing, Governance & Professional Ethics, Taxation, Cost & Management accounting, Investment, Risk Management, Financial Markets, Islamic Finance, & Data Analytics. These are underpinned by courses which provide students with a solid foundation in the concepts of management, and economics and with a range of courses aimed to equip him/her with key transferable skills including communication, interpersonal and leadership skills, and, critical and analytical thinking skills enabling students to competently and effectively identify and solve business problems which involve the application accounting and finance techniques. The programme is structured to allow students to progressively build their knowledge, skills and competencies throughout the period of their study.

The Accounting and Finance programme aims to:

1. Provide the graduate with critical and detailed knowledge and understanding of accounting, finance and related fields.
2. Prepare the graduate to be capable to applying specialist level skills in accounting, finance and related fields to deal with business problems in both well-defined and loosely defined contexts.

3. Develop the graduate's skills to critically analyze and evaluate accounting and finance information, concepts, and practices to plan and undertake a scientific research to identify complex business problems and recommend relevant solutions.
4. Develop the graduate's professional skills to communicate with peers and specialist using appropriate ICT.
5. Prepare the graduate to operate at a specialist level autonomously or within a team in a in both well-defined and loosely defined contexts, while having responsibility for related decision-making and the work of others.

Admission Criteria

A- The student should obtain a Secondary School Certificate or its equivalent certified by the Ministry of Education in the Kingdom of Bahrain with an average of no less than 60% or equivalent.

B- Students with averages below 60% may be admitted in the University, provided that they meet one of the following criteria:

1. They are athletes and artists who represent the Kingdom of Bahrain internationally.
2. Those with at least one year of practical experience following their secondary school certificate.
3. In addition to that, the University Council has the right to decide on applicants with averages below 60%.
4. The number of students admitted according to this point (B) can be no more than 5% of the admitted students.

C- Students admitted from non-scientific secondary school fields should pass remedial courses.

1. All students admitted to the University should take a compulsory placement test –determined by the University- to determine their English language level. The levels admitted to the programmes are determined as follows, so that the admitted student studies the course listed according to their own ability level:
    - ENG 097 Elementary 0 - 34
    - ENG 098 Intermediate 35 - 50
    - ENG 111 Upper-Intermediate 51 – 120
2. A student may be exempted from studying the English language courses in the following cases:
    - The student is exempted from the courses ENG 097 and ENG 098 for programmes taught in English, and the course ENG 099 for programmes taught in Arabic if they have obtained (5) or higher in an IELTS test, or 450 and higher in a TOEFL test.
    - The English language placement test is conducted in the semester in which the student is admitted. If the student does not attend the test, he will be given a mark of 0, and will not be allowed to postpone the test for any reason or under any circumstances unless he gets an approval from the University Council.

- Students transferred from other universities will be exempted from the English language placement test if they have taken an equivalent English course in their previous university

Progression Pathways and Opportunities

The programme design provides a structured and balanced means to develop students' expertise in both Accounting & Finance theories and their practical application in a business context. The hierarchal structure of courses, where each level builds on previous levels, ensures academic progression and provides an appropriate balance between knowledge and understanding, theory and practice, and competencies.

By the end of the programme graduates are expected to be able, for example, to work in the following professions in the private as well as the public sector:

- Financial Accountant
- Cost Accountant
- Management Accountant
- Tax Accountant
- Internal Auditor
- External Auditor
- Financial Analyst
- Financial Manager
- Head of Financial Department
- Accounting Arbitrator
- Accounting Expert

In addition, graduates can become entrepreneurs and establish their own business to provide clients with a range of services such as bookkeeping, tax, and financial analysis. Also, graduates will be prepared to study for higher degrees in accounting & finance, and earn professional certification.

Graduation Requirements:

Based on ASU's "Bachelor Degree Bylaw", the Bachelor's degree in Accounting and Finance is granted upon fulfillment of all graduation requirements, represented by: passing all courses required for graduation (i.e. completion of the number of credit hours) with a cumulative average of no less than 60% after studying for a minimum period of four years, and not exceeding a maximum period of 8 years.

Programme Intended Learning Outcomes

Upon completion of the programme, the graduates should be able to:

- Show detailed knowledge and understanding of the core principles, concepts, and techniques in accounting, finance, and related fields.
- Demonstrate critical knowledge and understanding of contemporary issues, some specialist theories, standards and research methods in accounting, finance, and related fields.
- Use specialized-level skills to apply accounting & finance theories, concepts and techniques in a range of business problems in both well-defined and loosely defined contexts.
- Apply, creatively, specialized-level skills in accounting, finance, and related fields to investigate issues and professional-level problems and to plan and undertake an applied research.
- Use a range of approaches to critically analyze, synthesize, and evaluate accounting and finance information and practices in a range of business problems in both well-defined and loosely defined contexts.
- Critically analyze and recommend relevant solutions to business problems drawing on practical knowledge of accounting and finance theories and concepts.
- Use specialized level skills to, effectively, communicate with peers and specialists in the field of accounting & finance making appropriate use of ICT to process and present information.
- Operate autonomously at a specialist level to demonstrate individual responsibility, or demonstrate joint responsibility when working within a team to demonstrate leadership, decision making and interpersonal skills.

Programme Structure

- Minimum Study Period: 3 years
- Maximum Study Period: 8 years
- Total Credit Hours: 135 Credit Hours
- No. of Courses: 45 Courses

Study Plan

Programme Study Plan						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Year 1 – First Semester (18 Cr)						
1	ACF101	Principles of Accounting I	-	3	12	5
2	CS104	Computer Skills	-	3	12	5
3	BA108	Principles of Management 1	-	3	12	5
4	MATH102	Business Mathematics	-	3	12	5
5	ENG111	Upper-Intermediate English	-	3	12	5
6	-	University Elective (1)	-	3	12	5
Year 1 – Second Semester (18 Cr)						
1	ENG112	Advanced English	ENG111	3	12	5
2	HR106	Human Rights	-	3	12	5
3	POL110	Introduction to Political Sciences	-	3	12	5
4	ACF151	Financial Management I	ACF101	3	12	6
5	ACF102	Principles of Accounting (II) E	ACF101	3	12	6
6	ECO102	Principles of Microeconomics	-	3	12	6
Year 2 – First Semester (18 Cr)						
1	ARB101	Arabic Language	-	3	12	6
2	STA101	Principles of Statistics	MATH102	3	12	6
3	HBH105	Bahrain Civilization & History	-	3	12	6

4	ACF252	Financial Management (2) E	ACF151	3	12	7
5	ACF203	Intermediate Accounting 1	ACF102	3	12	7
6	-	University Elective (2)	-	3	12	6
Year 2 – Second Semester (18 Cr)						
1	BA218	Principles of Marketing	BA108	3	12	6
2	BA161	Introduction To Entrepreneurship	-	3	12	6
3	ACF280	Corporate & Business Law	ACF151	3	12	6
4	ACF231	Taxation Accounting	ACF102	3	12	6
5	ACF221	Cost Accounting E	ACF101	3	12	6
6	ACF204	Intermediate Accounting 2	ACF203	3	12	7
Year 3 – First Semester (18 Cr)						
1	ECO103	Principles of Macroeconomics	ECO102	3	12	7
2	ACF310	Islamic Banking & Finance	ACF252	3	12	7
3	ACF322	Managerial Accounting E	ACF221	3	12	7
4	BA307	Methods of Scientific Research	STA101	3	12	7
5	ACF305	Advanced Financial Accounting E	ACF204	3	12	7
6	ACF351	Financial Markets & Institutions	ACF252	3	12	7
Year 3 – Second Semester (15 Cr)						
1	ACF353	Investment Management	ACF351	3	12	7
2	ACF360	Auditing & Assurance Services	ACF204	3	12	7

3	ACF370	Data Analytics for Accounting & Finance	ACF221 + ACF252	3	12	7
4	ACF411	Financial Accounting & Reporting for Islamic Institutions	ACF310	3	12	8
5	ACF450	Entrepreneurial Finance	BA161 + ACF351	3	12	8
Year 4 – First Semester (15 Cr)						
1	ACF401	Financial Reporting	ACF305	3	12	8
2	ACF457	Financial Risk Management	ACF353	3	12	8
3	ACF464	Corporate Governance & Professional Ethics	ACF360	3	12	8
4	ACF491	Internship	90 Hrs	3	12	8
5	-	Program Elective (1)	-	3	12	8
Year 4 – Second Semester (15 Cr)						
1	ACF471	Accounting Information Systems	ACF370	3	12	8
2	ACF499	Applied Research in Accounting & Finance Science	BA307	3	12	8
3	ACF456	Financial Analysis & Valuation	ACF305 & ACF353	3	12	8
4	ACF453	Portfolio Management	ACF353	3	12	8
5	-	Program Elective (2)	-	3	12	8

University Elective Courses

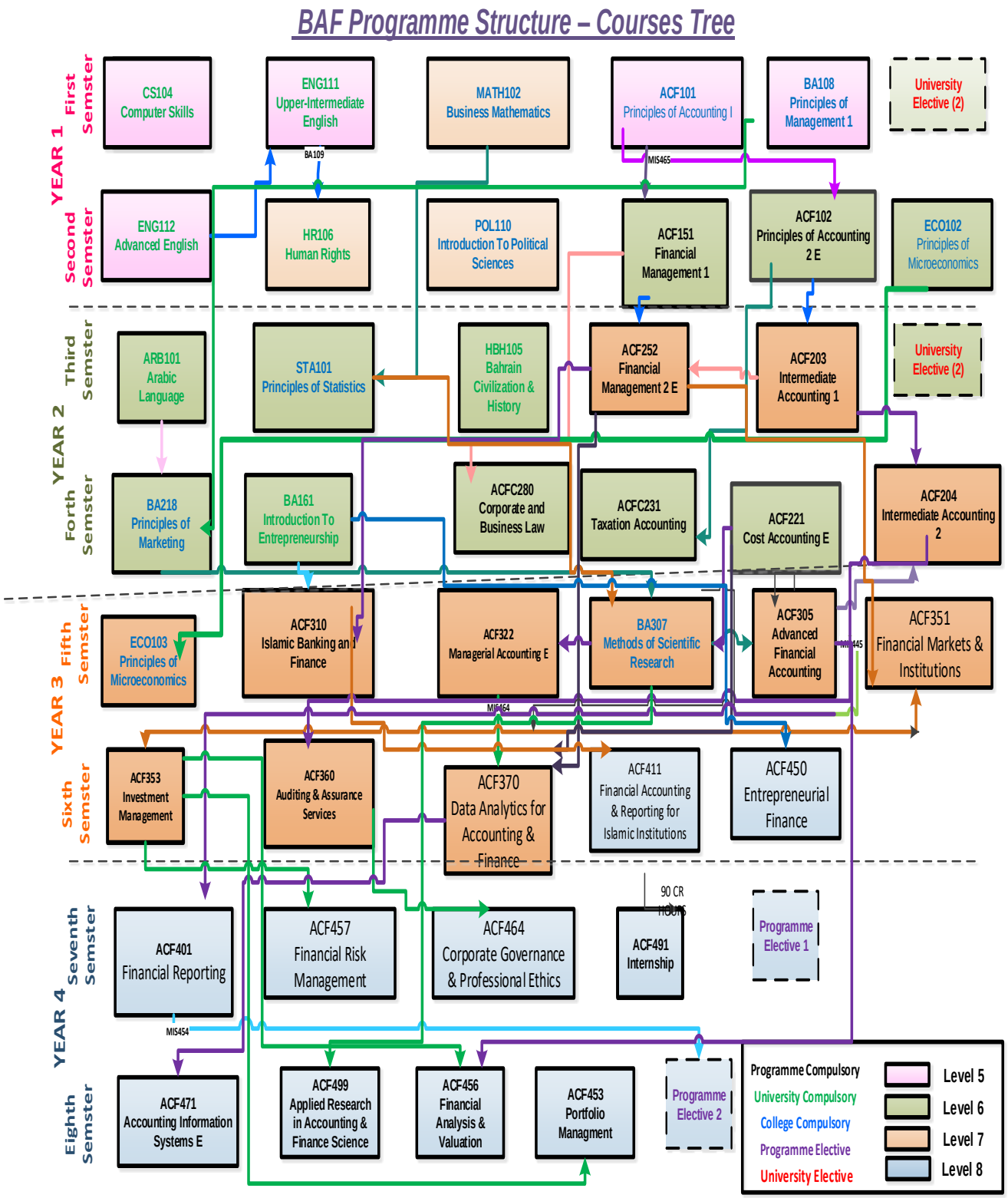
University Elective Courses						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Group 1 (3 Cr)						
1	ISL101	Islamic Culture	-	3	12	6
2	ISL102	Islamic Ethic	-	3	12	6
3	ISL103	Islam & Contemporary Issues	-	3	12	6
Group 2 (3 Cr)						
1	LIB101	Introduction to Library Science	-	3	12	5
2	MAN101	Man and Environment	-	3	12	5
3	SOC101	Introduction to Sociology	-	3	12	5
4	SPT101	Special Topics	-	3	12	5
5	CS205	Computer Applications	CS104	3	12	5
6	LFS102	Thinking and communication skills development	-	3	12	5

Programme Elective Courses

Programme Elective Courses						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Group 1 (6 Cr)						
1	ACF431	Advanced Taxation	ACF231 + 100 Hrs	3	12	8
2	ACF440	Public Sector Accounting	ACF305	3	12	8
3	ACF470	Quantitative Analysis in Accounting & Finance	ACF370	3	12	8

4	ACF473	Artificial Intelligence Applications in Accounting & Finance	ACF370	3	12	8
5	ACF458	Insurance & Takaful	ACF310	3	12	8
6	ACF465	Internal Audit	ACF360	3	12	8
7	ACF460	Advanced Auditing	ACF360	3	12	8
8	ACF485	Contemporary Issues in Accounting & Finance	ACF305 + ACF353	3	12	8
9	ACF459	International Finance	ACF351	3	12	8

Courses Tree



Course Description

University Compulsory Courses

ARB 101 Arabic Language

This course deals with issues related to the Arabic grammar and literature. It studies some basic linguistic issues in the vocabulary, morphology, syntax, and semantics of Arabic. It also studies stylistic and literary features through analyzing and discussing some selected texts from the holy Quran and other literary masterpieces. (Prerequisite- None)

ENG 101 English Language (I)

ENG101 is a credit course that runs for one semester of 15 weeks for 3 hours per week or 6 hours per week during the summer semester. It is required for students of Law, Political Science, Business Administration, and Art and Design Bachelor Programmes delivered in Arabic. This course is for learners whose achievement in the Oxford Online Placement Test (OOPT) is 41 or higher.

The course provides practice in reading, writing, and note taking at Intermediate level. It includes academic English and study skills and a variety of reading texts and text types. The course is intended to improve students' skills in English language in order to undertake a further English credit course, ENG102, and to use English in their studies as necessary. (Prerequisite- None)

ENG 102 English Language (II)

ENG102 is a credit course that runs for one semester of 15 weeks for 3 hours per week or 6 hours per week during the summer semester. It is required for students of Law, Political Science, Business Administration, and Art and Design Bachelor Programmes delivered in Arabic. This course is for learners who have successfully completed ENG101.

The course provides practice in reading, writing, and note taking at Upper Intermediate level. It includes academic English and study skills and a variety of reading texts and text types. The course is intended to improve students' skills in English language in order to undertake a range of credit courses and to use English in their studies as needed. (Prerequisite: ENG 101)

CS 104 Computer Skills

This course covers the following topics: basic concepts of information technology, using the computer to manage files, word processing, spreadsheets, presentation and database. (Prerequisite- None)

BA 161 Introduction to Entrepreneurship

This course aims to study the concept of entrepreneurship, to explain the implications and importance of entrepreneurship, and to provide students with knowledge and skills necessary to transform ideas into applied entrepreneurial projects in accordance with the rules of founding entrepreneurial projects. Moreover, the course aims

to provide students with the core skills of an entrepreneur, starting from establishing the project, choosing the legal formula for it, planning, organizing, marketing, and financing until the whole process is fully managed while enabling students to submit proposals to establish a commercial project and to discuss it at the end of the semester. Finally, the course aims to study practical cases for pioneering projects in the Kingdom of Bahrain. (Prerequisite- None)

HBH 105 Bahrain Civilization & History

This course deals with the history of Bahrain from 1500-1800. It studies the stages of the Portuguese invasion of this part of the world and the international power struggle that erupted after the invasion. It also deals with the ruling of Al-Utuub Tribe of Bahrain and the reign of Al Khalifa thereafter. (Prerequisite- None)

HR 106 Human Rights

This course discusses the basic principles of human rights. It acquaints the students with the nature of human rights; their realms and sources, paying special attention to the international legal provisions concerning human rights included in the following documents: United Nations Charter, International Declaration of Human Rights, International Accord on Civil & Political Rights, International Accord on Social & Economic Rights, International agreement against torture and inhumane, disrespectful punishment, and Protection mechanisms and constitutional organization of public rights and freedoms in the Kingdom of Bahrain. (Prerequisite- None)

University Elective Courses

ISL 101 Islamic Culture

The course deals with the concept of "Culture" in general and the concept of "Islamic Culture" in particular and other related concepts. Thus, the course studies the characteristics of the Islamic culture, its sources, fields of study, and its role in the creation of the "Islamic character". It also deals with the so-called "cultural invasion", its types, its methodologies, and other related issues. (Prerequisite- None)

ISL 103 Islam & Contemporary Issues

This course deals with the way Islam deals with contemporary issues such as the phenomenon of fanaticism, determination of the Islamic calendar, alms tax (Zakat) 0n money and jewelry, democracy and government system, and other scientific and cultural developments. (Prerequisite- None)

ISL 102 Islamic Ethics

This course is an elective university requirement. It stresses the importance of ethics in Islam and the value Islam gives to ethics in general and work ethics in particular. The course draws general comparisons of the treatment of ethics along

different ages in the history of Islam and offers insights to the possible tools to enhance work ethics according to Islam. (Prerequisite- None)

SPT 101 Special Topics

This course is an optional University requirement. It deals with special contemporary topics that are of import to university students. The topics dealt with may be economical, social, historical, or political. (Prerequisite- None)

LFS 102 Thinking and communications skills development

This is a university requirement course. It introduces students to the concept of thinking, its characteristics, its forms and its importance in the educational process. The course deals also with the application of modern strategies and theories interpreted for different kinds of thinking.

The course deals in detail with aspects of communication skills with the aim of improving the students' skills overcoming communicative barriers when communicating in various situations and for various purposes. (Prerequisite- None)

SOC 101 Introduction to Sociology

The course introduces the students to Sociology; the scientific study of society. Thus, the course emphasizes social interaction processes and their impact on the members of any society. The course provides students with the knowledge of the main social phenomena and the components of social structure. (Prerequisite- None)

MAN 101 Man and Environment

This course deals with issues related to the relationship between human beings and the environment they live in with special attention to the environment of the students of the University. The course draws the students\ attention to the importance of environment and the necessity to regulate our behavior so that not to harm it. (Prerequisite- None)

LIB 101 Introduction to Library Science

This course introduces students to the library sciences. It gives a general historical review of the development of libraries through the ages and sheds light on the importance of libraries in the development of knowledge and sciences. The course reviews the services that library introduce to those who may want to benefit from. (Prerequisite- None)

CS 205 Computer Applications

This course includes the following topics: using a word processing program to write reports, using a spreadsheet software program to create an elementary accounting program, using a database software program to design an elementary information system. (Prerequisite- None)

College Compulsory Courses

ACF101 – Principles of Accounting I

This course concentrates on basic accounting concepts, principles and assumptions, basic accounting equations, the accounting cycle (journalizing, posting, preparation of a trial balance, financial statement), adjusting entries, the accounting cycle for a merchandising company, computing inventory cost under periodic & perpetual inventory systems. (Prerequisite- None)

BA108 – Principles of Management I

This is an introductory course for the study of management and the role it plays in organizations. It introduces students to the ideas of managerial levels, skills and management 'concepts. It develops their understanding about how successful employees and managers operate. The course begins with a historical overview of the management field and evolution of management thought. Additionally the course focuses on the management process/ managerial functions such as planning, organizing, leading, and controlling. (Prerequisite: None)

BA218 – Principles of Marketing

This course provides a broad background to the concept of marketing, the role of marketing in an organization and the external environment. It also introduces students to basic, and some advanced, marketing tools. During the course the student will learn to think like a marketer and will understand how marketing managers' use marketing elements to enable their business organization to gain a competitive advantage. (Prerequisite- BA108)

BA307 – Methods of Scientific Research

The course studies the scope and significance of business research. It introduces students to the various aspects of business research; its types, tools and methods and students will learn how to apply business research techniques into real world situations. The course covers topics such as the identification of a topic by the student, proposition of hypothesis, formulation of research inquiries, development of literature review, select research design and methodologies. Additionally students will learn data collection techniques; primary and secondary data with application to specific problems, scaling and research instrument design and sampling design. (Prerequisite- STA101)

ECO102 – Principles of Microeconomics

This course is designed to provide students with detailed knowledge and basic practical skills to apply economic concepts and theories at the consumer and producer levels. The course includes the following topics: market systems, demand and supply, market equilibrium, elasticity's, consumer behavior, public goods and externalities, market structures: pure competition, monopoly, and oligopoly, marginal cost and marginal revenue. (Prerequisite- None)

ECO103 – Principles of Macroeconomics

This course is designed to provide students with advanced knowledge and practical skills to apply economic concepts and theories to real-world problems. The course include the following topics: economic growth, inflation and unemployment, money and banking, fiscal and monetary policy, and national trade, aggregate demand and aggregate supply, and the market system. (Prerequisite- ECO102)

MATH102 – Business Mathematics

This course focuses on business mathematics topics such as set theory, distance formula, line equations, matrices, integration and derivation. During this course, the student will learn the various types of functions and be able to solve and sketch functions. The course will also increase the student's ability and skills in mathematics more generally. (Prerequisite- None)

POL110 – Introduction to Political Sciences

The course introduces students to the basic concepts and ideas in the field of Political Science. It teaches students the relationship between political science and other disciplines, and develops their understandings of key concepts such as 'the state', 'government', 'political parties' and 'interest and pressure groups'. The course stress important topics such as the political system, political socialization and public opinion, as well as international relations. It introduces students to the evolution of the international system and foreign policy and international organizations. (Prerequisite- None)

STA101 – Principles of Statistics

Principle of Statistics (STAT 101) is the capstone, integrative course for all students for two colleges (Administrative and Arts & Science). This exciting, challenging course focuses on how present, describe of statistical data that related with practical life of students. As well as Principle of Statistics taught inferential statistics as correlation and regression to employ it practically. Students use all the knowledge acquired from prior business courses together with this course. (Prerequisite- MATH102)

Programme Compulsory Courses

ACF102 - Principles of Accounting (II) E

This course is designed to provide students with general knowledge and basic practical skills in financial accounting. The course includes the following topics: measurement and disclosure of cash, receivables, deferrals and accruals, tangible assets, current liabilities, partnership and corporations, capital formation, and dividends and retained earnings. (Prerequisite-ACF101)

ACF151 – Financial Management I

This course is designed to provide students with detailed knowledge and basic practical skills to apply the decision making in a financial context. The course includes introduction to financial management, financial statement interpretations, time value of money, risk and return, capital budgeting, valuing stocks and bonds, and long term financing. (Prerequisite: ACF101)

ACF203 – Intermediate Accounting 1

This course is designed to provide students with advanced knowledge & practical skills to apply the International Accounting & Financial Reporting Standards. The course covers the following topics: international accounting standards, international financial reporting standards, conceptual framework for financial reporting, financial statements, receivables, inventory valuation, property, plant & equipment, natural resources, & intangible assets. (Prerequisite: ACF102)

ACF204 – Intermediate Accounting 2

This course is designed to provide students with advanced knowledge and practical skills to apply the conceptual framework of financial accounting and its relevance to the modern business environment. The course covers the following topics: contingent liabilities, non-current liabilities, stockholder's equity, investments, revenue recognition, accounting for lease, accounting changes and errors, and statement of cash flows. (Prerequisite: ACF203)

ACF221 – Cost Accounting E

This course aims at equipping students with detailed knowledge and understanding in cost accounting. The main topics covered are: nature, source & purpose of management information, job costing, activity-based costing, process costing, variable & absorption costing, master budget and responsibility accounting, flexible budgets, & standard costing & variance analysis. (Prerequisite: ACF101)

ACF231 – Taxation Accounting

This course is designed to provide students with detailed knowledge and understanding and basic practical skills in taxation accounting. This course Includes the Following Topics: function and purpose of taxation, the scope of income tax, income from employment and self-employment, property and investment income, computation of taxable income and income tax liability, taxation on capital gains, compliance checks, appeals, disputes, & penalties, value added tax (VAT) in Bahrain and GCC Region. (Prerequisite: ACF102)

ACF252 – Financial Management (2) E

The course is designed to provide students with advanced knowledge and skills in financial management. The course includes the following topics: cost of equity, debt and capital, capital structure theories, leverage, dividend policy, working capital management, & long-term financing decision. (Prerequisite: ACF151)

ACF280 – Corporate & Business Law

This course is designed to provide students with detailed knowledge and understanding of the general legal framework and specific legal areas relating to business. Topics include: Elements of the legal system, contract formation, content, breach, remedies, & professional negligence, employment law, companies' formation, types, capital financing & maintenance, dividends, management & administration, insolvency & liquidation, corporate fraudulent and criminal behavior. (Prerequisite: ACF151)

ACF305 – Advanced Financial Accounting E

This course is designed to provide students with advanced knowledge & understanding related to the accounting of intra-entity & enter-entity transactions. The course covers the following topics: the equity method of accounting for investments, consolidation of financial information, subsequent to the date of acquisition, outside ownership, intra-entity asset transactions, variable interest entities, intra-entity debt, consolidated cash flows, and other issues, foreign currency transactions and financial statements, partnership operations. (Prerequisite: ACF204)

ACF310 – Islamic Banking & Finance

This course is designed to provide students with advanced knowledge & understanding in Islamic Banking & finance. Topics covered include: Islamic finance and banking system foundations, functions, & objectives, regulatory and institutional frameworks, Principles of Islamic Financial Transactions, Types of deposits and investment tools in Islamic banks, Murabaha, Mudaraba, Musharakha, Ijara, Salam, and Istisna'a, Islamic banking services, Governance in Islamic Banks and Finance Institutions. (Prerequisite: ACF252)

ACF322 – Managerial Accounting E

This course is designed to provide students with advanced knowledge & skills in applying management accounting techniques for planning, decision making, performance evaluation, and control. The course covers the following topics: cost–volume–profit analysis & sales mix, cost estimation and cost behavior, measuring relevant costs &revenues for decision-making, decision-making under conditions of risk and uncertainty, pricing decision & profitability analysis, divisional financial performance measures, transfer pricing in divisionalized companies, strategic performance management, strategic cost management and value creation, capital budgeting. (Prerequisite: ACF221)

ACF351 – Financial Markets & Institutions

This course is designed to provide students with advanced knowledge and advanced-level skills in the field of financial markets and institutions. The course includes the following topics: introduction to financial markets, money market, stock market, bond market, mortgage market, and foreign market, exchange rate in the short run and long run, valuation of securities and derivatives markets. (Prerequisite: ACF252)

ACF353 – Investment Management

This course is designed to provide students with Advance knowledge and advanced-level skills in Investment Management. This course covers the following topics: Introduction to investment management and history of financial markets, Securities markets and financial Instruments, Portfolio theory, asset allocation, and portfolio optimization, Market efficiency hypotheses, Diversification and investment strategies, Principles of asset valuation, Stock valuation, Bond valuation, Convertibles and warrants valuation, Risk management and performance evaluation, Mutual funds and hedge funds, and finally Contemporary issues in investment management. (Prerequisite: ACF351)

ACF360 – Auditing & Assurance Services

This course is designed to provide students with advanced knowledge, skills, and professional values in auditing and assurance services. The course covers the following topics: audit framework and regulation, audit planning and risk assessment, internal control system, audit evidence, procedures, and sampling, auditing revenue and collection cycle auditing acquisition and expenditure cycle, auditing production, finance, and investment cycle, subsequent events and going concern, written representation and audit finalization the auditor's report. (Prerequisite: ACF204)

ACF370 – Data Analytics for Accounting & Finance

This course is designed to provide students with advanced knowledge & practical skills in the aspects of data analytics for accounting & finance. The course includes the following topics: data preparation, cleaning, modeling, evaluation, & visualization, audit data analytics, managerial accounting analytics, financial statement analytics, & tax analytics. (Prerequisite: ACF221 + ACF252)

ACF401 – Financial Reporting

This course is designed to provide students with critical knowledge and specialized skills to applying international accounting & reporting standards. Topics covered include: first time adoption of international financial reporting standards, events after the reporting period, borrowing costs, earnings per share, interim financial reporting, impairment of assets, share-based payment, non-current assets held for sale & discontinued operations, operating segments, revenue from contracts with customers, accounting for government grants and disclosure of government assistance, employee benefits, biological assets. (Prerequisite: ACF305)

ACF411- Financial Accounting & Reporting for Islamic Institutions

This course is designed to provide the student with Critical knowledge and understanding and specialized skills related with financial accounting and reporting Islamic Institutions. This course includes the following topics: Conceptual framework for financial reporting in Islamic financial institutions, latest issues of Islamic Accounting Standards such as: Murabaha, Mudarabah, Musharakah, Salam, Istisnaa, Ijarah, Zakah, Investments and General presentation and

disclosure in the financial statements of Islamic banks and financial institutions, and Foreign Operations Reporting in Islamic Institutions. (Prerequisite: ACF310)

ACF450 – Entrepreneurial Finance

This course is designed to provide students with critical knowledge and understanding and specialized-level skills in entrepreneurial finance. The course includes the following topics: Introduction to entrepreneurial finance, valuation of entrepreneurial ventures, financing strategies, capitalization tables, financing decisions, innovate business models using block chain, analysis of block chain technologies, and future of entrepreneurial finance in the kingdom of Bahrain. (Prerequisite: BA161 + ACF351)

ACF453 – Portfolio Management

This course is designed to provide students with critical and detailed knowledge that enables them to formation, analyze and manage a portfolio. The course contains the following topics: introduction to portfolio management , equity portfolio management strategies, portfolio risk & return measures, markowitz portfolio theory, models of capital market: capital asset pricing model (CAPM), arbitrage pricing model (APT), evaluation of portfolio performance, constructing own Portfolio, portfolio management & derivatives, portfolio monitoring & rebalancing professional asset management, and bond portfolio management strategies. (Prerequisite: ACF353)

ACF456 – Financial Analysis & Valuation

This course is designed to provide students with critical and detailed knowledge that enables them to conduct in-depth financial analysis. The course includes the following topics: introduction to financial analysis, financial statements, operating activities, investing activities, financing activities, financial ratios, cash flow analysis, profitability analysis, credit analysis and equity analysis and valuation. (Prerequisite: ACF305 + ACF353)

ACF457 – Financial Risk Management

This course is designed to provide students with critical knowledge and understanding in financial risk management. The course includes the following topics: types of financial risk, managing assets risk, credit portfolio, interest rate, exchange rate, credit, derivative, operational, cash flow, and budget exposures risks, hedging, the interrelationship between risk and return, managing risks in capital investment decisions, the value of common stock and debt in the capital structure risks, capital asset pricing model and weighted average cost of capital, and international financial risk management. (Prerequisite: ACF353)

ACF464 – Corporate Governance & professional Ethics

This course is designed to cover a range of advanced topics related to governance and professional ethics. Corporate governance objectives, relevance & importance, OECD principles corporate governance, theories underlying corporate

governance, corporate governance code of the Kingdom of Bahrain, and board of directors: structure, roles and responsibility, board of director's committees, corporate social responsibility, accounting ethics and professional conduct: principles, rules, and threats, ethics applied to accounting firms, and ethics applied to tax and managerial accounting. (Prerequisite: ACF360)

ACF471 – Accounting Information Systems

This course is designed to cover a group of critical knowledge and specialized skills in accounting information systems. Topics cover include: accounting information system components, development, & documentation, relational databases, fraud, computer misuse and cybercrime, systems security and protection, business cycles. (Prerequisite: ACF370)

ACF491 - Internship

The internship is a pre-arranged, credit-bearing work experience, which allows a student to achieve personal goals that are aligned with the goals of a supervising professional organisation or agency. Internships provide opportunities to explore career options, test career choices, and encourage the development of skills within a chosen field. An internship allows students to relate theory with practical job experience as well as develop new skills that will be transferable to future employers. (Prerequisite: 90 Credit Hours)

ACF499 – Applied Research in Accounting & Finance Science

In this course, students critically apply appropriate research methodologies to conduct an applied research with a comprehensive research report. Typically, the research undertaken will be oriented to real life business problems or situations selected by the student and validated by the tutor. This gives the opportunity for individual student, to take the responsibility of executing applied research with guidance from a supervisor. Student will use knowledge and skills gained in earlier studied courses and implement them in the research. Students will be required to plan their work and meet deadlines, they also need to demonstrate the outcome of the investigation and write a comprehensive report. (Prerequisite: BA307)

Programme Elective Courses: (6 Credit hours/2 courses to be chosen from this group)

ACF431 – Advanced Taxation

This course is designed to provide students with critical knowledge & understanding in advanced taxation. This course covers the following topics: comparative tax systems internationally, national insurance contribution of taxable income and income tax liability, taxation for group corporate structure , effect of tax at business level, advanced taxation issues in capital gains & inheritance, tax planning, avoidance & minimisation, tax fraud & penalties for non-compliance, tax havens, double taxation, and sustainability. (Prerequisite: ACF231 + 100 credit hours)

ACF440 – Public Sector Accounting

This course is designed to provide students with critical knowledge and understanding of public sector accounting with particular reference to the Kingdom of Bahrain. Topics covered include public sector accounting: Nature & characteristics, budgeting: accounting and reporting, state budget and final accounts: Kingdom of Bahrain, accounting for governmental operating activities, capital assets and capital projects, general long-term liabilities and debt service, business-type activities, fiduciary activities - agency and trust funds, Analysis of Governmental Financial, performance budgeting and performance measurement and international public sector accounting standards (IPSAS). (Prerequisite: ACF305)

ACF458 – Insurance & Takaful

This course is designed to provide students with critical knowledge and understanding of insurance and takaful. The course includes the following topics: risk types, causes, & elements, conventional insurance: pillars, types of contracts, their effects and expiration, technical and legal principles of insurance, the concept of takaful, the differences between takaful and commercial insurance, takaful companies, takaful and conventional reinsurance, Sharia standard related to insurance. (Prerequisite: ACF310)

ACF459 – International Finance

This course is designed to provide students with critical knowledge & understanding and specialised-level skills in international finance. This course covers the following subjects: understanding of finance in the international context, the historical perspectives and foundations of international finance, opportunities and risks associated with international finance, international financial markets, financial operations of the multinational corporations within the international environment, management of currency risk within the foreign exchange markets and exchange rate determination, political risk of multinational companies, financial globalization and international financial crises transmission, developments in the world of finance and their implications for business strategies, and contemporary issues in international finance. (Prerequisite: ACF351)

ACF460 – Advanced Auditing

This course is designed to provide students with critical knowledge to analyse, evaluate and conclude on the audit and assurance engagements and issues in the context of best practice and current developments. Topics covered include: money laundering, laws and regulations compliance: the responsibilities of management and auditors, code of ethics and control, fraud and error, professional liability, quality control and practice management, Auditing historical financial statements, analytical procedures, group audit, audit related and assurance services, specifics assignments, social, environmental, and integrated reporting (Prerequisite: ACF360)

ACF465 – Internal Audit

This course is designed to cover a range of advanced topics related to internal audit. The course covered: the introduction to internal audit, the international professional practices framework, risk Management, business process and risks, internal control, Information technology risks and control, risk of fraud and illegal acts, audit evidence and working papers, audit planning and engagement, and communicating outcomes and follow up procedures. (Prerequisite: ACF360)

ACF470 – Quantitative Analysis in Accounting & Finance

This course is designed to provide students with critical knowledge and specialized skills in utilizing statistical and quantitative analyses of issues in finance and accounting. The students will get exposure to a number of quantitative models proven to be, effectively, applicable to problems in accounting & financial management including: decision tree, linear programming, inventory control, time series analysis, forecasting, volatility models, panel data models & networking models. (Prerequisite: ACF370)

ACF473 – Artificial Intelligence Applications in Accounting & Finance

This course is designed to provide students with critical knowledge and practical skills to utilize Artificial Intelligence approaches & applications to accounting & finance data. Topics covered include: introduction to AI in business and finance, big data analysis & infrastructure, extracting intelligence from big data, artificial intelligence & machine learning, business applications of machine learning, machine learning applications in accounting & finance, artificial intelligence simulation, risk & governance, and driven business. (Prerequisite: ACF370)

ACF485 – Contemporary Issues in Accounting & Finance

This course is designed to provide students with specialized level skills, detailed knowledge of contemporary issues in accounting and finance. This course will cover new emerging topics in accounting and finance which will vary as conditions change. (Prerequisite: ACF305 + ACF353)

Bachelor in Accounting

Programme Title	Bachelor in Accounting
Awarding Institution	Applied Science University
Teaching Institution	Applied Science University
Programme licensed by	Ministry of Education, Kingdom of Bahrain
Final Qualification	Bachelor Degree
Academic Year	2023-2024
Language of Study	Arabic
Mode of Study	Full Time
Programme Leader	Dr. Basel J. A. Ali Office No: 16036311 E-mail: basel.ali@asu.edu.bh Room No. 319

Programme Description

The Bachelor in Accounting (BA) programmme has been built in a structured format and includes clearly defined goals that are reflected through learning outcomes that include an integrated set of knowledge, skills and competencies. The curriculum structure of the program has been designed based on an organized hierarchy of courses within levels, each of which is built on the level that precedes it, to ensure academic progress and a balance between theory and practice. To facilitate this academic progress, the program included a system of prerequisites so that the student could move from one level to another smoothly.

In order to ensure the achievement of the programmme's objectives, the desired learning outcomes were formulated and identified at the level of all courses to be compatible with the educational program outcomes.

The program covers a set of knowledge, skills and competencies included in the accounting major and related fields, which aims to enable the graduate to choose between job opportunities available in different economic units in both the public and private sectors due to his ability to carry out accounting and financial tasks efficiently.

The Accounting programme aims to:

1. To provide the graduate with critical and detailed knowledge and understanding of accounting and related fields.

2. To prepare the graduate to be capable of using specialist level skills in accounting and related fields to deal with advanced and some complex situations in the business environment that have an element of unpredictability.

3. Develop the graduate's skills in implementing critical analysis and evaluation for the information, concepts, skills, and practices in accounting and related fields to plan and undertake a scientific research, and to identify complex problems in thebusiness environment and recommend relevant solutions.

4. Develop the graduate's professional skills to communicate with peers and specialist,and to deliver formal presentations on accounting topics related to the business environment.

5. Prepare the graduate to operate at a specialist level and lead teams in a variable and unpredictable business environment while having responsibility for related decision-making and the work of others.

The Admission Criteria

Students are admitted to the programme based on the criteria approved in the university's bachelor's degree bylaws and University Council decisions, which include the following conditions:

A. The student should obtain a Secondary School Certificate or its equivalent certified by the Ministry of Education in the Kingdom of Bahrain with an average of no less than 60% or equivalent (Except for the Bachelor of Law Programme where the minimum high school average required is 70%).
B. Students with averages below 60% may be admitted in the University, provided that they meet one of the following criteria:
    1. They are athletes and artists who represent the Kingdom of Bahrain internationally.
    2. Those with at least one year of practical experience following their secondary school certificate.
    3. In addition to that, the University Council has the right to decide on applicants with averages below 60%.
    4. The number of students admitted according to this point (B) can be no more than 5% of the admitted students.
C. In some programmes, the students admitted from non-scientific secondary school fields should pass remedial courses.

Progression Pathways and Opportunities

The Bachelor's program in Accounting consists of a set of courses covering four years (levels) gradually, and this gradation is facilitated through the sequence of program courses content, on the basis of which the system of prerequisites for each course was developed so that the student can move from one level to the next. Students' academic progress is monitored through the university's academic advising system.

The Bachelor's Program in Accounting has been designed to enable the graduate to possess critical knowledge and develop his specialized skills to deal with unexpected variables and conduct critical analysis in the business environment.

A graduate of the Bachelor of Accountancy program has wide opportunities after graduation, including:

The program qualifies the graduate to work in various economic units in the public and private sectors in various accounting and financial functions.

The program qualifies the graduate to work in offices, auditing companies, markets and financial institutions.

- The program qualifies the graduate to be an entrepreneur by opening his own project in the field of bookkeeping and financial accounting, carrying out internal control tasks and calculating tax burdens on taxpayers.
- A graduate of the program can apply for advanced academic certificates (postgraduate studies) and professional degrees in accounting and related fields.

Graduation Requirements:

Based on ASU's "Bachelor Degree Bylaw", the Bachelor's degree in Accounting is granted upon fulfillment of all graduation requirements, represented by: passing all courses required for graduation (i.e. completion of the number of credit hours) with a cumulative average of no less than 60% after studying for a minimum period of four years, and not exceeding a maximum period of 8 years.

Programme Intended Learning Outcomes

Upon completion of the programme, the graduates should be able to:

- Possess detailed knowledge and understanding of the fundamental principles, concepts, and techniques in accounting and related fields.
- Demonstrate critical knowledge and understanding of contemporary issues, some specialist theories, standards and research methods in accounting and related fields.
- Use specialist level skills to apply theories and concepts from accounting and related fields to deal with complex problems in the business environment.

- Use specialist level skills in accounting and related fields to investigate issues and professional level problems and to plan and undertake a scientific research project.
- Use a range of specialist techniques in accounting and related fields to collect and synthesize information in order to identify problems in the business environment.
- Critically analyze information and practices in accounting and related fields to identify complex problems and implement relevant solutions.
- Use professional level skills to communicate with peers and specialists, and to process, present and interpret data utilizing IT.
- Operate at a specialist level in variable business environments within a team with a responsibility for the related decision making and the work of others Admission Criteria

Programme Structure

- Minimum Study Period : 3 years
- Maximum Study Period : 8 years
- Total Credit Hours : 135 Credit Hours
- No. of Courses: 45 Courses

Study Plan

Programme Study Plan						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Year 1 – First Semester (15 Cr)						
1	ACC101	Principles of Accounting I	---	3	12	5
2	CS104	Computer Skills	---	3	12	5
3	ENG101	English Language I	---	3	12	5
4	MATH101	Business Mathematics	---	3	12	5
5	-	University Elective (1)	---	3	12	5
Year 1 – Second Semester (15 Cr)						
1	BA101	Principles of Management I	---	3	12	5

2	POL101	Introduction to Political Sciences	---	3	12	5
3	ENG102	English Language II	ENG101	3	12	5
4	HR106	Human Rights	---	3	12	5
5	ACC102	Principles of Accounting II	ACC101	3	12	5
Year 2 – First Semester (18 Cr)						
1	ARB101	Arabic Language	---	3	12	6
2	BA161	Introduction to Entrepreneurship	---	3	12	6
3	ECO104	Principles of Microeconomics	---	3	12	6
4	HBH105	Bahrain Civilization & History	---	3	12	6
5	STA101	Principles of Statistics	MATH101	3	12	6
6	ACC201	Intermediate Accounting I	ACC102	3	12	6
Year 2 – Second Semester (18 Cr)						
1	BA211	Principles of Marketing	BA101	3	12	6
2	ACC221	Cost Accounting	ACC101	3	12	6
3	FIN251	Financial Management	ACC101	3	12	6
4	LAW021	Principles of Commercial Law	---	3	12	6
5	ACC202	Intermediate Accounting II	ACC201	3	12	6
6	-	University Elective (2)	---	3	12	6
Year 3 – First Semester (18 Cr)						
1	ACC231	Taxation Accounting	ACC102	3	12	7
2	FIN352	Markets and Financial Institutions	FIN251	3	12	7
3	ACC302	Advanced Accounting	ACC102	3	12	7
4	ACC324	Managerial Accounting	ACC221	3	12	7
5	ACC343	Government Accounting	ACC102	3	12	7

6	ECO105	Principles of Macroeconomics	ECO104	3	12	7
Year 3 – Second Semester (15 Cr)						
1	ACC360	Auditing	ACC102	3	12	7
2	FIN354	Islamic Finance and Banking	FIN251	3	12	7
3	BA241	Quantitative Methods in Management (E)	STA101 + ENG102	3	12	7
4	BA303	Methods of Scientific Research	-	3	12	7
5	ACC371	Digital Accounting (E)	ENG102+ACC102+CS104	3	12	7
Year 4 – First Semester (18 Cr)						
1	FIN453	Investment	FIN251	3	12	8
2	ACC410	Accounting for Islamic Financial Institutions	FIN354	3	12	8
3	ACC466	Governance and Profession Ethics	ACC102	3	12	8
4	ACC491	Internship (Accounting)	90 Credit Hours	3	12	8
5	ACC460	Digital Auditing (E)	ACC360	3	12	8
6	-	Programme Elective (1)	-	3	12	8
Year 4 – Second Semester (18 Cr)						
1	ACC403	Corporate Reporting	ACC201	3	12	8
2	FIN458	Risk Management	FIN251	3	12	8
3	ACC471	Accounting Information Systems	ACC371	3	12	8
4	ACC499	Applied Research in Accounting	ACC491 + BA303	3	12	8
5	ACC404	Financial Analysis E	ACC201 + FIN251 + ENG102	3	12	8
6	-	Programme Elective (2)	-	3	12	8

University Elective Courses

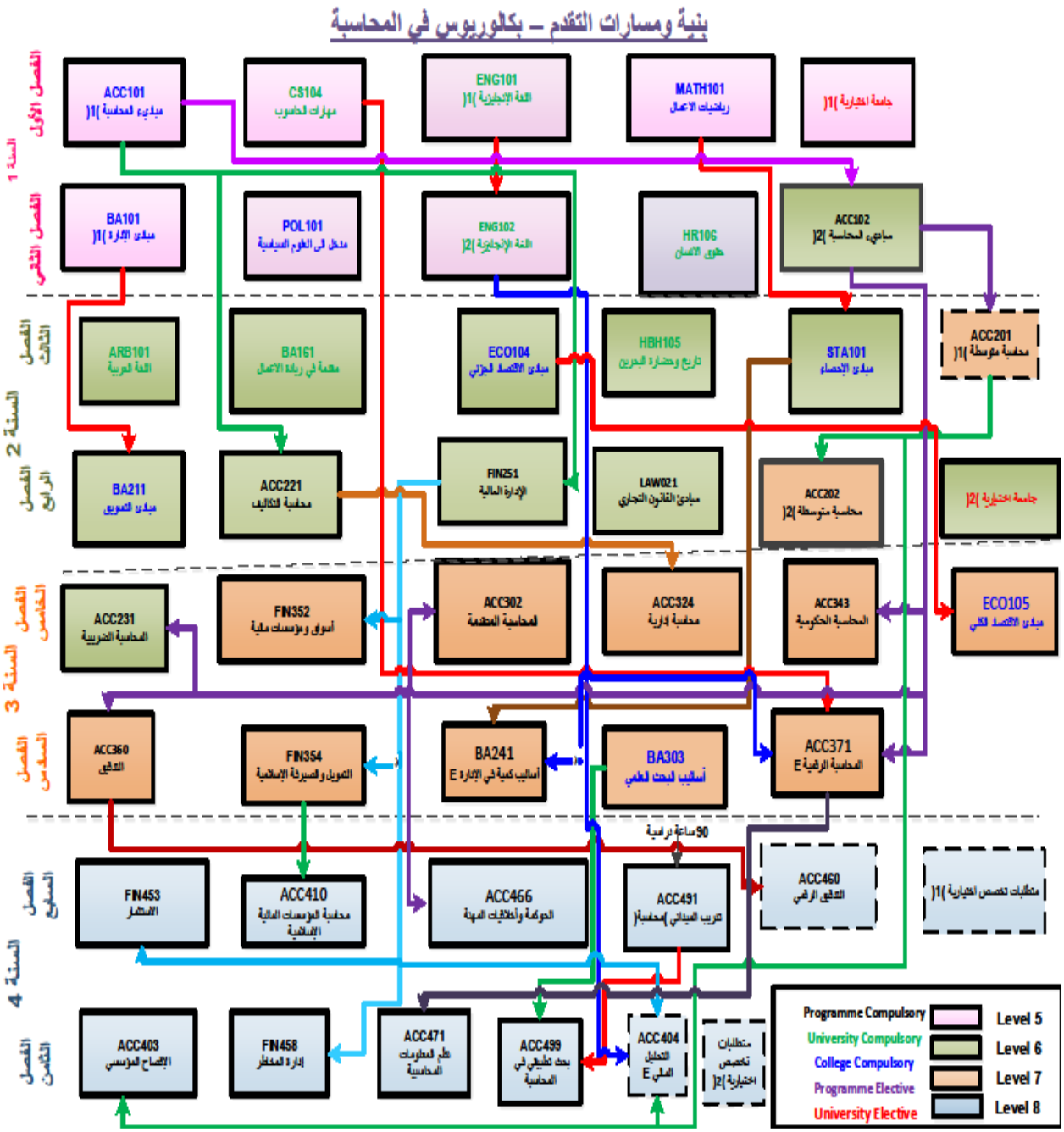
University Elective Courses						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Group 1 (3 Cr)						
1	ISL101	Islamic Culture	---	3	12	6
2	ISL102	Islamic Ethic	---	3	12	6
3	ISL103	Islam & Contemporary Issues	---	3	12	6
Group 2 (3 Cr)						
1	LIB101	Introduction to Library Science	---	3	12	5
2	MAN101	Man and Environment	---	3	12	5
3	SOC101	Introduction to Sociology	---	3	12	5
4	SPT101	Special Topics	---	3	12	5
5	CS205	Computer Applications	CS104	3	12	5
6	LFS102	Thinking and communication skills development	---	3	12	5

Programme Elective Courses

Programme Elective Courses						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Group 1 (6 Cr)						

1	ACC480	Accounting Theory	ACC201	3	12	8
2	ACC481	Contemporary Issues in Accounting	ACC201	3	12	8
3	ACC482	International Accounting	ACC201	3	12	8
4	FIN456	Insurance and Takaful	FIN251	3	12	8
5	FIN457	Financial Planning and Personal Finance	FIN251	3	12	8
6	FIN459	Technology and Financial Innovation	FIN251	3	12	8

Courses Tree



Course Description

University Compulsory Courses

ARB 101 Arabic Language

This course deals with issues related to the Arabic grammar and literature. It studies some basic linguistic issues in the vocabulary, morphology, syntax, and semantics of Arabic. It also studies stylistic and literary features through analyzing and discussing some selected texts from the holy Quran and other literary masterpieces. (Prerequisite- None)

ENG 101 English Language (I)

ENG101 is a credit course that runs for one semester of 15 weeks for 3 hours per week or 6 hours per week during the summer semester. It is required for students of Law, Political Science, Business Administration, and Art and Design Bachelor Programmes delivered in Arabic. This course is for learners whose achievement in the Oxford Online Placement Test (OOPT) is 41 or higher.

The course provides practice in reading, writing, and note taking at Intermediate level. It includes academic English and study skills and a variety of reading texts and text types. The course is intended to improve students' skills in English language in order to undertake a further English credit course, ENG102, and to use English in their studies as necessary. (Prerequisite- None)

ENG 102 English Language (II)

ENG102 is a credit course that runs for one semester of 15 weeks for 3 hours per week or 6 hours per week during the summer semester. It is required for students of Law, Political Science, Business Administration, and Art and Design Bachelor Programmes delivered in Arabic. This course is for learners who have successfully completed ENG101.

The course provides practice in reading, writing, and note taking at Upper Intermediate level. It includes academic English and study skills and a variety of reading texts and text types. The course is intended to improve students' skills in English language in order to undertake a range of credit courses and to use English in their studies as needed. (Prerequisite: ENG 101)

CS 104 Computer Skills

This course covers the following topics: basic concepts of information technology, using the computer to manage files, word processing, spreadsheets, presentation and database. (Prerequisite- None)

BA 161 Introduction to Entrepreneurship

This course aims to study the concept of entrepreneurship, to explain the implications and importance of entrepreneurship, and to provide students with knowledge and skills necessary to transform ideas into applied entrepreneurial projects in accordance with the rules of founding entrepreneurial projects. Moreover, the course aims to provide students with the core skills of an entrepreneur, starting from establishing the project, choosing the legal formula for it, planning, organizing, marketing, and financing until the whole process is fully managed while enabling

students to submit proposals to establish a commercial project and to discuss it at the end of the semester. Finally, the course aims to study practical cases for pioneering projects in the Kingdom of Bahrain. (Prerequisite- None)

HBH 105 Bahrain Civilization & History

This course deals with the history of Bahrain from 1500-1800. It studies the stages of the Portuguese invasion of this part of the world and the international power struggle that erupted after the invasion. It also deals with the ruling of Al-Utuub Tribe of Bahrain and the reign of Al Khalifa thereafter. (Prerequisite- None)

HR 106 Human Rights

This course discusses the basic principles of human rights. It acquaints the students with the nature of human rights; their realms and sources, paying special attention to the international legal provisions concerning human rights included in the following documents: United Nations Charter, International Declaration of Human Rights, International Accord on Civil & Political Rights, International Accord on Social & Economic Rights, International agreement against torture and inhumane, disrespectful punishment, and Protection mechanisms and constitutional organization of public rights and freedoms in the Kingdom of Bahrain. (Prerequisite- None)

University Elective Courses

ISL 101 Islamic Culture

The course deals with the concept of "Culture" in general and the concept of "Islamic Culture" in particular and other related concepts. Thus, the course studies the characteristics of the Islamic culture, its sources, fields of study, and its role in the creation of the "Islamic character". It also deals with the so-called "cultural invasion", its types, its methodologies, and other related issues. (Prerequisite- None)

ISL 103 Islam & Contemporary Issues

This course deals with the way Islam deals with contemporary issues such as the phenomenon of fanaticism, determination of the Islamic calendar, alms tax (Zakat) 0n money and jewelry, democracy and government system, and other scientific and cultural developments. (Prerequisite- None)

ISL 102 Islamic Ethics

This course is an elective university requirement. It stresses the importance of ethics in Islam and the value Islam gives to ethics in general and work ethics in particular. The course draws general comparisons of the treatment of ethics along different ages in the history of Islam and offers insights to the possible tools to enhance work ethics according to Islam. (Prerequisite- None)

SPT 101 Special Topics

This course is an optional University requirement. It deals with special contemporary topics that are of import to university students. The topics dealt with may be economical, social, historical, or political. (Prerequisite- None)

LFS 102 Thinking and communications skills development

This is a university requirement course. It introduces students to the concept of thinking, its characteristics, its forms and its importance in the educational process. The course deals also with the application of modern strategies and theories interpreted for different kinds of thinking.

The course deals in detail with aspects of communication skills with the aim of improving the students' skills overcoming communicative barriers when communicating in various situations and for various purposes. (Prerequisite- None)

SOC 101 Introduction to Sociology

The course introduces the students to Sociology; the scientific study of society. Thus, the course emphasizes social interaction processes and their impact on the members of any society. The course provides students with the knowledge of the main social phenomena and the components of social structure. (Prerequisite- None)

MAN 101 Man and Environment

This course deals with issues related to the relationship between human beings and the environment they live in with special attention to the environment of the students of the University. The course draws the students\ attention to the importance of environment and the necessity to regulate our behavior so that not to harm it. (Prerequisite- None)

LIB 101 Introduction to Library Science

This course introduces students to the library sciences. It gives a general historical review of the development of libraries through the ages and sheds light on the importance of libraries in the development of knowledge and sciences. The course reviews the services that library introduce to those who may want to benefit from. (Prerequisite- None)

CS 205 Computer Applications

This course includes the following topics: using a word processing program to write reports, using a spreadsheet software program to create an elementary accounting program, using a database software program to design an elementary information system. (Prerequisite- None)

Programme Compulsory Courses

LAW021 Principles of Commercial Law

This course deals with the study of the principles of commercial law through a preliminary section about the appearance of commercial law and the development of its sources. The first section deals with the commercial business with its different types. In the second section, the subject of the trader and the trading shop was discussed. Finally, the commercial contracts were discussed in terms of general provisions and types through the third section. (Prerequisite: None)

ACC102- Principles of Accounting (2)

This course is considered as an extension to Accounting Principles (1) and designed to cover basic skills and detailed knowledge of measurement and disclosure of cash, accounts receivables and notes receivables, tangible fixed assets, natural resources, intangible assets, current and non-current liabilities, partnership and corporations,
capital formation, and dividends and retained earnings. (Prerequisite: ACC101)

ACC231- Taxation Accounting

This course aims to provide the student with detailed knowledge and basic skills in tax accounting. The course covers the following topics: introduction to tax, income tax, exemptions, acceptable and unacceptable deductions, calculation and payment of income tax due, taxation objections, tax assessment. Sales tax and value added tax and their calculation and accounting treatment, taxation in Bahrain and in the GCC countries. (Prerequisite: ACC102)

BA241 Quantitative Methods in Management (E)

This course provides an introduction to the concept, theories and principles associated with and application of quantitative methods in Management. It develops the mathematical and statistical competence necessary to facilitate progression in areas such as Operation Management necessary for decision making. The course builds on concepts and analytical techniques taught in (STA 101) Principles of Statistics, developing more advanced quantitative methods, such as, Linear Programming and Sensitivity and Duality Theory, Transportation, Assignment Problems, and Network. Quantitative methods are used throughout business, government and non-profit sector of the economy. Effective participation in decision-making will enable students to, at a minimum, understand and interpret statistical reports. (Prerequisite: STA 101 + ENG 102)

FIN251- Financial Management

This course introduces students to financial management concepts and tools. It focuses on decision-making in a financial context. The course therefore examines the techniques and methods used in business organizations to make decisions consistent with efforts to increase the owner's wealth in the corporate environment. Topics covered include, but are not limited to, financial analysis, time value of money, capital budgeting, risk and return, valuation of future cash flows, valuation of stocks and bonds, and long-term financing. (Prerequisite: ACC101)

ACC302- Advanced Accounting

The course is designed to cover the topics of advanced accounting such as: accounting treatment for merger, consolidation and acquisition using the purchase method and the consolidation of interests method, the consolidated financial statements at the date of consolidation and after the date of consolidation, the procedures for preparing them under the purchase method and the consolidation of interests method, accounting for investment in securities, mutual transactions related to inventory, fixed assets and bonds, foreign exchange and reserves for the risks of transfers, translation of financial statements of foreign currencies. (Prerequisite: ACC102)

ACC324- Managerial Accounting

This course aims at equipping the student with specific competencies in decision- making and control enabling them to evaluate, select and apply various management accounting techniques. The main topics covered during this course are: cost behavior, cost-volume-profit analysis, advanced concepts in integrated planning and budgeting, performance management in decentralized organizations, relevant decision making in various scenarios, price setting for internal and external purposes. (Prerequisite: ACC221)

ACC341- Government Accounting

This course is designed to cover a number of topics related to government accounting. It includes the accounting principles for government accounting, the general state budget, its rules, classifications and development, the accounting measurement basis used in government accounting, the government accounting system in the Kingdom of Bahrain, samples of state budget and final accounts for the kingdom. (Prerequisite: ACC102)

FIN352- Markets and Financial Institutions

This course is designed to cover advanced skills and knowledge in the following topics: the nature of financial markets and institutions, their characteristics, functions and types including the capital market, the money market, the mortgage market, the derivatives market and the foreign exchange market, the financial instruments traded in these markets, how they are traded and priced, the participants in these markets, the problems faced by the financial markets and how to develop these markets and raise their efficiency, the nature of financial institutions, their objectives and their role in economic development and money management. (Prerequisite: FIN251)

FIN354- Islamic Finance and Banking

This course is designed to cover advanced skills and knowledge in the following topics: principles of Islamic economic and banking system, foundations and characteristics of finance in Islamic banks, institutions supporting and organizing the operation of Islamic banks and financial institutions in Bahrain and the world, the functions and objectives of Islamic banks, types of deposits and investment instruments in Islamic banks, Mudharaba, Musharaka, Ijara, Salam, Istisna'a,

and various modern financial products in Islamic banks. Islamic banking services such as credit cards, governance and Sharia auditing. (Prerequisite: FIN251)

ACC360- Auditing

This course is designed to cover advanced knowledge and skills in topics related to the theoretical framework and standards governing the auditing process. The course covers the philosophy and concepts of auditing, the demand for auditing and other assurance services, auditing programs, auditor working papers, audit planning auditing, generally accepted auditing standards, materiality and risk, the auditor'S responsibility for detecting errors and fraud, evaluating and testing internal control systems, auditor reports, audit evidence, risk-based auditing and audit of purchases and sales cycles. (Prerequisite: ACC102)

ACC371- Digital Accounting (E)

This course is designed to provide the student with advanced knowledge and practical skills in utilizing information technology in accounting. The course includes the following topics: The role of information technology in the development of accounting information systems and accounting profession, The use of information technology in the design of an accounting information system for business enterprises and the accounting treatments related to the business cycles such as: sales & customers, purchases & vendors, employees & payroll, and the general ledger cycle.
(Prerequisites: ACC102 + CS104 + ENG101)

ACC403- Corporate Reporting

This course is designed to cover specialized skills and critical knowledge in the following topics of corporate reporting: the importance of corporate reporting, the general framework of corporate reporting, international accounting standards, international financial reporting standards, mandatory and voluntary disclosure, disclosure of non- financial information and financial performance, intellectual capital, firm value, social and environmental performance, and other types of disclosure. (Prerequisite: ACC201)

ACC404- Financial Analysis (E)

This course is designed to provide students with critical and detailed knowledge that enables them to conduct in-depth financial analysis. The course includes the following topics: objectives and importance of financial analysis, focus on financial statements (balance sheet, income statement and statement of cash flows) in analyzing the firm's current financial performance, in order to predict its future performance, using techniques such as "cash flows analysis" and "financial ratios" to understand the threats and opportunities inherent in the investment and financing decisions.
(Prerequisites: ACC201 + FIN251 + ENG102)

ACC410- Accounting for Islamic Financial Institutions

This course is designed to provide the student with detailed knowledge and specialized skills of topics related to Islamic Accounting and their usage in the Islamic Financial Institutions, in addition to the accounting treatment for a range of financing tools implemented by Islamic institutions, and developing the student's skills in preparing the financial statements for Islamic Financial Institutions. (Pre- requisites: FIN354)

FIN453- Investment

This course is designed to cover specialized skills and critical knowledge in the following topics: investment concepts, basis of the investment decision, the measurement of investment risk and return, portfolio management, investment companies, investment funds, investment analysis, technical analysis and fundamental analysis. The course concludes with contemporary topics in investment, such as; personal investment and investment advice, investment and information technology, behavioral finance and investment psychology. (Prerequisite: FIN251)

FIN458- Risk Management

This course is designed to provide the student with detailed knowledge and specialized skills in risk management. The course covers the following topics: introduction to risk management (concept, types, sources), liquidity risk, market risk (interest rates and foreign exchange rates), credit risk, Liability risk, operational risk, capital and fixed asset risk, risk of default and bankruptcy, as well as external risks. (Prerequisite: FIN251)

ACC460- Digital Auditing

This course is designed to provide the student with critical and knowledge and specialized skills in digital auditing. It includes the following topics: digital accounting information system environment, control objectives for information and related technology (COBIT) framework, Threats and risks of digital accounting information systems, evaluating and testing internal control systems for digital accounting systems, auditing digital accounting information systems and business cycles using block chain, and other related issues. (Prerequisite: ACC360).

ACC466- Governance and Profession Ethics

This course is designed to cover a range of advanced topics related to governance and professional ethics. The course deals with the principles of corporate governance, economic theories in corporate governance, Corporate Governance Charter in Bahrain, board of directors and committees, corporate social responsibility, the importance of ethics in the accounting profession, principles and codes of ethical conduct in practice, ethical conduct and its relation to corporate governance. (Prerequisite: ACC102)

ACC471- Accounting Information Systems

This course is designed to cover a range of advanced knowledge and specialized skills in accounting information systems, including: accounting system and its components, development and documentation of accounting

information systems, relational databases, and analysis of the relationship between business cycles in accounting information systems, computer fraud and abuse, and accounting information systems security and control. (Prerequisite: ACC371)

ACC491- Internship (Accounting)

The course is designed to provide the accounting student with the opportunity to gain experience in workplace settings and to translate classroom learning into practice. It focuses on reinforcing students' practical and transferable skills necessary for professional success and career advancement. This course enables the student to communicate with his colleagues and adapt quickly in the workplace environment. (Prerequisite: 90 Credit Hours)

ACC499- Applied research in Accounting

This course is designed to provide the student with specialized skills to investigate problems and conduct a scienific research to solve them. This course covers the following topics: Introduction to applied research, research methods, selecting the resesrch topic, reviewing related literature, defining the research problem, articulating the research questions and objectives, developing hypotheses and choosing the methodology, preparing and discussing the research proposal, collecting and analyzing data, testing hypotheses, conclusions and recommendations, writing up the final draft of the research and the self-evaluation report.
(Prerequisites: ACC491 + BA303)

Programme Elective Courses : (6 Credit hours/2 courses to be chosen from this group)

ACC480- Accounting Theory

This course is designed to cover specialized skills and critical knowledge in the following topics: the evolution of accounting theory, the objectives, concepts, assumptions and principles of accounting, the income concept, income statement and related assumptions and principles, statement of financial position and related principles, cash flow statement and related principles, problems related to working capital, and the information content of accounting reports. (Prerequisite: ACC201)

ACC481- Contemporary Issues in Accounting

This course is designed to cover critical knowledge and specialized skills in the following topics: The intellectual framework of creative accounting, social responsibility accounting, and green accounting. The course also covers the philosophical framework for the intellectual capital and the accounting treatment of human resources, forensic accounting, value added accounting in the light of electronic commerce, accounting treatments for lease contracts and inflation and any other emerging issues in accounting. (Prerequisite: ACC201)

ACC482- International Accounting

This course is designed to cover critical knowledge and specialized skills in the following topics: general framework of international accounting, foreign currency accounting, hedging of foreign currency fluctuations, preparation and analysis of consolidated financial statements in foreign currencies, accounting of foreign affiliates, analysis of International financial statements, tax accounting from international perspective. (Prerequisite: ACC201)

FIN456- Insurance and Takaful

This course is designed to cover critical knowledge and specialized skills in insurance and takaful in the following topics: introduction to insurance and takaful, types of insurance, applications of probability theory in insurance, insurance procedures and insurance policy, rules and principles of law governing insurance contract, insurance and reinsurance, the calculation of insurance premiums (Life Insurance, Property Insurance, Motor Insurance). Islamic insurance and takaful, sources and uses of funds in takaful, takaful applications, risk management, insurance and takaful sector in the Kingdom of Bahrain. (Prerequisite: FIN251)

FIN457- Financial Planning and Personal Finance

This course is designed to provide the student with critical knowledge and specialized skills to enable them to operate at a specialist level in financial planning and personal finance. The course covers the following topics: introduction to financial planning and personal finance, financial planning and personal financial planning sector, principles of personal finance, personal finance management, personal financial decisions, personal investment decisions, planning for financial future, and the course concludes with case studies of financial planning and personal finance. (Prerequisite: FIN251)

FIN459 Technology and Financial Innovation

This course is designed to cover specialized skills and critical knowledge in the following topics in the field of technology and financial innovation: digital finance and alternative finance, electronic payments, remittances, portfolio and digital currency, group finance and mutual lending, digital banking, big data, confidentiality, privacy, technology and financial innovations in the field of insurance, investment, financial markets, financial inclusion, and small and medium-sized enterprises, the role central banks, laws and regulations, modern trends and the future of technology and financial innovation in the Kingdom of Bahrain. (Prerequisite: FIN251)

Bachelor in Business Administration

Programme Title	Bachelor in Business Administration
Awarding Institution	Applied Science University
Teaching Institution	Applied Science University
Programme licensed by	Ministry of Education, Kingdom of Bahrain
Final Qualification	Bachelor Degree
Academic Year	2023-2024
Language of Study	Arabic
Mode of Study	Full Time
Programme Coordinator	Dr. Ahlam Ibraheem Al-Ethawi Office No: 160361227 E-mail: ahlam.alethawi@asu.edu.bh Room No. 541

Programme Description

The programme specification is a structured format comprising clearly stated aims reflected in the learning outcomes that the graduate is expected to achieve upon graduation through his/her exposure to a set of knowledge and skills. The curriculum architecture of the programme is designed based on a structured hierarchy of course levels that builds on the previous level to ensure academic progression and balance between theory and practice. To guarantee for a further extent the attainment of the programme's intended learning outcomes all course specifications have identified the intended learning outcomes it requires to achieve and were aligned and mapped to the programme intended learning outcomes. The programme offers the student a wide range of core 'core' disciplines in the field of business administration and its functional areas (e.g. management, organization, human resources, marketing, operations management, and accounting) aimed to equip him/her with leadership and management skills enabling our graduate to competently manage modern business enterprises.

The **Bachelor in Business Administration** programme aims to:

1. Equip graduates with a coherent and Critical understanding of the conceptsand models of business management theory and practice in an ever-changing competitive business world.

2. Allow graduates to generate business solutions to complex problems.
3. Prepare graduates for a professional career through acquisition of independent learning skills and creative approaches to tasks that lead to further personal development and lifelong learning.

Admission Criteria

All admission requirements are in line with the Kingdom of Bahrain HEC regulations.

The BBA program admission requirements are as follows:

1. Students should obtain a Secondary School Certificate or its equivalent certified by the Ministry of Education in the Kingdom of Bahrain with an average of no less than 60% or equivalent.
2. Students with averages below 60% may be admitted in the University, provided that they meet one of the following criteria:
    - They are athletes and artists who represent the Kingdom of Bahrain internationally.
    - Those with at least one year of practical experience following their secondary school certificate.

In addition to that, the University Council has the right to decide on applicants with averages below 60% but the number of students admitted accordingly cannot be more than 5% of the total number of admitted students. All students admitted to the BBA programme should take a compulsory placement test -prescribed by the University- to determine their English language level.

Progression Pathways and Opportunities

For the progression pathways, the BBA programme consists of courses that are designed from year one to year four to progressively reflect more advanced studies. Progression is facilitated by the inclusion of clearly stipulated prerequisite courses in the curriculum so that students are not allowed to register a course before the completion of its prerequisite. In addition, students' academic progress is monitored by academic advising and recorded in the university's system. The graduates of the BBA are prepared to be able to:

a. Pursue graduate programmes such as Master in Human Resource Management and Master in Business Administration, or any field of Business Management.
b. To choose among a wide range of interesting and challenging careers in both public and private sectors such as sales, marketing, human resource management, financial services and running own small business, etc.

Graduation Requirements:

Based on ASU's "Bachelor Degree Bylaw", the Bachelor's degree in The BBA programme is granted upon fulfillment of all graduation requirements, represented by passing all courses required for graduation (i.e. completion of the number of credit hours) with a cumulative average of no less than 60% after studying for a minimum period of four years, and not exceeding a maximum period of 8 years.

Programme Intended Learning Outcomes

Upon completion of the programme, the graduates should be able to:

- Demonstrate critical understanding all disciplines core to the field of Business Administration, of subject specific concepts and theories and of processes related to functional areas of the field (e.g. Human Resources, Marketing, Operation Management, etc.).
- Demonstrate critical knowledge and understanding of the dynamic processes of management, of major current issues affecting the business context, and of strategies needed to ensure sustainability within in it including political, economic, legal, technology, social and ethical issues.
- Use specialist level skills to apply advance concepts, theories and management practices to address complex situations and problems at the corporate, business, functional and operational levels of business organizations demonstrating creativity in the use of these skills where appropriate
- Operate as a professional in business administration who is able to take significant responsibility for the work of others and who demonstrates particular expertise in one or more specialisms in the field.
- Use a range of approaches to critically analyze, evaluate and synthesize information in order to identify and address problems and issues accurately and effectively across a wide range of business domains, including management practices, accounting and financial management, operations, marketing, and strategic management.
- Identify and implement relevant solution based on appropriate quantitative and/or qualitative techniques to identify the information necessary to make informed judgments regarding the challenges and changes that will affect a business in the future constructing a reasoned, evidence supported argument in the process.
- Use special skills to communicate with peers, senior colleagues and specialists in the field of business administration, adapting the message to the audience and making formal presentations where appropriate.
- Operate at specialist level in defined and undefined area of work with significant responsibility for the work of others and leading multiple groups and projects with decision making responsibility.

Programme Structure

- Minimum Study Period : 3 years
- Maximum Study Period : 8 years
- Total Credit Hours : 135 Credit Hours
- No. of Courses: 45 Courses

Study Plan

Programme Study Plan						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Year 1 – First Semester (12 Cr)						
1	BA101	Principles of Management I	---	3	12	5
2	MATH101	Business Mathematics	---	3	12	5
3	ENG101	English Language I	---	3	12	5
4	POL101	Introduction to Political Sciences	---	3	12	5
Year 1 – Second Semester (15 Cr)						
1	CS104	Computer Skills	---	3	12	5
2	ENG102	English Language II	ENG101	3	12	5
3	ACC101	Principles of Accounting I	---	3	12	5
4	HR106	Human Rights	---	3	12	5
5	-	University Elective (1)	---	3	12	5
Year 2 – First Semester (18 Cr)						
1	BA102	Principles of Management II	BA101	3	12	6
2	BA161	Introduction to Entrepreneurship	---	3	12	6
3	ARB101	Arabic Language	---	3	12	6
4	HBH105	Bahrain Civilization & History	---	3	12	6

5	STA101	Principles of Statistics	MATH101	3	12	6
6	ECO104	Principles of Microeconomics	---	3	12	6
Year 2 – Second Semester (18 Cr)						
1	BA211	Principles of Marketing	BA101	3	12	6
2	FIN251	Financial Management	ACC101	3	12	6
3	LAW021	Principles of Commercial Law	---	3	12	6
4	MIS211	Management Information Systems	BA101 + CS104+ ENG102	3	12	6
5	ACC221	Cost Accounting	ACC101	3	12	6
6	---	University Elective (2)	---	3	12	6
Year 3 – First Semester (18 Cr)						
1	BA241	Quantitative Methods in Management E	STA101 + ENG102	3	12	7
2	ECO105	Principles of Macroeconomics	ECO104	3	12	7
3	BA251	Organizational Behavior	BA102	3	12	7
4	BA303	Methods of Scientific Research	---	3	12	7
5	BA231	Human Resources Management	BA102	3	12	7
6	BA332	Business Communication E	BA102 + ENG102	3	12	7
Year 3 – Second Semester (18 Cr)						
1	BA415	Sales Management	BA102 + BA211	3	12	7
2	BA342	Operations Management	BA102 + BA241	3	12	7
3	BA252	Organization Theory	BA251	3	12	7

4	BA362	International Business	BA211 + BA231 + FIN251	3	12	7
5	ACC324	Managerial Accounting	ACC221	3	12	7
6	---	Programme Elective (1)	---	3	12	7
Year 4 – First Semester (18 Cr)						
1	BA353	Business Ethics	BA102	3	12	8
2	BA392	Field Training	BA361 + 90 Credit Hours	3	12	8
3	BA361	Entrepreneurship	BA211 + BA231 + FIN251	3	12	8
4	BA355	Organizational Change and Development	BA252	3	12	8
5	BA443	Business Decision Making	BA241	3	12	8
6	BA344	Supply Chain Management	BA342	3	12	8
Year 4 – Second Semester (18 Cr)						
1	BA454	Leadership and Group Dynamics	BA355	3	12	8
2	BA463	Innovation Management	BA361	3	12	8
3	BA421	Feasibility Studies	BA361	3	12	8
4	BA464	Strategic Management E	BA102 + 114 Credit	3	12	8
5	BA499	Applied Research in Business	BA392	3	12	8
6	---	Programme Elective(2)		3	12	8

University Elective Courses

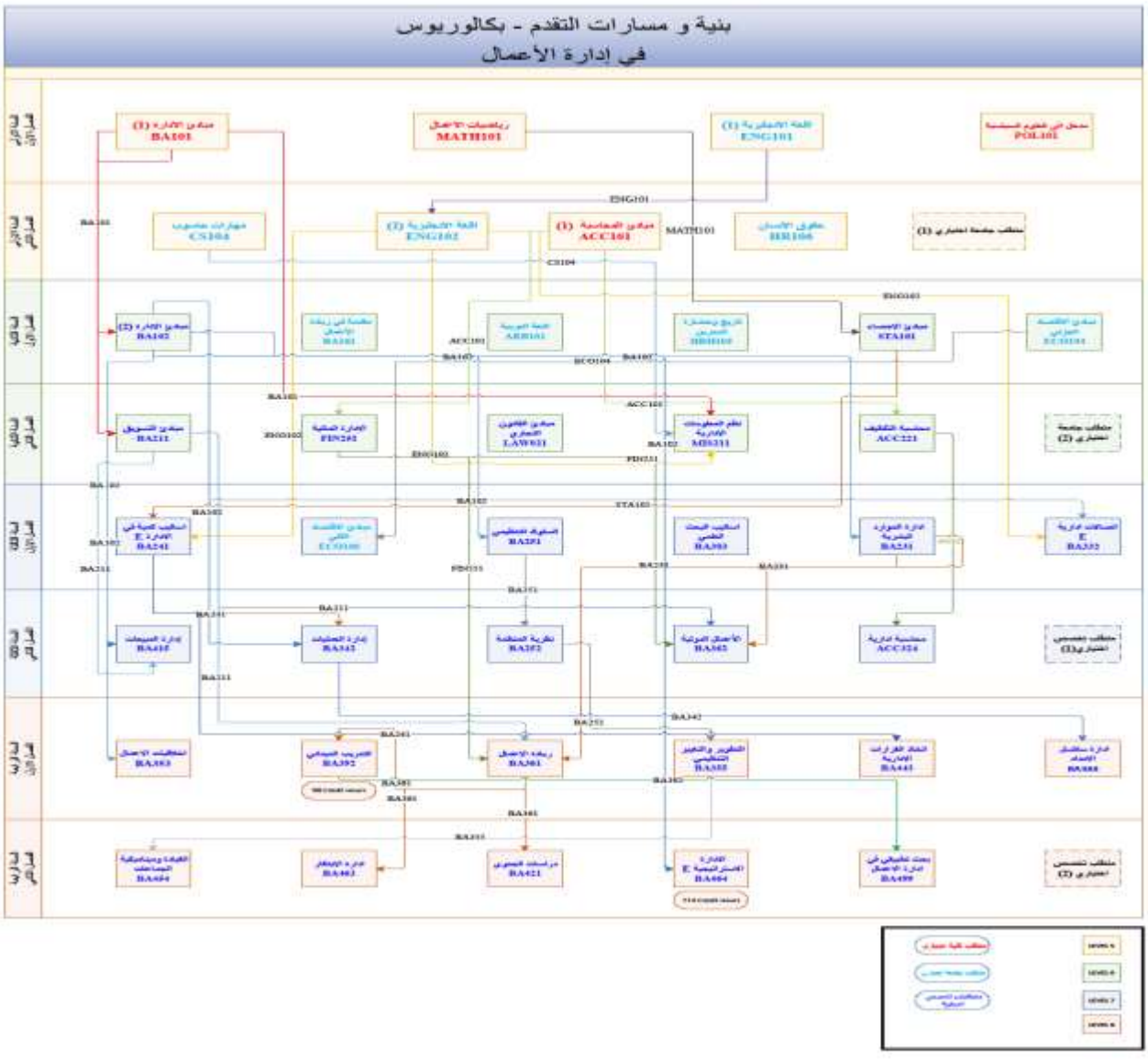
University Elective Courses						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Group 1 (3 Cr)						
1	ISL101	Islamic Culture	-	3	12	6
2	ISL102	Islamic Ethic	-	3	12	6
3	ISL103	Islam & Contemporary Issues	-	3	12	6
Group 2 (3 Cr)						
1	LIB101	Introduction to Library Science	-	3	12	5
2	MAN101	Man and Environment	-	3	12	5
3	SOC101	Introduction to Sociology	-	3	12	5
4	SPT101	Special Topics	-	3	12	5
5	CS205	Computer Applications	CS104	3	12	5
6	LFS102	Thinking and communication skills development	-	3	12	5

Programme Elective Courses

Programme Elective Courses						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Group 1 (6 Cr)						
1	BA204	Knowledge Management	BA102	3	12	7
2	BA246	Managerial Economic	BA101 + ECO104	3	12	7

3	BA313	Public Relations	BA102 + BA211	3	12	7
4	BA314	Commercial Promotion	BA102 + BA211	3	12	7
5	BA333	Planning and Selecting Human Resource	BA231	3	12	8
6	BA445	Total Quality Management	BA342	3	12	8
7	BA465	E-Business	BA362 + ENG102	3	12	8
8	BA491	Contemporary Topics in Management	BA252	3	12	8

Courses Tree



Course Description

University Compulsory Courses

ARB 101 Arabic Language

This course deals with issues related to the Arabic grammar and literature. It studies some basic linguistic issues in the vocabulary, morphology, syntax, and semantics of Arabic. It also studies stylistic and literary features through analyzing and discussing some selected texts from the holy Quran and other literary masterpieces. (Prerequisite- None)

ENG 101 English Language (I)

ENG101 is a credit course that runs for one semester of 15 weeks for 3 hours per week or 6 hours per week during the summer semester. It is required for students of Law, Political Science, Business Administration, and Art and Design Bachelor Programmes delivered in Arabic. This course is for learners whose achievement in the Oxford Online Placement Test (OOPT) is 41 or higher.

The course provides practice in reading, writing, and note taking at Intermediate level. It includes academic English and study skills and a variety of reading texts and text types. The course is intended to improve students' skills in English language in order to undertake a further English credit course, ENG102, and to use English in their studies as necessary. (Prerequisite- None)

ENG 102 English Language (II)

ENG102 is a credit course that runs for one semester of 15 weeks for 3 hours per week or 6 hours per week during the summer semester. It is required for students of Law, Political Science, Business Administration, and Art and Design Bachelor Programmes delivered in Arabic. This course is for learners who have successfully completed ENG101.

The course provides practice in reading, writing, and note taking at Upper Intermediate level. It includes academic English and study skills and a variety of reading texts and text types. The course is intended to improve students' skills in English language in order to undertake a range of credit courses and to use English in their studies as needed. (Prerequisite: ENG 101)

CS 104 Computer Skills

This course covers the following topics: basic concepts of information technology, using the computer to manage files, word processing, spreadsheets, presentation and database. (Prerequisite- None)

BA 161 Introduction to Entrepreneurship

This course aims to study the concept of entrepreneurship, to explain the implications and importance of entrepreneurship, and to provide students with knowledge and skills necessary to transform ideas into applied entrepreneurial projects in accordance with the rules of founding entrepreneurial projects. Moreover, the course aims

to provide students with the core skills of an entrepreneur, starting from establishing the project, choosing the legal formula for it, planning, organizing, marketing, and financing until the whole process is fully managed while enabling students to submit proposals to establish a commercial project and to discuss it at the end of the semester. Finally, the course aims to study practical cases for pioneering projects in the Kingdom of Bahrain. (Prerequisite- None)

HBH 105 Bahrain Civilization & History

This course deals with the history of Bahrain from 1500-1800. It studies the stages of the Portuguese invasion of this part of the world and the international power struggle that erupted after the invasion. It also deals with the ruling of Al-Utuub Tribe of Bahrain and the reign of Al Khalifa thereafter. (Prerequisite- None)

HR 106 Human Rights

This course discusses the basic principles of human rights. It acquaints the students with the nature of human rights; their realms and sources, paying special attention to the international legal provisions concerning human rights included in the following documents: United Nations Charter, International Declaration of Human Rights, International Accord on Civil & Political Rights, International Accord on Social & Economic Rights, International agreement against torture and inhumane, disrespectful punishment, and Protection mechanisms and constitutional organization of public rights and freedoms in the Kingdom of Bahrain. (Prerequisite- None)

University Elective Courses

ISL 101 Islamic Culture

The course deals with the concept of "Culture" in general and the concept of "Islamic Culture" in particular and other related concepts. Thus, the course studies the characteristics of the Islamic culture, its sources, fields of study, and its role in the creation of the "Islamic character". It also deals with the so-called "cultural invasion", its types, its methodologies, and other related issues. (Prerequisite- None)

ISL 103 Islam & Contemporary Issues

This course deals with the way Islam deals with contemporary issues such as the phenomenon of fanaticism, determination of the Islamic calendar, alms tax (Zakat) 0n money and jewelry, democracy and government system, and other scientific and cultural developments. (Prerequisite- None)

ISL 102 Islamic Ethics

This course is an elective university requirement. It stresses the importance of ethics in Islam and the value Islam gives to ethics in general and work ethics in particular. The course draws general comparisons of the treatment of ethics along

different ages in the history of Islam and offers insights to the possible tools to enhance work ethics according to Islam. (Prerequisite- None)

SPT 101 Special Topics

This course is an optional University requirement. It deals with special contemporary topics that are of import to university students. The topics dealt with may be economical, social, historical, or political. (Prerequisite- None)

LFS 102 Thinking and communications skills development

This is a university requirement course. It introduces students to the concept of thinking, its characteristics, its forms and its importance in the educational process. The course deals also with the application of modern strategies and theories interpreted for different kinds of thinking.

The course deals in detail with aspects of communication skills with the aim of improving the students' skills overcoming communicative barriers when communicating in various situations and for various purposes. (Prerequisite- None)

SOC 101 Introduction to Sociology

The course introduces the students to Sociology; the scientific study of society. Thus, the course emphasizes social interaction processes and their impact on the members of any society. The course provides students with the knowledge of the main social phenomena and the components of social structure. (Prerequisite- None)

MAN 101 Man and Environment

This course deals with issues related to the relationship between human beings and the environment they live in with special attention to the environment of the students of the University. The course draws the students\ attention to the importance of environment and the necessity to regulate our behavior so that not to harm it. (Prerequisite- None)

LIB 101 Introduction to Library Science

This course introduces students to the library sciences. It gives a general historical review of the development of libraries through the ages and sheds light on the importance of libraries in the development of knowledge and sciences. The course reviews the services that library introduce to those who may want to benefit from. (Prerequisite- None)

CS 205 Computer Applications

This course includes the following topics: using a word processing program to write reports, using a spreadsheet software program to create an elementary accounting program, and using a database software program to design an elementary information system. (Prerequisite- None)

Programme Compulsory Courses

BA 102 – Principles of Management II

The course deals with the concepts of the organization, its characteristics and legal forms. This course focuses on the provision of a comprehensive understanding of the organization functions (production, marketing, finance, human resource, knowledge & information and management). Additionally, it covers the organization's relationship with the surrounding environment. (Prerequisite: BA 101)

LAW 021 – Principles of Commercial Law

This course deals with the study of the principles of commercial law through a preliminary section about the appearance of commercial law and the development of its sources. The first section deals with the commercial business with its different types. In the second section, the subject of the trader and the trading shop was discussed. Finally, the commercial contracts were discussed in terms of general provisions and types through the third section. (Prerequisite: None)

MIS 211 – Management Information Systems

This course presents computer-based solutions to problems encountered in the business environment. It focuses on systems, information systems concepts and technologies. Students will learn the most effective ways to use information systems to achieve competitive advantages for the business. Topics include: information systems types, computer and IT applications, information systems key resources, integrating collaborating environments, supply chain management, databases and data warehouses. (Prerequisite: ENG 102 + BA 101 + CS 104)

ACC 221 - Cost Accounting

This course aims at equipping students with detailed knowledge and advanced skills in cost accounting. The main topics covered during this course are: introduction to cost accounting, cost terms and purposes, job order costing, process costing, and activity-based costing systems, activity-based management, allocation of support department cost, and joint products and byproducts. (Pre-requisite: ACC 101)

BA 231 – Human Resources Management

This course introductory course in the field of Human Resource Management (HRM) is designed to introduce students to detailed knowledge and understandings associated with the field. The course covers the main theories, principles and concepts associated with HMR. The course also exposes students to the major challenges and problems

encountered in the HRM environment and introduces them to the tools, techniques and practices used by HRM professionals to deal with problems and issues encountered in the workplace, some of which may be undefined. (Prerequisite: BA 102)

BA 241 – Quantitative Methods in Management E

This course provides an introduction to the concept, theories and principles associated with and application of quantitative methods in Management. It develops the mathematical and statistical competence necessary to facilitate progression in areas such as Operation Management necessary for decision making. The course builds on concepts and analytical techniques taught in (STA 101) Principles of Statistics, developing more advanced quantitative methods, such as, Linear Programming and Sensitivity and Duality Theory, Transportation, Assignment Problems, and Network. Quantitative methods are used throughout business, government and nonprofit sector of the economy. Effective participation in decision-making will enable students to, at a minimum, understand and interpret statistical reports. (Prerequisite: STA 101 + ENG 102)

BA 251 – Organizational Behavior

The course deals with a comprehensive analysis of human behavior at both individual and organizational levels. Topics include personality and attitudes, perception and attribution, motivation, communication, work stress, group and team dynamics, leadership, decision making, quality, ethics, job and organization design, conflict management, organizational culture and politics, and organizational change. (Prerequisite: BA 102)

FIN 251 – Financial Management

This course will introduce students to the concepts and tools of financial management. The focus of the course is decision making in a financial context. It therefore examines the techniques that are used in businesses to make decisions that are consistent with the efforts to increase the wealth of the owners of the business in a corporate environment. The topics covered include but are not limited to financial analysis, the time value of money, capital budgeting, risk and return, valuation of future cash flows, valuation of stocks and bonds, and long term financing. (Prerequisite: ACC 101)

BA 252 – Organization Theory

The course provides students with the advanced knowledge related to organizational theory that helps the student in understanding and analyzing organizations. This course examines what an organization is and how it functions, why organizations exist, and what objectives they pursue. It also review issues related to the life cycle of organizations: how

do they grow and survive. The environment in which the organization operates is another important topic. Additionally, the course includes theories and practical information about different types of organizational structures, organizational change, organizational culture and innovation within organizations. (Prerequisite: BA 251)

ACC 324 - Managerial Accounting

This course aims at equipping students with specific competencies in decision-making and control enabling them to evaluate, select and apply various management accounting techniques - displaying integrated knowledge. The main topics covered during this course are: advanced behavioral aspects of cost; cost-volume-profit analysis; advanced concepts in integrated planning and budgeting; performance management in decentralized organizations; relevant decision making in various scenarios; price setting for internal and external purposes. (Pre-requisite: ACC 221)

BA 332 – Business Communication E

The course introduces students to the basic concepts of written and oral business communications. This course focuses on the importance of the communication process, its objectives and types. It enables students to achieve competencies in business writing, including good and bad news business letters, memoranda, electronic mail, persuasive messages and formal reports. The course promotes student capacity to use electronic communication and technology appropriate to contemporary business functions. Additionally, it paves the way for students' own personal development as professionals in the business world. (Prerequisite: BA 102 + ENG 102)

BA 342 – Operations Management

The course provides students with the advanced knowledge and skills necessary to transform inputs (materials, labor, capital and management) into outputs (products or services) in a manner that explores a firm's value propositions and complies with its business strategy. Topics include: location, product selection and design, capacity planning, process selection, facilities location and design, Scheduling, Aggregate Production Planning, Material Requirements Planning (MRP), and Modern Manufacturing Systems and Future Plant. The course contributes to students' development as autonomous and responsible professionals in the business environment. (Prerequisite: BA 102+BA241)

BA 344 – Supply Chain Management

The course explores the process involved in the flows of materials and information amongst firms in the manufacturing/service provision process. The flow of materials and information begins with the sourcing of raw materials and ends with the delivery of a product to end customers. This course exposes students to the efficient integration of all parties: suppliers, factories, warehouses and stores to assure the distribution of products to customers

at the right time and in the right quantity. Topics include: supplier evaluation/selection, logistics; partnering; technology; modeling; just in-time purchasing and managing risk. (Prerequisite: BA 342)

BA 353 – Business Ethics

This course deals with the importance of ethics and its role in the business arena. Ethical dilemmas and decision making approaches confronting all Business Organization' Stakeholders such as leaders, managers, employees, customers and the public are explored at the societal, organizational and personal levels. The major responsibility of students in this course is to make objective ethical decisions and to justify them through oral and written communication. (Prerequisite: BA 102)

BA 355 – Organizational Change and Development

The course expose students to critical knowledge and understandings associated with organizational change and development in a dynamic and ever changing business environment. In this course, students will learn about change – its meanings – and will explore drivers for change, causes for changes related to business success or failure, and legal and regulatory issues related to change. The course provides insights to both historical and contemporary theories and methods of introducing change in organizations. Students will be exposed to how planning, managing and assessing change develops the organization. Additionally, the course focuses on organizational development as a process to promote organization problem solving capacity, potential competitiveness and overall effectiveness. (Prerequisite: BA 252)

BA 361 -Entrepreneurship

The course is designed to provide students with practical insights into entrepreneurship and entrepreneurs. Students will learn the stages that an entrepreneur might pursue through in taking the seed of an idea and growing it into a successful business. Additionally, students will be acquainted with the challenges of owning and running a business. The course focuses on how to start and manage a new business/venture and, more specifically, on questions such as whether this new business should be part of an existing family business, what appropriate form of ownership the business might take, the sourcing of funds, the selection of a location and other operational requirements. (Prerequisite: BA 211 + BA 231 + FIN 251)

BA 362 – International Business

The course prepares students to conduct and manage business across borders by introducing them to the differences between domestic and international business. Both opportunities and risks are assessed in international markets. Topics covered international business entry modes, cultural effects on both organizational and individual behavior, economic integration schemes, firm specific and country specific elements and their impact on creating competitive advantages. In addition, the course explores the legal, business, social and political forces in the business environment along with relevant governmental regulations, labor force consideration and issues related to competition in the international environment. (Prerequisite: BA 211+BA 231+FIN 251)

BA 392 - Field Training

The internship is a pre-arranged, credit-bearing work experience, which allows a student to achieve personal goals that are aligned with the goals of a supervising professional, or agency. Internships provide opportunities to explore career options, test career choices, and encourage the development of skills within a chosen field. An internship allows students to relate theory with practical job experience as well as develop new skills that will be transferable to future employers. (Prerequisite: 90 Credit Hours + BA361)

BA 415 – Sales Management

The course is practice-oriented and designed to be hands-on introduction to selling and sales management, it focuses on the management of a sales programme, on what it takes to be successful in managing sales function in a personal direct sales environment by engaging students in practical sales management situations similar to real world experiences by putting him or her in the position of being a prospective sales manager. The course focuses on providing a systematic framework for understanding sales processes, how sales is distinguished from marketing and its impact in achieving the organization' overarching objectives. Additionally, this course focuses on the sales strategies, sales budgeting, forecasting and evaluating sales performance, personal selling skills and finally issues related to recruiting, compensating and retaining salespeople. (Prerequisite: BA 102 + BA 211)

BA 421 – Feasibility Studies

This course exposes students to the area of Feasibility Studies by asking and answering questions such as 'How can the feasibility of a new idea be explored?' and 'How can dominant market trends be identified?' Students are introduced to the core theories and concepts of Feasibility Studies and are required to develop advanced knowledge and understandings of this area of practice. The investigative methods associated with Feasibility Studies are explored and students are exposed to teaching which allows them to apply advanced knowledge to a range of issues and problems and to identify and practice specialist skills to complete advanced level tasks in the area. The course contributes to the

development of generic problem solving skills as well as to communication, ICT and numeracy skills. (Prerequisite: BA 361)

BA 443 – Business Decision Making

The course exposes the students to a wide variety of problem descriptions and methods of analysis. It equips students with quantitative tools commonly used in business setting. For example, decision theory models and decision trees will prove useful for business situation with numerous alternative decisions, each having a probability and monetary value associated with the outcome. Using break-even analysis students will be able to determine the marginal level of products to know when the company is going to profit from its operations and help the manager to control the cost. Game theory will assist students to choose the best competitive strategy. (Prerequisite: BA 241)

BA 454 – Leadership and Group Dynamics

The course studies leadership roles in the managerial hierarchy, leadership styles and leadership techniques in business organizations. During the course, theories and concepts are used to explore team and organizational problems in order to understand the complexity of the business environment in which groups operate. In addition, this course focuses on building team spirit, creating group interactions and dynamics, ethical and legal issues related to both leadership and group interventions. (Prerequisite: BA 355)

BA 463 – Innovation Management

The course introduces students to the core concepts and theories related to innovation. Throughout the course, students will learn how innovation is crucial for both individuals and organizations. Students will be provided with various tools and methods to promote innovation capacity within themselves and others. The course will equip students with the knowledge of how to contribute as innovative team, how innovation is managed in real work situations, and how to spread an innovation culture within a business organization. The course itself draws upon real-world examples and experiences of leading organizations from around the world. (Prerequisite: BA 361)

BA 464 – Strategic Management E

This course is capstone, integrative course for graduating business administration students. This exciting, challenging course focuses on how firms formulate, implement, and evaluate strategies. Strategic management concepts and techniques are studied. Students use all the knowledge acquired from prior business courses, coupled with new strategic-management techniques learned, to chart the future direction of different organizations. The major responsibility of students in this course is to make objective strategic decisions and to justify them through oral and written communication. (Prerequisite: BA 102 + 114 Credit Hours)

BA 499 – Applied Research in Business

This course is designed to develop and sustain students' readiness to work on real business problems related to their work or areas of interest. The course gives students the opportunity to conduct research and gather data to which theoretical knowledge can be applied in order to diagnose and solve the problems encountered in business organisations. The research could involve a study of new market opportunities, a comparative study of the best practices in the field, or a study of the perceptions of employees or clients of a certain business problem or service. (Prerequisite: BA 392)

Programme Elective Courses: (6 Credit hours/2 courses to be chosen from this group)

BA 204 – Knowledge Management

This course is designed to give students an introductory exposure to the ways in which organizations create, identify, confine, and disseminate knowledge, i.e., knowledge management (KM). Topics include knowledge management principles; new organizations and intellectual capital; integration of human resources, training and development, information systems, business units implementing knowledge management strategies; and new roles and responsibilities for knowledge workers. (Prerequisite: BA 102)

BA 246 – Managerial Economic

This course aims at equipping students with detailed knowledge and advanced skills in managerial economics. The main topics covered during this course are: introduction to managerial economics, key measures and relations, demand and pricing, cost and production, economics of organization, market equilibrium and the perfect competition, firm competition and market structure, and market regulation. (Prerequisite: BA 101 + ECO 104)

BA 313 – Public Relations

This course deals with the public relations profession by teaching students how to think like a public relations practitioner. The course guides students into recognizing the importance of research, the need to identify a targeted audience and the need to direct messages at specific audiences as well as the importance of planning and evaluation in building a public relations campaign. This course will enable students to deal with public relations problems and to contribute to the provision of multiangled solutions. In doing this, it underpins the value of public relations in decision-making. In addition, the course focuses on the public relations activities and functions within organizations. (Prerequisite: BA 102 + BA 211)

BA 314 – Commercial Promotion

In today's market, consumers are bombarded with thousands of messages that might be interesting or not, on a daily basis. Nowadays, successful marketers are those who are capable of recognizing their audiences and on the other hand they know how these audiences perceive their companies. Therefore, the course enables the students to choose amongst the different promotional mix elements, to create the appropriate message and select the most effective

mediums to reach the targeted audiences. As students go through this course, he/she will gain a broad appreciation of the "ubiquity" of advertising and promotion and will realize that they constitute a critical element of any business endeavor. The emphasis in this course is on the role the promotional mix; advertising, personal selling, sales promotion, publicity, and public relations play in business organizations. Other topics, such as Business communication Models and managing advertising campaigns, are covered throughout the course. As a result the student will gain competencies in the decision making regarding the promotion of commercial products and services. (Prerequisite: BA 102 + BA 211)

BA 333 – Planning and Selecting Human Resource

This course provides students with the advanced knowledge and understanding of core principles, theories and concepts necessary to plan and select human resources. It also covers the issues, processes and practices involved in planning and selecting human resources. Students will gain the knowledge and tools to analyse and assess human resource requirements using both qualitative and quantitative approaches and techniques. Additionally, the course will examine social, cultural and organizational factors that might affect planning and selecting human resource in that challenging Business context. (Prerequisite: BA 231)

BA 445 – Total Quality Management

The course introduces students to the concepts, principles, techniques and practices of total quality management (TQM) .It provides a historical background; a review to the most important pioneers and scientists such as Deming, Juran, Crosby and Ishikawa. Additionally it explores philosophies and ideas of the leading thinkers in quality management and change management. Students will learn the significant importance of TQM in reducing costs, meeting and exceeding customers and other stakeholders' expectations of business organizations, and TQM awards and ISO. This course focuses on the service quality, client satisfaction, process control and capability, inspection, efficiency improvement, Six Sigma Quality Concepts and the use of statistics control tools to measure the quality of manufacturing and service related processes. (Prerequisite: BA 342)

BA BA465 – E-Business

Electronic business or e-business causes a paradigm shift in the way today's businesses operate and compete in the global marketplace. The course focuses on how organizations of all types and sizes are rethinking their strategies and how they realized that e-business might be used effectively in implementing traditional business. This course is not a programming course. It introduces students to the fundamentals of e-Business systems found in today's dynamic, rapidly changing business environment, and how these fundamentals support improved e-business processes and decision making. The course focuses on using the evolved technology in E-Business concepts, models such as (B2B), (B2C), (G2B), (C2C), E-Commerce, E-Business market place, and information security issues, E-procurement, E-government and E-learning. (Prerequisite: BA 362 + ENG 102)

BA 491 – Contemporary Topics in Management

The course explores current and emerging issues/problems that affect business organizations. The course format and content will vary from a semester to another permitting studying a wide range of topics and new business trends derived from the ever changing business environment. Among the addressed issues, problems related to people management, human resource, culture, economy, technology, work process design and management practices will be tackled conforming to the era of globalization and changing firm boundaries. (Prerequisite: BA 252)

Bachelor in Political Science

Programme Title	Bachelor in Political Science
Awarding Institution	Applied Science University
Teaching Institution	Applied Science University
Programme licensed by	Ministry of Education, Kingdom of Bahrain
Final Qualification	Bachelor Degree
Academic Year	2023-2024
Language of Study	Arabic
Mode of Study	Full Time
Programme Leader	Dr. Osama Zain Al Abdin Office No: 16036186 E-mail: osama.elabdin@asu.edu.bh Room No. 415

Programme Description

Proceeding from the economic vision of the Kingdom of Bahrain 2030, which emphasized the need for qualified competencies to advance the national economy, and based on the mission of the University of Applied Sciences to provide them with the necessary knowledge, concepts and skills, and in line with the vision and mission of the College of Administrative Sciences at the university, the Bachelor's program in Political Science was designed within the Department of Political Science With the aim of meeting the needs of society in the Kingdom of Bahrain in particular and the Gulf Cooperation Council countries in general through graduation. Qualified cadres to work in the field of political and diplomatic work, press, media, studies and political research centers.

The curriculum structure of the program is designed based on an organized hierarchy of courses to provide a gradual academic development year after year by linking the courses with each other with previous requirements for most of the courses, where the courses are linked to each other in a sequential manner from the initial and key courses in the first semesters to the courses Intermediate classes in intermediate classes to advanced courses in the last years of study. The program and courses also took into account the importance of balance between theory and practice, and the nature of the Arab region in general and the Arab Gulf region in particular.

The Political Science programme aims to:

1. Meet the needs of the community in the Kingdom of Bahrain and the region by graduating cadres of qualified specialists in the field of political science who are capable of solving problems to work in the diplomatic field, international and regional organizations, civil

society organizations, ministries, public and private institutions, media and public opinion industry.

2. Prepare a graduate familiar with basic and advanced knowledge in the various branches of political science, and possesses a sufficient number of skills: mental, practical, and communication skills and critical thinking qualify him to enter the labor market and contribute to community service.
3. Prepare a graduate capable of collective and individual scientific research in various fields of political science.
4. Prepare students for postgraduate studies in the field of political science and related fields.
5. Contribute to the political socialization and deepen the values of good citizenshipand consolidate the behavioral and national values based on objective dialogue, tolerance and respect for the other.

Admission Criteria

Students are admitted to the programme based on the criteria approved in the university's bachelor's degree bylaws and University Council decisions, which include the following conditions:

First:

1. The student should obtain a Secondary School Certificate or its equivalent certified by the Ministry of Education in the Kingdom of Bahrain with an average of no less than 60% or equivalent.
2. Students with averages below 60% may be admitted in the University, provided that they meet one of the following criteria:
   - They are athletes and artists who represent the Kingdom of Bahrain internationally.
   - Those with at least one year of practical experience following their secondary school certificate.
   - In addition to that, the University Council has the right to decide on applicants with averages below 60%.
   - The number of students admitted according to this point (2) can be no more than 5% of the admitted students.

Second:

All students admitted to the Bachelor in Political Science program must submit a mandatory placement test - prescribed by the university - to determine their level in English. If the student attains a grade of 40% or less in the placement test,

then s/he has to study the remedial English language course ENG099. The student is otherwise exempt from this course if s/he attains a grade of more than 40% in the placement test.

Progression Pathways and Opportunities

The Bachelor's program in Political Science includes a set of courses that have been divided into four years (levels) gradually and sequentially. A system of pre-requisites for each course has also been established so that the student can move and progress from one level to the next. Students' progress is monitored from through the university's academic advising system.

The Bachelor's program in Political Science has been designed to enable the graduate to acquire critical knowledge and develop his specialized skills to deal with unexpected changes and conduct scientific analysis of different political environments.

The graduate of the Bachelor's program in Political Science has wide opportunities to work after graduation, especially as it is the only program of its kind in the Kingdom of Bahrain. This program qualifies the graduate to work in:
Diplomatic field.
Public and private media institutions.
- Political institutions in the Kingdom (including, but not limited to, the Shura and Representatives Councils, and studies and research centers).
- Various governmental institutions such as (the Ministry of the Interior, the National Security Agency, the Ministry of Information and others).
- Regional and international organizations.
All civil society organizations.
In addition, graduates of the program can apply for advanced academic degrees (postgraduate studies) in political science, international relations and related fields.

Graduation Requirements:

Based on ASU's "Bachelor Degree Bylaw", the Bachelor's degree in Political Science is granted upon fulfillment of all graduation requirements, represented by: passing all courses required for graduation (i.e. completion of the number of credit hours) with a cumulative average of no less than 60% after studying for period of four years, and not exceeding a maximum period of 8 years.

Programme Intended Learning Outcomes

Upon completion of the programme, the graduates should be able to:

- Possessing critical knowledge and understanding of the fundamentalprinciples, concepts and methods in political science and related fields..
- Demonstrate critical knowledge and understanding of contemporary issues and some specialized theories, standards and methods of scientific research in various fields of political science.
- Use specialized skills to apply theories and concepts related to political science and related fields to address complex problems in the political environment.
- The use of specialized skills in the application of scientific research methodsand methods to investigate thorny political issues and problems.
- Use a range of specialized methods and approaches in the field of political studies and related fields to identify problems and challenges in the national,regional and international political environment.
- Critical analysis of information and practices in policy and related fields to develop and implement solutions to complex political and international problems.
- Use special skills to communicate with peers and professionals and to process, present and interpret data through the application of information technology (using appropriate applications).
- Work at a specialized level in a changing and transformed political environment within working groups with responsibility for decision-makingand the actions of others.

Programme Structure

- Minimum Study Period : 3 years
- Maximum Study Period : 8 years
- Total Credit Hours : 135 Credit Hours
- No. of Courses: 45 Courses

Study Plan

Programme Study Plan						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Year 1 – First Semester (15 Cr)						
1	POL101	Introduction To Political Sciences	-	3	12	5
2	CS 104	Computer Skills	-	3	12	5
3	ENG 101	English Language I	-	3	12	5
4	MATH101	Business Mathematics	-	3	12	5
5	-	University Elective Course (1)	-	3	12	5
Year 1 – Second Semester (15Cr)						
1	BA101	Principles of Management I	-	3	12	5
2	ACC101	Principles of Accounting I	-	3	12	5
3	ENG102	English Language II	ENG 101	3	12	5
4	HR106	Human Rights	-	3	12	5
5	POL131	Principles of International Relations	-	3	12	6
Year 2 – First Semester (18 Cr)						
1	ARB101	Arabic Language	-	3	12	6
2	BA161	Introduction to Entrepreneurship	-	3	12	6
3	ECO104	Principles of Microeconomics	-	3	12	6
4	HBH105	Bahrain Civilization & History	-	3	12	6
5	STA101	Principles of Statistics	MATH101	3	12	6
6	POL124	Principles of Law	-	3	12	6
Year 2 – Second Semester (18 Cr)						
1	BA211	Principles of Marketing	BA101	3	12	6
2	POL 121	Comparative political systems	POL101	3	12	6

3	POL125	Constitutional Law	POL124	3	12	6
4	POL211	Ancient & Medieval Systems	POL101	3	12	6
5	-	University Elective Course (2)	-	3	12	6
6	POL 268	Readings in Politics E	- ENG102+ POL 101	3	12	7
Year 3 – First Semester (18 Cr)						
1	POL234	International Organizations	POL131	3	12	7
2	POL251	Political Sociology	POL101	3	12	7
3	POL233	Geopolitics	POL131	3	12	7
4	POL 322	Bahrain's Political System	POL121	3	12	7
5	POL312	Modern & Contemporary Political Thought	POL211	3	12	7
6	ECO105	Principles of Macroeconomics	ECO104	3	12	7
Year 3 – Second Semester (15 Cr)						
1	POL325	Arab Political Systems	POL121	3	12	7
2	POL313	Political Theory	POL312	3	12	7
3	POL342	Comparative Foreign Policy	POL233	3	12	7
4	BA303	Methods of Scientific Research	-	3	12	7
5	POL327	Public Administration	POL121	3	12	7
Year 4 – First Semester (18 Cr)						
1	POL361	Methodology of Political Science	BA303	3	12	8
2	POL 354	Public Opinion and Media	POL251	3	12	8
3	POL343	Diplomacy in Theory & Practice	POL234	3	12	8
4	POL362	Internship	90 CR.H	3	12	8
5	-	Program Elective Course (1)	-	3	12	8
6	POL433	International Economic System E	POL131+POL268	3	12	8
Year 4 – Second Semester (18 Cr)						

1	POL439	Contemporary International Issues E	POL131 + POL268	3	12	8
2	-	Program Elective Course (2)	-	3	12	8
3	POL451	Political Development	POL 251	3	12	8
4	POL465	Ethics in Politics	POL313	3	12	8
5	POL434	The Theories of International Relations	POL433	3	12	8
6	POL464	Applied Research in Political Science	POL361 + POL362	3	12	8

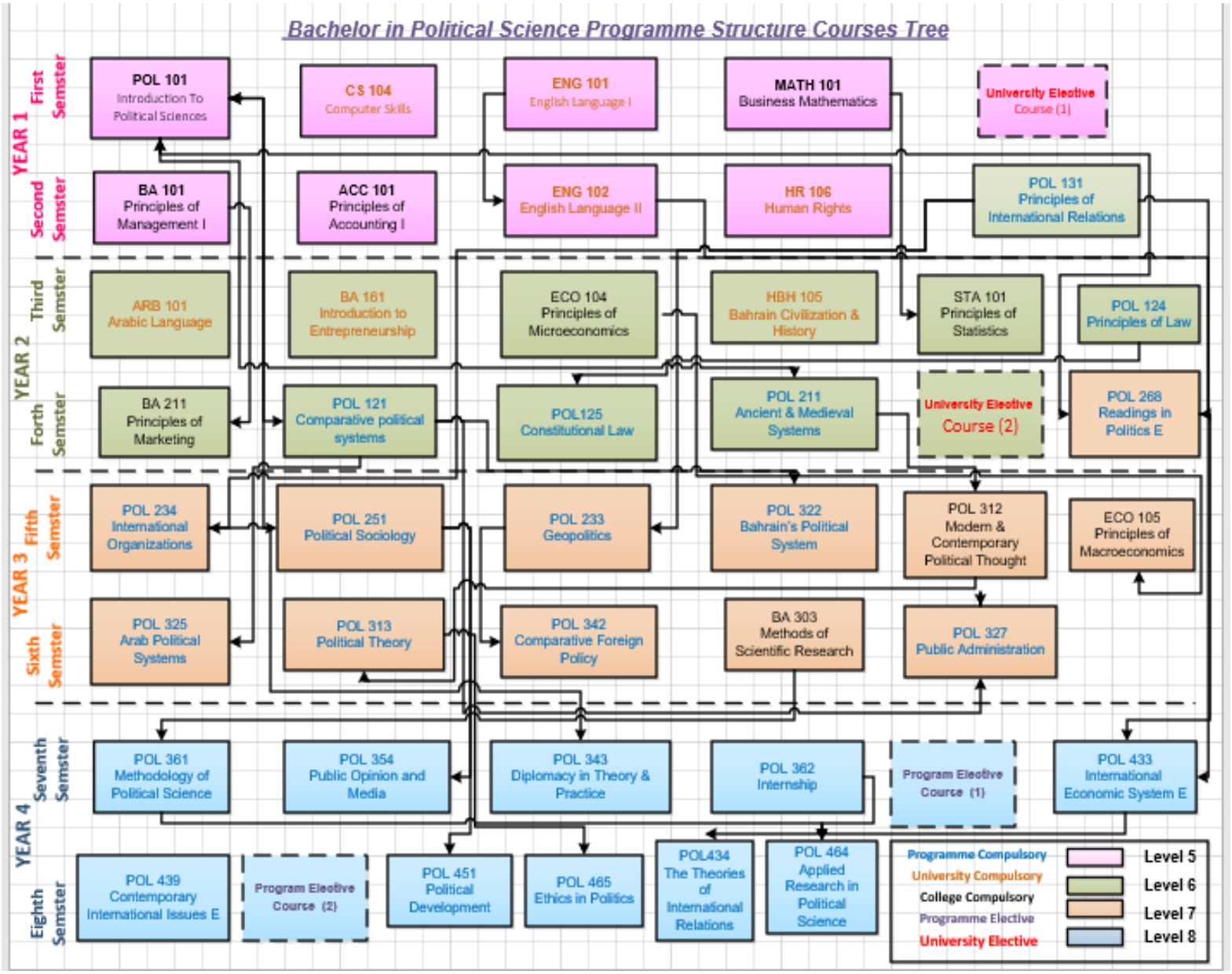
University Elective Courses

University Elective Courses						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Group 1 (3 Cr)						
1	ISL101	Islamic Culture	-	3	12	6
2	ISL102	Islamic Ethic	-	3	12	6
3	ISL103	Islam & Contemporary Issues	-	3	12	6
Group 2 (3 Cr)						
1	LIB101	Introduction to Library Science	-	3	12	5
2	MAN101	Man and Environment	-	3	12	5
3	SOC101	Introduction to Sociology	-	3	12	5
4	SPT101	Special Topics	-	3	12	5
5	CS205	Computer Applications	-	3	12	5
6	LFS102	Thinking and communication skills development	-	3	12	5

Programme Elective Courses

Programme Elective Courses						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Group 1 (6 Cr)						
1	POL 366	Special Topics in Political Science	POL 251	3	12	8
2	POL432	Arab's Neighboring Countries	POL 233	3	12	8
3	POL 414	Contemporary Political Ideology	POL 312	3	12	8
4	POL 353	Political Parties	POL251	3	12	8
5	POL467	Strategic Studies	POL 233	3	12	8
6	POL326	Electoral systems	POL 121	3	12	8
7	POL 436	International Crises Management	POL 234	3	12	8
8	POL 431	Negotiation Skills	POL 343	3	12	8

Courses Tree



Courses Description

University Compulsory Courses

ARB 101 Arabic Language

This course deals with issues related to the Arabic grammar and literature. It studies some basic linguistic issues in the vocabulary, morphology, syntax, and semantics of Arabic. It also studies stylistic and literary features through analyzing and discussing some selected texts from the holy Quran and other literary masterpieces. (Prerequisite- None)

ENG 101 English Language (I)

ENG101 is a credit course that runs for one semester of 15 weeks for 3 hours per week or 6 hours per week during the summer semester. It is required for students of Law, Political Science, Business Administration, and Art and Design Bachelor Programmes delivered in Arabic. This course is for learners whose achievement in the Oxford Online Placement Test (OOPT) is 41 or higher.

The course provides practice in reading, writing, and note taking at Intermediate level. It includes academic English and study skills and a variety of reading texts and text types. The course is intended to improve students' skills in English language in order to undertake a further English credit course, ENG102, and to use English in their studies as necessary. (Prerequisite- None)

ENG 102 English Language (II)

ENG102 is a credit course that runs for one semester of 15 weeks for 3 hours per week or 6 hours per week during the summer semester. It is required for students of Law, Political Science, Business Administration, and Art and Design Bachelor Programmes delivered in Arabic. This course is for learners who have successfully completed ENG101.

The course provides practice in reading, writing, and note taking at Upper Intermediate level. It includes academic English and study skills and a variety of reading texts and text types. The course is intended to improve students' skills in English language in order to undertake a range of credit courses and to use English in their studies as needed. (Prerequisite: ENG 101)

CS 104 Computer Skills

This course covers the following topics: basic concepts of information technology, using the computer to manage files, word processing, spreadsheets, presentation and database. (Prerequisite- None)

BA 161 Introduction to Entrepreneurship

This course aims to study the concept of entrepreneurship, to explain the implications and importance of entrepreneurship, and to provide students with knowledge and skills necessary to transform ideas into applied entrepreneurial projects in accordance with the rules of founding entrepreneurial projects. Moreover, the course aims

to provide students with the core skills of an entrepreneur, starting from establishing the project, choosing the legal formula for it, planning, organizing, marketing, and financing until the whole process is fully managed while enabling students to submit proposals to establish a commercial project and to discuss it at the end of the semester. Finally, the course aims to study practical cases for pioneering projects in the Kingdom of Bahrain. (Prerequisite- None)

HBH 105 Bahrain Civilization & History

This course deals with the history of Bahrain from 1500-1800. It studies the stages of the Portuguese invasion of this part of the world and the international power struggle that erupted after the invasion. It also deals with the ruling of Al-Utuub Tribe of Bahrain and the reign of Al Khalifa thereafter. (Prerequisite- None)

HR 106 Human Rights

This course discusses the basic principles of human rights. It acquaints the students with the nature of human rights; their realms and sources, paying special attention to the international legal provisions concerning human rights included in the following documents: United Nations Charter, International Declaration of Human Rights, International Accord on Civil & Political Rights, International Accord on Social & Economic Rights, International agreement against torture and inhumane, disrespectful punishment, and Protection mechanisms and constitutional organization of public rights and freedoms in the Kingdom of Bahrain. (Prerequisite- None)

University Elective Courses

ISL 101 Islamic Culture

The course deals with the concept of "Culture" in general and the concept of "Islamic Culture" in particular and other related concepts. Thus, the course studies the characteristics of the Islamic culture, its sources, fields of study, and its role in the creation of the "Islamic character". It also deals with the so-called "cultural invasion", its types, its methodologies, and other related issues. (Prerequisite- None)

ISL 103 Islam & Contemporary Issues

This course deals with the way Islam deals with contemporary issues such as the phenomenon of fanaticism, determination of the Islamic calendar, alms tax (Zakat) 0n money and jewelry, democracy and government system, and other scientific and cultural developments. (Prerequisite- None)

ISL 102 Islamic Ethics

This course is an elective university requirement. It stresses the importance of ethics in Islam and the value Islam gives to ethics in general and work ethics in particular. The course draws general comparisons of the treatment of ethics along

different ages in the history of Islam and offers insights to the possible tools to enhance work ethics according to Islam. (Prerequisite- None)

SPT 101 Special Topics

This course is an optional University requirement. It deals with special contemporary topics that are of import to university students. The topics dealt with may be economical, social, historical, or political. (Prerequisite- None)

LFS 102 Thinking and communications skills development

This is a university requirement course. It introduces students to the concept of thinking, its characteristics, its forms and its importance in the educational process. The course deals also with the application of modern strategies and theories interpreted for different kinds of thinking.

The course deals in detail with aspects of communication skills with the aim of improving the students' skills overcoming communicative barriers when communicating in various situations and for various purposes. (Prerequisite- None)

SOC 101 Introduction to Sociology

The course introduces the students to Sociology; the scientific study of society. Thus, the course emphasizes social interaction processes and their impact on the members of any society. The course provides students with the knowledge of the main social phenomena and the components of social structure. (Prerequisite- None)

MAN 101 Man and Environment

This course deals with issues related to the relationship between human beings and the environment they live in with special attention to the environment of the students of the University. The course draws the students\ attention to the importance of environment and the necessity to regulate our behavior so that not to harm it. (Prerequisite- None)

LIB 101 Introduction to Library Science

This course introduces students to the library sciences. It gives a general historical review of the development of libraries through the ages and sheds light on the importance of libraries in the development of knowledge and sciences. The course reviews the services that library introduce to those who may want to benefit from. (Prerequisite- None)

CS 205 Computer Applications

This course includes the following topics: using a word processing program to write reports, using a spreadsheet software program to create an elementary accounting program, using a database software program to design an elementary information system. (Prerequisite- None)

College Compulsory Courses

BA303 - Methods of Scientific Research

This course studies the scope and significance of business research. It introduces students to the various aspects of business research, its types, tools and methods. Students will learn how to apply business research techniques into real world situations. The course covers topics such as the identification of a topic by the student, proposition of hypothesis, formulation of research inquiries, development of literature review, selection of research design and methodologies. Additionally, students will learn data collection techniques; primary and secondary data with application to specific problems, scaling and research instrument design and sampling design. (Pre-requisite: None)

MATH 101 – Business Mathematics

This course focuses on business mathematics topics such as set theory, distance formula, line equations, matrices, integration and derivation. During this course, the student will learn the various types of functions and be able to solve and sketch functions. The course will also increase the student's ability and skills in mathematics more generally. (Pre-requisite: None)

STA101 - Principles of Statistics

This course deals with all aspects of the collection, processing, presentation, and interpretation of measurements or observations, that is, with all of aspects of the handling of data. 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. (Pre-requisite: MATH 101)

ECO104 - Principles of Microeconomics

This course studies the methods of meeting the needs of society within limited resources,in addition to the conduct of individuals and economic institutions behavior in marketing decision-making. The course also includes consumption decisions made by individuals and production decisions made by industrial institutions. (Pre-requisite: None)

ECO105 - Principles of Macroeconomics

This course includes calculation and analysis of national income in various ways, it alsodeals with the economic criteria, inflation and unemployment as well as the cash effects on the economy and policies overall balances that lead to economic stability, such as fiscal and monetary policies, it also deals with the rate of economic growth and foreign trade. (Pre-requisite: ECO 104)

BA 101 - Principles of Management 1

This is an introductory course for the study of management and the role it plays in organizations. It introduces students to the ideas of managerial levels, skills and management concepts. It develops their understanding about how successful employees and managers operate. The course begins with a historical overview of the management field and evolution of management thoughts. Additionally, the course focuses on the management process/ managerial functions such as planning, organizing, leading, and controlling. (Pre-requisite: None)

BA211 - Principles of Marketing

This course focuses on the essentials of marketing, its nature and scope that are crucially important to the organization's success in a dynamic environment. The course provides a broad background on the marketing concept, the role of marketing both within the organization and the external environment, It also introduces students to basic, and some advanced, marketing tools. During this course the student will learn to think like a marketer and will understand how marketing mangers use marketing elements to enable their business organization to gain a competitive advantage. (Pre-requisite: BA101)

ACC101 - Principles of Accounting 1

This course concentrates on basic accounting concepts, principles and assumptions, basic accounting equations, the accounting cycle (journalizing, posting, preparation of a trial balance, financial statement), adjusting entries, the accounting cycle for a merchandising company, computing inventory cost under periodic & perpetual inventory systems. (Pre-requisite: None)

POL 101- Introduction to Political Sciences

The course aims to identify basic concepts and terminology, such as the concept of politics, political science, the relationship between political science and other humanities, methods of research in political science, key concepts of political science, such as the state, its concept, origin and functions, types of states, forms of government, political parties, lobby and interest groups, public opinion, and issues of international relations, such as foreign policy, the international system, and international organisations. (Pre-requisite: None)

Programme Compulsory Courses

POL 101 - Introduction to Political Sciences

The course aims to identify basic concepts and terminology, such as the concept of politics, political science, the relationship between political science and other humanities, methods of research in political science, key concepts of

political science, such as the state, its concept, origin and functions, types of states, forms of government, political parties, lobby and interest groups, public opinion, and issues of international relations, such as foreign policy, the international system, and international organisations. (Prerequisite: None)

POL 131 - Principles of International Relations

This course is designed to receive detailed knowledge of the theories, concepts and core principles in the field of international relations and to familiarise with the most significant transformations and interactions related to the international arena through the study of: the concept of international relations and related concepts, and access to the methods of studying international relations. The course also deals with the stages of development of the international political system and its characteristics and the most important factors affecting it, besides the study of foreign policy, its objectives and mechanisms of implementation, and the study of national power in international relations, the research into the phenomenon of international conflict, and stand on the power balance system and collective security system in international relations, as well as identifying of military alliances and the main images of international wars. (Prerequisite: None)

POL 124 - Principles of Law

This course is designed to provide the student with detailed knowledge and understanding of the concept of law and its characteristics, the concept of legal regulation and its types, the relationship of law to social sciences, and the general law and its various categories. The course includes the definition of the right, its types and individuals as well as the legal protection of the right, the concept of legislation and types of legislation as well as ways of enacting such legislation, and involves the concept of legal personality where it is addressed in terms of characteristics and types. (Prerequisite: None)

POL 121 - Comparative political systems

This course deals with detailed knowledge and understanding of comparative political systems from a comparative analytical perspective, based on many approaches to the study of the comparative political system with a focus on studying the characteristics of different political systems of government, such as presidential, parliamentary, mixed and parliamentary systems. The study includes applied models, such as the American system, the British system, the Swiss system and the French system, and other models of developing countries' systems, in addition to the future of political systems under globalisation. (Prerequisite: POL101)

POL 125 - Constitutional Law

This course is designed to provide the student with detailed knowledge and understanding of the concept of Constitution and Constitutional Law, the origins of constitutions, the methods and types of constitutions, the information use and systematising to analyse the relationship between the Constitution and the political system and the reasons for the supremacy of constitutional rules. The course provides information and ideas to compare the ways of amending constitutions, monitoring the constitutionality and the different ways of terminating constitutions, and analysing the development of the Bahraini constitutional system. (Prerequisite: POL124)

POL 211 - Ancient & Medieval Systems

This course is designed to cover detailed knowledge, understanding, basic skills and some advanced skills in the following topics: the environment generating political ideas in the civilisations of the ancient East, Western and Islamic civilisations in ancient and medieval times, with the study of models for the great thinkers of Western civilisation (Greek, Roman and Christian culture), and Islamic Al-Farabi, Al-Mawardi, Al-Ghazali, and Ibn Khaldun, to combine old and contemporary ideas. This requires focusing on understanding political phenomena and examining the main issues that have preoccupied political opinion in ancient and medieval times. (Prerequisite: POL101)

POL 268 - Readings in Politics (E)

This course is designed to provide students with advanced knowledge and understanding of about the rentier state; economic interdependence; the politics of oil; food and water security in the Middle East. As well, this course is structured to enable students to use advanced level skills to deal with advanced and some complex topics such as refugees. Use a range of approaches to critically analyse several political topics like public policy-making; climate change; stability; governance; expatriates and Arab integration. (Prerequisite: ENG102+ POL 101)

POL 234 - International Organizations

This course is designed to provide advanced knowledge and skills in international organisations and deals with the following topics: Study of international organisations as active units in the international system as well as other units, where their concept, historical origin, objectives, membership conditions, and institutional structure are addressed. It also studies its personality both legally and functionally at the international and regional level. It also discusses the study of international and regional organisations and the criteria of discrimination between them. It also assesses the functions and work of international organisations, their effectiveness in the international system, and analyses the impact of globalisation and international variables on the effectiveness of international regulation. It focuses as models on the United Nations, its branches and specialised agencies, the League of Arab States, and the Gulf Cooperation Council. (Prerequisite: POL131)

POL 251 - Political Sociology

This course is designed to provide students with advanced knowledge on some topics of political sociology, a wide range of assessment and critical methods, and some advanced skills in communication, presentation of ideas and working in changing contexts, throughout the main topics of political sociology such as the relationship of the state with society and the concept of modern civil society, political elites and their sources of power, public opinion and its significance and methods of measurement, bureaucracy, political culture, political upbringing, ideology, political participation, political parties, lobby and interest groups, and theories of development in developing countries. (Prerequisite:POL101)

POL 233 - Geopolitics

This course is designed to provide advanced knowledge and skills in geopolitics. It deals with the following topics: basic concepts and elements of geopolitics, Methods of scientific research in this specialization, natural, human and economic elements of the state, its impact on its domestic political behaviour, and on their regional and international role, and the relationship between international relations and geopolitics, theories of power and its impact on international politics and developments in this matter, the impact of technological progress on geopolitics and its modern concepts, the introduction of models for some regional disputes over water and borders with a focus on the geopolitical characteristics of the Arab world, including the Gulf region and particularly the Kingdom of Bahrain. (Prerequisite: POL131)

POL 322 - Bahrain's Political System

This course is designed to cover advanced skills and knowledge in the following topics: characteristics and environment of the Bahraini political system, the constitutional and legal framework of the Bahraini regime including the organisation of public authorities and their relationship, in addition to studying the internal and external operations of the Bahraini political system in which the dynamic nature of the system is shown. (Prerequisite: POL121)

POL 312 - Modern & Contemporary Political Thought

This course is designed to cover advanced knowledge and skills and some specialised skills in the following topics: the environment that generates political ideas in modern and contemporary times, with the study of models for the great thinkers of Western civilisation (Martin Luther, Jean Calvin, Machiavelli, Thomas Hobbes, John Locke and Jean-Jacques Rousseau) , Karl Marx, etc.), and Arab and Islamic (such as Mohammed Abdo, Abdul Rahman al-Kawakibi, Malik bin Nabi, Ismail Faruqi, and Muhammad Abed al-Jabri), to link reformist ideas with the current reality, which entails

focusing on understanding political phenomena, and studying the main issues that have occupied political thinking in modern and contemporary times. (Prerequisite: POL211)

POL 325 - Arab Political Systems

This course is designed to cover advanced skills and knowledge in the following topics: characteristics of Arab political systems, classification criteria, their environment and decision-making mechanisms, and the constitutional and legal framework, as well as ideologies prevailing in the Arab world as well as institutions of Arab civil society. The course includes a description of the Arab regional system and sub-regional systems throughout the study of their internal and external environment and some models of Arab political systems and their general features and the most important issues in addition to models for some Arab political systems. (Prerequisite: POL121)

POL 313 - Political Theory

This course is designed to cover advanced knowledge and skills and some specialised skills in the following topics: political theory and its relationship with other branches of political science, topics at the heart of political phenomena, theoretical methods used in the past, the tools of analysis used recently, scientific method empirical, behavioural school, post-behavioural school, the set of models used in the framework of the analysis of the national policy world (structural, functional, systematic and cultural), and the set of theories used in the framework of the analysis of the international policy world (communication theory, theories of automatic equilibrium, and theories of equilibrium). (Prerequisite: POL312)

POL 342 - Comparative Foreign Policy

This course is designed to cover advanced knowledge and skills in the following topics: the concept of foreign policy and the most important concepts associated with it, its tools, research methods in the field of study and analysis, and internal and external factors affecting the foreign policy-making of States, while the applied side includes a comparative study of models of foreign policies of countries in particular, the big countries, such as the foreign policy of the United States of America and Russia, as well as the unified foreign policy of the European Union countries, and the foreign policy of developing countries, are compared at two levels: in particular topics, such as objectives and determinants, and the level of study of foreign policy of these countries through their attitudes towards the Arab region. (Prerequisite: POL233)

POL 327 - Public Administration

This course deals with the study of advanced knowledge and understanding of public administration from an analytical perspective, based on many approaches to management study, with a focus on studying the four functions of public

administration such as planning, organisation, leadership and control. The course includes the bureaucratic issues in the administrative apparatus of the state as well as centralisation and decentralisation, in addition to linking decentralisation to local development. Finally, there is a practical part on the administrative system of the Kingdom of Bahrain. (Prerequisite: POL121)

POL 361 - Methodology of Political Science

This course is designed to provide the student with critical knowledge and specialised skills in the curricula of political science research. This course deals with the following topics: detailed concepts in political science research, the study of political phenomenon and analysis, ethics of scientific research and intellectual property. It examines the research strategies included in quantitative, qualitative and mixed research methods. The course is also exposed practically throughout many methods, such as workshops to prepare a plan and research report. It also includes training students to work in a research team, collecting and organising data and information, and using them and presenting scientific works. (Prerequisite: BA303)

POL 354 - Public Opinion and Media

The course deals with the definition of public opinion and the media and their origin and development, as well as their relationship with some other social sciences. The course deals with the factors of formation and change of public opinion and its features, characteristics, types and behavioural aspects in public opinion and the role of the media in its formation. It also examines the relationship between the media and public opinion on the one hand and the political authority on the other, as well as the leadership role of society and political authority over the media. The course examines the differences between opinion, direction, behaviour and the distinction between public opinion and rumours. It also examines the impact of modern media on political life in society. (Prerequisite: POL251)

POL 343 - Diplomacy in Theory & Practice

This course is designed to provide the student with detailed and critical knowledge and specialised skills in diplomatic work, starting with the role of international diplomatic work, particularly in the light of globalisation and the communications revolution, as well as the concept of the diplomatic corps and its functions, throughout the study of the preparation of diplomatic cadres, such as organisations and specialised institutions, and the function of diplomatic language, and conduct critical analysis of the central and subsidiary organs of the Department of External Relations, the impact of public opinion on diplomatic decision-making, the forms of diplomatic work, the permanent bilateral diplomatic exchange system, the sources of its rules and the conditions of its practice. In order to identify the problems of contemporary diplomacy and identify and implement solutions related to them, and then evaluate some types of

diplomacy, such as preventive diplomacy and coercive diplomacy and secret diplomacy, and public diplomacy and popular diplomacy. (Prerequisite: P0L234)

POL 362 - Internship

This course is designed to equip students of political science with experience, bridge the gap between scientific theories, concepts and practical practices, and apply the specialised skills studied, which increases the chances of professional success and career advancement in the workplace. This course also helps the student to communicate in a specialised manner with his colleagues and blend in the work environment smoothly. (Prerequisite: 90 Credit Hours)

POL 439- Contemporary International Issues (E)

This course is designed to provide students with critical knowledge about several contemporary issues that will continue to influence international politics for many years, such as terrorism and nuclear proliferation. This course is framed to enable students to use specialist level skills to deal with advanced issues such as an international terrorism and efforts to combat it, refugees and human rights issues, racial discrimination, environmental issues and climate change. (Pre-requisite POL131 + POL268)

POL 451 - Political Development

This course is designed to provide students with critical knowledge and specialised skills in political development, political backwardness and related concepts. The course also examines the causes, consequences and effects of political underdevelopment, theories, trends, proposals, approaches and details of political development, and the emergence and development of the study of political development and its tools. The student studies various crises of political development and its relationship with nation-building and development of the capabilities of the political system and the building of state institutions and good governance. The student concludes with a study of case studies in the field of political development. (Prerequisite: POL251)

POL 465 - Ethics in Politics

This course is designed to provide a critical knowledge of the ethics concept, and the concepts associated with it, as well as to have detailed knowledge in the various approaches to the study of ethics in politics, as well as to conduct a critical analysis of the study of ethics in Western and Islamic political thought, and addresses models of political ethical value, such as justice, equality and integrity, and respect for human rights, as well as accountability and the rule of law, environmental issues, rules of war, humanitarian intervention in times of war and disaster, and the efforts of the international community in these various aspects. (Prerequisite: POL313)

POL 433- International Economic System (E)

This course is designed to provide students with critical knowledge about the international economic system such as the concept of the international economic system and the development of the international economy. This course is framed to enable students to use specialist skills to deal with advanced issues such as the development of the international economic system, policies of international trade, international finance and economics development issues. This course also deals with international economic crises such as the international monetary system crisis, technology transfer crisis, external debt, energy crisis, and the global financial crises. (Pre-requisite: POL131 + POL268)

POL434 - The Theories of International Relations

This course is designed to provide a critical knowledge of the theoretical frameworks and concepts related to international relations, and to have detailed knowledge of traditional and contemporary theories, the British and Chinese theorists of international relations, then deal with critical theory, post-structuralism, structuralism theory, feminist theory, green theory, and peaceful evolution theory. (Prerequisite: POL433)

POL 464 - Applied Research in Political Science

This course is designed to provide students with specialised skills to investigate problems and carry out scientific research to address them. This course deals with the following topics: introduction to applied research, research methods, selection of research topic, reviews of previous studies, identification of research problem, questions and methodology, discussion of the research plan, data collection and analysis, writing the final report of the research and self-assessment report. (Prerequisite: POL361+POL362)

Programme Elective Courses: (6 Credit hours/2 courses to be chosen from this group)

POL 366 - Special Topics in Political Science

This course is designed to provide critical knowledge of selected and influential political events in today's international life which are separatist, populist and cyber movements where countries in the world in general and the Arab world, in particular are affected by separatist movements of varying motives. The phenomenon of populism also affects public life in countries with international influence, such as the United States, Germany and some Western European countries. The course took care of the cyberspace from the point of view as a phenomenon that reflects the impact of tremendous technological progress on the dimensions of a security and political nature. Therefore, besides providing in-depth knowledge of these topics, the Rapporteur concerns about conducting a critical analysis of the study and its discussion. (Prerequisite: POL251)

POL 432 - Arab's Neighboring Countries

This course is designed to provide the student with a critical and detailed knowledge of the definition of the neighbouring countries and the external orientations of these countries towards the Arab countries due to the geographical locations of the different parties throughout addressing the policies adopted by the neighbouring countries towards the Arab countries, and how to address some of the key issues that matter to these countries, such as national security, border problems, water crisis and minorities. (Prerequisite: POL233)

POL 414 - Contemporary Political Ideology

This course is designed to cover critical knowledge, skills and specialised methods in the following topics: the concept of ideology, its characteristics and functions, what is the state, criteria for classifying ideologies, opinions and their political role in societies, and assessing the political use of ideology. The course also addresses a number of contemporary ideologies: liberalism, socialism, communism, fascism, Islamic movements, Arab nationalism, feminism, etc.) and its main thinkers. (Prerequisite: POL312)

POL 353 - Political Parties

The course aims to provide students with specialised concepts in relation to the study of partisan phenomenon and in terms of concept, pillars, origins and roles. It also provides students with critical knowledge about building political parties and criticism and their relationship to the political system, as well as theoretical trends related to political parties. The course explains political and ideological parties and indicators to measure the effectiveness of parties and political parties, communication, political marketing and public opinion. The course also teaches students about the parties and party practices in Western Europe, the United States, the Arab world and other developing countries. (Prerequisite: POL251)

POL 467 - Strategic Studies

This course is designed to address critical knowledge and understanding of theories in the conceptual framework of the strategy and related terminology, strategy attributes, the nature of the strategic environment, as well as the effects of the strategic environment, and strategic thinking, as well as the relationship between policymaker and strategist. This course is designed to understand contemporary issues and the use of specialised skills to deal with sophisticated situations in the strategy industry and its effects on the levels of strategy, and the international environment of the strategy. This course also concerns strategic assessment, strategy formulation and study of American strategy. **(Prerequisite: POL233)**

POL 326 - Electoral systems

This course deals with an analytical and comparative study of the electoral system, throughout the study of the concepts and terms associated with the voting systems, its legal adaptation, the basics and methods of elections, the preparatory procedures for the elections, the objectives, types and formats of different voting systems. The course stands on the most important electoral system and their characteristics and features, and highlights the importance of the relationship between the electoral system and democracy. The study also includes practical models of modern and contemporary electoral systems. (Prerequisite: POL121)

POL 436 - International Crises Management

This course is designed to address critical knowledge of international crisis management and its associated concepts, understand contemporary issues arising from international crises, and utilise specialised skills to deal with sophisticated situations to apply and analyse knowledge or practices in international crisis management, their causes, their characteristics, their types and methods of management. The course also deals with the crises containment and management, as well as the steps of restoring the situation, balancing after the end of the crisis and overcoming the consequences of the crisis. The course also concerns studying the relationship of mutual impact between the management of international crises and the structure of the international system, the role of information and communication technologies in crisis management, and models of international crisis management. (Prerequisite: POL234)

POL 431 -Negotiation Skills

This course is designed to provide the student with detailed and critical knowledge and specialised skills in the art of negotiation. The course deals with the concept of negotiation, its objectives, and its historical development. It also deals with negotiating methods, elements of the negotiation process and principles of negotiation science in social, economic, political and military issues. The course focuses on the human element in the negotiation process and on the skills and rules of negotiation and psychological and moral aspects. It also deals with studying the negotiation controls of various kinds, negotiation strategies, in addition to studying the stages of the negotiation process, throughout practical models in the issues of negotiations, and tactics used in the bargaining. (Prerequisite: POL343)

Master in Business Administration

Programme Title	Master in Business Administration
Awarding Institution	Applied Science University
Teaching Institution	Applied Science University
Programme licensed by	Ministry of Education, Kingdom of Bahrain
Final Qualification	Master Degree
Academic Year	2023-2024
Language of Study	Arabic
Mode of Study	Full Time
Programme Coordinator	Dr. Sakher AlNajdawi Office No: 160361341 E-mail: sakher.alnajdawi@asu.edu.bh Room No. 514

Programme Description

The programme of Master in Business Administration (MBA) is based on an integrated, comprehensive and analytical study program in business and management. This program consists of ten courses over a period of 36 credit hours, including eight compulsory general advanced courses, a thesis and two elective courses. The curriculum is built on the basis of the unit integration approach, which allows ensuring that integration and coordination occur across the program, which leads to the achievement of the targeted educational outcomes in excess of those of the separate and component parts of the program.

The study plan, with its compulsory and elective courses, has been designed based on the graduate attributes. Each course is designed based on specific learning outcomes, such as critical knowledge and understanding of contemporary topics, the ability to use a wide range of research methods, and transferrable skills.

The Master in Business Administration programme aims to:

1. Develop systematic understanding and comprehensive critical knowledge for students in business disciplines as well as the organisations management in the variables of the external environment in which they work.
2. Prepare students for professional development in business and management by promoting a range of professional skills which will expose them to independent planning and implementation of tasks at the professional level or equivalent.

3. Develop students' creative and original responses in applying the knowledge to deal with complex situations and solve problems in a way that will contribute to both business and society in general.
4. Develop the level of students' ability to analyse critically and adopt a creative thinking approach in dealing with complex issues and the ability to understand and appreciate the ethical and social consequences.
5. Enable students to communicate with stakeholders and make contributions to the management of the institutions in which they work in a way that will improve business practices and management.
6. Develop students' abilities through theoretical and practical approaches on how to conduct applied research and enhance the graduates' ability to conduct independent research that can be applied to the develop and interpret of knowledge directly related to the work systems challenges.

Admission Criteria

Firstly: to be admitted in a Master's Degree Programme, the student must fulfil the following requirements:

A. Holding a Bachelor's Degree or its equivalent from a University or College recognized by the Ministry of Education in the Kingdom of Bahrain

B. The bachelor's degree programme should be in the same speciality as the master programme or a similar qualifying field according to the study plan of that speciality; otherwise, the student should pass a number of remedial courses approved by the University and specified by the Concerned Department.

C. The applicant should be the holder of a Bachelor's Degree with a GPA of not less than Good or its equivalent to be admitted.

D. It is required for the applicant to any of the master's programmes to pass the English placement test adopted by the University or the applicant will have to provide a (TOEFL) score of (450) or equivalent. Otherwise, the student commits during the first year to study and pass two English remedial courses determined by the college, with a passing grade of 50%.

E. The applicant should pass an interview conducted by a committee in the Academic Department.

F. The applicant should pass any tests conducted by the Academic Department when required.

G. The applicant submits two recommendation letters one of which is preferred to be from an academic staff member from the University where the student has graduated.

H. The applicant should have experience of not less than one year in a relevant professional field, except those obtaining a GPA not less than Very Good or the equivalent, provided that the number of admitted applicants with this exception does not exceed 50% of the total number of students.

Secondly: the student can be granted conditional admission in some Master's Degree Programmes according to the number of seats determined by the University Council and according to the following:

1. He/she must hold a Bachelor's Degree with a GPA of not less than Good or its equivalent. If the applicant's GPA is less than that, the application shall be sent to the Committee of Appeal against Denial of Admissions, chaired by the Vice President for Academic Affairs and Development.
2. The applicant must have at least two years of experience in the related professional field.
3. The applicant must pass an interview conducted by the Committee of Appeal against Denial of Admissions.
4. The applicant must pass an interview conducted by a committee in the academic department.
5. The applicant must pass any tests carried out by the academic department when required.
6. The applicant must submit two recommendation letters one of which is preferred to be from an academic staff member from the University where the student has graduated.
7. The applicant must pass the English placement test adopted by the University or he/she will have to provide a (TOEFL) score of (450) or equivalent. Otherwise, the student commits during the first year to study and pass two English remedial courses determined by the college.
8. He/she must pass during the first semester after admission to the programme the remedial courses determined by the academic department with a score of not less than 70%, otherwise he/she will be dismissed from the programme.
9. The applicant must obtain the approval of the University Council or the person/body authorized by the Council in order to be admitted in the programme.

Progression Pathways and Opportunities

The MBA consists of courses that are gradually delivered in two academic years. Within the programme, the study plan is carefully prepared to clearly define the progression pathways that allow students' progress from one semester to another. With a mix of compulsory and elective courses, the programme enables students to gain critical knowledge, professional and analytical skills, transferable and communication skills in order to professionally handle complex and unusual issues in a business environment.

In addition, students' academic progress is monitored by the academic advisor through the Student Electronic Information System (SIS), which records and documents academic advices.

The diverse pathways of progression and potential opportunities allow graduates of the MBA program to enter the labor market in a strong and professional manner, enabling them to choose from a wide range of distinguished careers in managerial and leadership levels in both the public and private sectors such as managers and consultants and occupying senior positions etc. In addition to their ability to run their own business in a pioneering manner. One of the most important paths and opportunities that the program offers to its students and graduates is to prepare them professionally to pursue postgraduate studies such as doctoral studies.

Graduation Requirements:

Based on ASU's "Master's degree Bylaw", the Master's degree in Human Resources Management is granted upon fulfillment of all graduation requirements, represented by passing all courses required for graduation (i.e. completion of the number of credit hours) with a cumulative average of no less than 75% after studying for a minimum period of one years, and not exceeding a maximum period of 8 semesters.

Programme Intended Learning Outcomes

Upon completion of the programme, the graduates should be able to:

- Demonstrate critical knowledge and specialised understanding of specialised theories in all areas of business and management at the senior and middle management levels and develop key drivers of management processes.
- Use professional skills to deal with complex and unexpected situations and problems in business management.
- Apply innovative, professional and specialised approaches in business and management issues and planning, implementing large and medium-sized projects.
- Use a combination of methods to perform critical analysis, interpretation and evaluation for both contemporary business management areas and relevant financial and non-financial data.
- Use administrative, professional, innovative and original skills in solving problems and complex issues to make decisions in business context.
- Communicate effectively both verbal and written and utilise professional skills and various means of delivering presentations in the fields of business and management.
- Work at the professional level in changing contexts with sustainable responsibility towards individuals and issues in preparing individual and/ or group research project reports.

Programme Structure

- Minimum Study Period: 1 year
- Maximum Study Period: 4 years
- Total Credit Hours: 36 Credit Hours
- No. of Courses: 10 Courses + Thesis

Study Plan

Programme Study Plan						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Year 1 – First Semester						
1	BA601	Scientific Research and Statistical Analysis	-	3	12	9
2	BA611	Advanced Marketing Management	-	3	12	9
3	BA621	Corporate Finance	-	3	12	9
Year 1 – Second Semester						
1	BA631	Human Resources Management	-	3	12	9
2	BA641	Operations Management & Decisions	-	3	12	9
3	MIS611	Management Information Systems	-	3	12	9
Year 2 – First Semester						
1	ACF611	Advanced Managerial Accounting	-	3	12	9
2	-	Programme Elective (1)	-	3	12	9
3	BA664	Strategic Management	-	3	12	9
Year 2 – Second Semester						
1	-	Programme Elective (2)	-	3	12	9
2	BA699	Thesis	24 Credit Hours	6	24	9

Programme Elective Courses

Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
BA645	Total Quality Management	-	3	12	9
ECO601	Managerial Economics	-	3	12	9
BA652	Organizational Design and Behavior	-	3	12	9

BA653	Business Ethics	-	3	12	9
BA655	Organizational Change	-	3	12	9
BA662	International Business	-	3	12	9
BA663	Innovation and Entrepreneurship	-	3	12	9
BA691	Special Topics in Management (E)	-	3	12	9

Course Description

Programme Compulsory Courses

ACF611 - Advanced Managerial Accounting

This course covers a number of specialized concepts and contemporary techniques in management accounting that assist management in making decisions relevant to planning, controlling and evaluating the performance of the firm's operations and activities in modern business environment, such as: the sales mix, theory of constraints, target costing and pricing products and services, evaluating capital budgeting projects, responsibility accounting and performance evaluation, product life cycle costing, customer profitability analysis, quality costing, balance scorecard, in addition to any emerging issues in management accounting field. (Prerequisite: None)

BA601 - Scientific Research and Statistical Analysis

Business research is crucial in building the graduate capabilities in conducting sound and reliable research. This course addresses particular topics such as research philosophies, problem definition identification, how to establish research objectives, hypotheses in a sound research's proposal. Additionally, the course covers data collection tools, i.e. how to design a questionnaire, how to conduct an interview and observation. Finally, analytical techniques are addressed appropriately, i.e. simple regression and multiple regression via statistical packages using SPSS. (Prerequisite: None)

BA611 – Advanced Marketing Management

This course provides an in-depth study of the marketing environment, key drivers and forces that are changing the marketing landscape. The course explores and analyzes how marketing activities impact on organizational operations in a competitive and complex environment. The course is concerned with the provision of marketing frameworks and

in-depth analysis of a variety of concepts, theories, and models that are used to identify, analyze, and solve marketing problems. This course will emphasize strategic issues such as: How can a firm choose its own industrial activity? What is the marketing competitive advantages of the firm, and how to sustain them? How can the firm distribute its products and services/ how will the company allocate marketing resources? What are the marketing threats facing companies and what are the opportunities that firms enjoy? What are the strategic marketing alternatives? (Prerequisite: None)

BA621 – Corporate Finance

The main purpose of this course is to provide a framework, concepts, and tools for analyzing financial decisions based on fundamental principles of contemporary financial theory. Topics covered include cash flow techniques; corporate capital budgeting and valuation; investment decisions under uncertainty; capital asset pricing for companies, along with the financial structure, cost of capital, profit distribution policy and related issues. As well as any emerging issues in corporate finance. (Prerequisite: None)

BA631 – Human Resource Management

The course provides an in-depth study of human capital as a critical source of competitive advantage to business and organizational success. This course will address the development and implementation of human resource practices that align human resource activities with the strategic objectives of the organization. Furthermore, students will be acquainted with the critical role of human resource management which plays a key component of the competitiveness and sustainability of business organization. By focusing on both strategic and operational aspect of workforce management, students will be acquired a critical knowledge on the complexity of managing individuals, organizational staffing, employees training and development, employees' appraisal and compensation. (Prerequisite: None)

BA641 - Operations Management & Decisions

This Operations Management course encompasses an in-depth study of methods and practices used to systematically plan, design and execute the processes necessary to deliver services or produce goods. This course focuses on a range of procedures and ancillary systems required to manufacture materials or deliver services. The course covers the topics of operations management from manufacturing and service delivery perspectives. (Prerequisite: None)

BA664 - Strategic Management

Strategic management course designed for MBA students, it aims to provide students with thinking skills, strategic analysis, industry, strategic decision-making and procedures to maintain and sustain the companies' competitive advantage. As well as covering the topics of strategic leadership, competitive analysis, effective strategy formulation and implementation in a multi-business companies. (Prerequisite: None)

MIS611 - Management Information Systems

This course is designed to provide postgraduate students with an in-depth, hands-on understanding of Management Information Systems and presents problems faced by the business environment and how solutions can be found through the use of computer-based systems. It also focuses on information systems concepts and technologies, information systems evolution, the most effective methods to use information systems, and how to utilize appropriate ICT applications. This course includes topics: information systems types, resources, computers and their applications, the competitive advantage of using ICT, integration and coordination between environments and database technologies. It also emphasizes on: Information Technology, software and hardware components, e-commerce and e-business, Enterprise Resource Planning (ERP), Decision Support Systems (DSS), Expert Systems (ES), Artificial Intelligence (AI) and Modern ICT Technologies. (Prerequisite: None)

BA699 - Thesis

This course is a supervised research work based on approved topic in the business administration field. It provides opportunity for the students to conduct independent learning and research work based on structured methodology. The thesis focuses on senior level skills to be addressed in terms of progressive intellectual discourse including research problem identification, research methodology, literature review, data analysis, research conclusion and recommendations. The final production of the manuscript is subject to public defense and evaluated based on written and oral presentation. (Prerequisite: 24 Credit Hours)

Programme Elective Courses

BA645 - Total Quality Management

This course is designed for MBA students to provide an in-depth study of the philosophies and methodologies of Total Quality Management (TQM) used in organizations to add value to their products and thereby achieve competitive advantage. In addition, the course covers topics related to the historical development of TQM, the achievements of its most significant pioneers and scientists, and the organization of TQM. It focuses on satisfying customer needs, effective leadership by the standards of TQM, quality strategies, continuous improvement and the application of TQM, tools, awards, systems and Six Sigma. (Prerequisite: None)

ECO601 - Managerial Economics

This course is designed to provide the student with critical knowledge of specialized theories and fundamental concepts related to managerial economics. The course covers the following topics: costs, demand, pricing, market structure in

economic systems, strategic planning, market equilibrium under different competition conditions, and analysis of economic forecasts. (Prerequisite: None)

BA652 - Organizational Design and Behavior

The course is designed to provide students with theoretical and practical overviews covering the organizational design, behavior of individuals and groups in organizations. The course addresses many topics related to processes and methods that enable managers and their teams to organizational design, organizational structures, job stacking and design alternatives. Furthermore, it enhances the students' critical and creative thinking on topics of the influence of organizational culture on attitudes toward organizational values, attitudes and behaviors. The course deals with the organizational environment, organizational adaptation, technology and strategy, size and life cycle of the organization. In addition to topics of motivation, trends, individual differences, leadership, team development, decision-making, conflict management, negotiation and stress. (Prerequisite: None)

BA653 - Business Ethics

This course is designed for MBA students to provide a comprehensive presentation of theories underlying the issues and problems related to business ethics. It gives insights to sources of ethics in business organization, ethical philosophies of business practices, ethical framework of decision-making in business, ethical workplace dilemmas, code of ethical conduct, business ethics and its relation to culture, organizational social responsibility, the impact of globalization on business ethics, and how to create an ethical organization. Additionally, the course addresses how can ethics be applied in day-to-day business, governance, business ethics, investors rights, privileges, ethics of consumer protection, environmental ethics and the role of various agencies to ensure that ethical frameworks are activated within organizations. (Prerequisite: None)

BA655 - Organizational Change

This course is designed for MBA students to provide an in-depth examination of organizational change theories, concepts of change and its relation to the organizational development process, organization reengineering and empowerment. Additionally, the course addresses the organizational change process and its relation to strategic management for change, causes, types, and implementation. It also addresses the techniques for overcoming the resistance to change, its sources, and the contexts of the planning of the change process and related factors. (Prerequisite: None)

BA662 - International Business

This course provides in-depth knowledge of international business in today's competitive global environment. The course focuses on the international business arena and its complexity based on the interplay of firms, nations and international institutions. This involves exposure of students to macro-perspectives issues where cultural, legal, political, financial and economic environments affecting international business are covered. On the other hand, micro-perspectives issues are enabling the student to identify, analyze, and execute strategies of firms that operate in the international business environment. Students of this course will develop a sound understanding of the phenomenon of globalization in relation to international business. (Prerequisite: None)

BA663 - Innovation and Entrepreneurship

The course aims to provide an in-depth study of innovation and entrepreneurship through systematic understanding and critical knowledge of innovation and entrepreneurship as well as small and medium enterprises (SMEs) management. The course includes analysis and practical problem solving related to both the entrepreneurial and the innovation. The course focuses on management models, decision-making and innovative design of the new project. The course also tackles success in the development of new projects, technology and ideas as well as information and risks in entrepreneurship and small businesses. (Prerequisite: None)

BA691 - Special Topics in Management (E)

This course is designed to provide an in-depth analysis and critical thinking of current and emerging issues/problems that affect business organizations. The course format and content will vary from a semester to another permitting studying a wide range of topics and new business trends derived from the ever-changing business environment. Among the addressed issues, problems related to people management, human resource, culture, economy, technology, work process design and management practices will be tackled conforming to the era of globalization and changing firm boundaries. (Prerequisite: None)

Master in Human Resources Management

Programme Title	Master in Human Resources Management
Awarding Institution	Applied Science University
Teaching Institution	Applied Science University
Programme licensed by	Ministry of Education, Kingdom of Bahrain
Final Qualification	Master Degree
Academic Year	2023-2024
Language of Study	Arabic
Mode of Study	Full Time
Programme Coordinator	Dr. Adel Ali Alzyoud Office No: 160361305 E-mail: adel.alzyoud@asu.edu.bh Room No. 510

Programme Description

The programme of Master in Human Resources Management is taught in Arabic and covers the local and regional labor market needs in human resource management. It aims to prepare professionals to be specialized in human resource management, and to prepare graduates through good training on contemporary practices in Human resource management with an emphasis on the strategic importance of human resource management in addressing the challenges faced by modern institutions. The programme carries 36 credit hours and includes 10 courses, eight core courses, two elective courses, and a thesis.

The programme of Master in Human Resources Management provides graduates with the opportunity to develop knowledge and generic skills in human resource management. Human resources management is affected by the variety of ways in which a business is run, as well as by organizational change, training and development processes, employee relations, and strategic recruitment processes. In our contemporary societies, which are knowledge driven, human capital has become the most important asset in any institution. The skills and competencies of employees are what determine the success of the institution within a competitive environment at the local and global levels.

The Master in Human Resources Management programme aims to:

1. Provide graduates with critical knowledge and understanding as human resources professionals who work in various local and international organizations through studying human resources strategies and leadership development, to prepare highly qualified cadres that contribute to achieving the requirements of sustainable development in the Kingdom of Bahrain.

2. Prepare a graduate capable of conducting scientific research, employing his standard and specialized methodologies and designing and implementing a study of advanced topics in human resources management field. The graduate will utilize software and information systems to develop their abilities, update their knowledge and promote the values of initiative and innovation through research, experimentation and innovation in the formulation and implementation of modern human resource management strategies.

3. Enable graduates to develop critical thinking, critical analysis, interpretation, creative assessment and problem-solving skills that emerge in the context of human resources management applications in business organizations.

4. Enable the graduate to practice professional skills to communicate with a range of audiences with varying levels of experience, and to take a role in decision-making at the strategic level.

Admission Criteria

Firstly: to be admitted in a Master's Degree Programme, the student must fulfil the following requirements:

A. Holding a Bachelor's Degree or its equivalent from a University or College recognized by the Ministry of Education in the Kingdom of Bahrain

B. The bachelor's degree programme should be in the same speciality as the master programme or a similar qualifying field according to the study plan of that speciality; otherwise, the student should pass a number of remedial courses approved by the University and specified by the Concerned Department.

C. The applicant should be the holder of a Bachelor's Degree with a GPA of not less than Good or its equivalent to be admitted.

D. It is required for the applicant to any of the master's programmes to pass the English placement test adopted by the University or the applicant will have to provide a (TOEFL) score of (450) or equivalent. Otherwise, the student commits during the first year to study and pass two English remedial courses determined by the college, with a passing grade of 50%.

E. The applicant should pass an interview conducted by a committee in the Academic Department.

F. The applicant should pass any tests conducted by the Academic Department when required.

G. The applicant submits two recommendation letters one of which is preferred to be from an academic staff member from the University where the student has graduated.

H. The applicant should have experience of not less than one year in a relevant professional field, except those obtaining a GPA not less than Very Good or the equivalent, provided that the number of admitted applicants with this exception does not exceed 50% of the total number of students.

Secondly: the student can be granted conditional admission in some Master's Degree Programmes according to the number of seats determined by the University Council and according to the following:

1. He/she must hold a Bachelor's Degree with a GPA of not less than Good or its equivalent. If the applicant's GPA is less than that, the application shall be sent to the Committee of Appeal against Denial of Admissions, chaired by the Vice President for Academic Affairs and Development.
2. The applicant must have at least two years of experience in the related professional field.
3. The applicant must pass an interview conducted by the Committee of Appeal against Denial of Admissions.
4. The applicant must pass an interview conducted by a committee in the academic department.
5. The applicant must pass any tests carried out by the academic department when required.
6. The applicant must submit two recommendation letters one of which is preferred to be from an academic staff member from the University where the student has graduated.
7. The applicant must pass the English placement test adopted by the University or he/she will have to provide a (TOEFL) score of (450) or equivalent. Otherwise, the student commits during the first year to study and pass two English remedial courses determined by the college.
8. He/she must pass during the first semester after admission to the programme the remedial courses determined by the academic department with a score of not less than 70%, otherwise he/she will be dismissed from the programme.
9. The applicant must obtain the approval of the University Council or the person/body authorized by the Council in order to be admitted in the programme.

Progression Pathways and Opportunities

The Master in Human Resources Management consists of courses that are gradually delivered in two academic years. Within the programme, the study plan is carefully prepared to clearly define the progression pathways that allow students' progress from one semester to another. The programme is designed to enable students acquire advanced and critical knowledge in the discipline as well as to provide students with professional and transferable skills to deal with complex and unusual issues in the business environment.

In addition, students' academic progress is monitored by the academic advisor through the Student Electronic Information System (SIS), which records and documents academic advices.

The Master in Human Resources Management provides job opportunities for graduates either in public or private sectors. Prospective job positions include but not limited to:

- HR Manager
- HR expert in non-profit organizations
- HR Consultant

•International HR Professional

•HR Executive

•Training and Development Manager

In addition, the program offers its students and graduates the opportunity to pursue postgraduate studies such as Doctor of Philosophy (PhD).

Graduation Requirements:

Based on ASU's "Master Degree Bylaw", the Master's degree in Human Resources Management is granted upon fulfillment of all graduation requirements, represented by passing all courses required for graduation (i.e. completion of the number of credit hours) with a cumulative average of no less than 75% after studying for a minimum period of one years, and not exceeding a maximum period of 8 semesters.

Programme Intended Learning Outcomes

Upon completion of this programme, the graduate will be able to:

- Demonstrate critical knowledge and gain basic understanding of theoretical and strategic policy matters that affect the management of individuals in the light of global developments, problem-solving and decision-making related to human resources to meet the labor market and its modern mechanisms and standards surrounding contemporary organizations.
- Use professional skills to deal with complex situations, issues and problems in human resource management with the practical tools, techniques, and business and consulting insights needed to attract, develop and retain talent in the organization.
- Apply professional skills to business challenges, and the ability to conduct independently managed research in deep thinking on the planning and implementation of projects in the field of human resources management and challenges at the national and international levels.
- Use a combination of methods for critical analysis and assessment based on knowledge and understanding of HRM theories and models.
- Demonstrate a professional level of insight, interpretation, innovation and creativity to deal with complex situations, issues and problems in the field of human resources, and in the context of their work within national and international frameworks.
- Use professional skills either orally or in writing, using a variety of tools in preparing and delivering tasks, through communication and teamwork skills. The student will be capable of working together and collectively and to think and plan.

- Work at a professional level with independence and responsibility towards the work of individuals and groups in personal competencies and leadership abilities to work in a group with a team-building approach using effective use of ICTs.

Programme Structure

- Minimum Study Period: 1 year
- Maximum Study Period: 4 years
- Total Credit Hours: 36 Credit Hours
- No. of Courses: 10 Courses + Thesis

Study Plan

Programme Study Plan						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Year 1 – First Semester						
1	BA601	Scientific Research and Statistical Analysis	-	3	12	9
2	HR639	Human Resource Training & Development	-	3	12	9
3	HR631	Labor Laws and Legislations in Bahrain	-	3	12	9
Year 1 – Second Semester						
1	HR633	Human Resource Planning and Staffing	-	3	12	9
2	HR635	Employment Relations and Practices	-	3	12	9
3	HR638	Motivations & Compensations Management	-	3	12	9
Year 2 – First Semester						
1	HR637	International Human Resource Management	-	3	12	9
2	-	Programme Elective (1)	-	3	12	9
3	HR644	Strategic Human Resource Management	-	3	12	9
Year 2 – Second Semester						
1	-	Programme Elective (2)	-	3	12	9

2	HR699	Thesis	24 Credit Hours	6	24	9

Programme Elective Courses

Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
BA654	Leadership and Organizational Behavior	-	3	12	9
HR640	Civil Service Management	-	3	12	9
HR641	Performance Management	-	3	12	9
HR642	Career Planning	-	3	12	9
HR643	Negotiation Management	-	3	12	9
BA661	Entrepreneurship	-	3	12	9
HR691	Special Topics in Human Resource Management	-	3	12	9

Course Description

Programme Compulsory Courses

BA601 - Scientific Research and Statistical Analysis

Business research is crucial in building the graduate capabilities in conducting sound and reliable research. This course addresses particular topics such as research philosophies, problem definition identification, how to establish research objectives, hypotheses in a sound research's proposal. Additionally, the course covers data collection tools, i.e. how to design a questionnaire, how to conduct an interview and observation. Finally, analytical techniques are addressed appropriately, i.e. simple regression and multiple regression via statistical packages using SPSS. (Prerequisite: None)

HR631 - Labor Laws and Legislations in Bahrain

This course is designed to introduce students to a comprehensive knowledge of the Kingdom of Bahrain Labor law. It focuses on the legislations aimed to protect labor within Bahrain community. In this context, the course will cover two main areas: first, Bahrain labor law which give insights to the application of law for women and teenagers employment and organizing expatriates workers, workload, vacations, work contract for individuals and groups, employer and employee commitment, indemnity and penalties in case of violation of labor law. Secondly, the course covers Bahrain social insurance law in terms of compensations, labor accidents, and other related issues. (Prerequisite: None)

HR633 - Human Resource Planning and Staffing

This course is designed to introduce students to concepts of human resource planning and provides them with an understanding of the wide range of staffing activities within organizations. This course develops students' abilities to analyze and integrate the complex social, cultural and organizational factors influencing human resource planning and staffing. The course will examine the process of human resource planning, its relation to strategic planning. Additionally, the course focuses on job design, recruitment, selection of employees, orientation, placement and ethical issues such as discrimination and equal opportunities. (Prerequisite: None)

HR635 - Employment Relations and Practices

The course introduces students to the main topics of Employment Relations (ER) in organizations. It is designed to present the issues and concerns of the major actors in the employment relation: the employer, the employee, the government and unions. The course will examine topics such as organizational environment, culture and stakeholders and their role in ER, the legal side of ER, employee, group and industrial relations, aligning individuals and organizations through motivation, rewards, and team building. (Prerequisite: None)

HR637 - International Human Resource Management

The course is designed to expose master students to a comprehensive examination of the set of challenges confronting Human Resource Management in a global context in terms of attraction, recruitment, retention and exit. The course focuses on the variations in human resource management systems across countries and nations such as unfamiliarity of the social context the organization will be brought in, the difference between employee's cultural background and movement of employees to an unfamiliar social environment. The following topics will be covered in this course in the context of international human resources management: international organization strategy and structure, international human resource management and culture, international employment law, international workforce planning and staffing, international compensation and benefit and comparative international human resource management. (Prerequisite: None)

HR638 – Motivations & Compensations Management

The course is designed to promote understanding of concepts related to compensating and rewarding human resources within organizations. It also focuses on enhancing students' practical skills in designing and analyzing rewards systems, policies, and strategies. The course will examine topics related to compensation management, different components of compensation packages, job analysis and its relation to compensations and rewards, designing wages structure, employee benefits and formulating and implementation of compensation strategies. (Prerequisite: None)

HR639 - Human Resource Training & Development

This course is designed to provide students with intellectual and practical skills in the field of human resource management, training and development within organizations. The course begins with a conceptual framework of training and development function within business organizations. The course progresses towards exploring a variety of topics as identifying training needs, organizational learning, planning and designing training programmes, the use of technology in training and the process of organizational development. Additionally, the course focuses on analyzing the relationship between training and development and employee performance. (Prerequisite: None)

HR644 - Strategic Human Resource Management

The course is designed to provide an examination of human resources management from a strategic perspective. This course focuses on implementing long term programmes including strategic, operational, and tactical planning of human resources. The course focuses on the formulation and implementation of human resource strategy to enable business organizations to gain and sustain competitive advantage. The topics covered focus on trends affecting strategic HRM, human resources as a source of competitive advantage, the changing role of human resources management, strategic HR planning and linking strategy to human capital needs. (Prerequisite: None)

HR699 - Thesis

A research supervised work based on an approved topic in Human Resources Management field. This course is considered a capstone in the HRM programme. It provides an opportunity for the students to conduct an independent learning and research work based on structured methodology. The thesis focuses on senior level skills to be addressed in terms of progressive intellectual discourse including research problem identification, research methodology, literature review, data analysis, research conclusion and recommendations. The final production of the manuscript is subject to public defense and evaluated based on written and oral presentations. (Prerequisite: 24 credit hours)

Programme Elective Courses

BA654 - Leadership and Organizational Behavior

This course is designed to expose HRM Master Students to theoretical and practical perspectives of leadership and organizational behavior. The course is intended to provide students with critical thinking in a variety of leadership styles and human behavioral patterns. This encompasses micro level (interpersonal and small group) and macro level (inter-organizational) interactions. This Master level course examines the advanced topics, models, and contemporary research on leadership and organizational behavior such as leaders and innovation, group and team dynamics, organization culture and organizational diversity. (Prerequisite: None)

BA661 - Entrepreneurship

The course provides the students with comprehensive examination of the key features of entrepreneurship. This course guides master students to better apply, synthesize and evaluate the entrepreneurship process. Topics include exploration and screening new business opportunities, assessing entrepreneurial team competencies and capabilities, product/service launch, funding possibilities and appropriate exit strategies. The course provides a combination of theoretical and hands-on learning through case studies from real business situations around the globe generally and the Middle East and North Africa Countries (MENA) particularly. (Prerequisite: None)

HR640 - Civil Service Management

This course is designed to provide students with the knowledge and skills needed to manage and lead civil services organizations. Formulating strategies and policies, diagnosing and solving problems, building teams, changing organizational culture, restructuring operations and services and controlling and evaluating civil services organizations, are all topics that are reviewed and analyzed throughout the course. Most of the reviewed topics will be directly applied to the Civil services organizations in the kingdom of Bahrain. (Prerequisite: None)

HR641 - Performance Management

This course offers a contemporary view of Performance Management (PM); it focuses on both conceptual understanding and practical application of how to manage the performance of people within organizations. The course familiarizes students with topics as, the importance and objectives of PM, the relation between job analysis and PM, strategic plan as a preliminary step for designing an effective PM process, different steps of PM process. Additionally, the course views the performance appraisal process, its different methods, problems and offer solutions to performance problems. Finally, the course views the link between PM process and reward system within the organization. (Prerequisite: None)

HR642 - Career Planning

The course is designed to provide master students with comprehensive learning of the issues related to build and develop their career path in Business organizations. Through the process of a self-exploration, the student will discover his/her interests, competencies, potential capabilities, and past experiences to build on his/her professional future career. The course topics focus on career decision making, Informational Interviewing and Job Shadowing, Job Search Strategies, Researching Companies, Resume Writing, interviewing, and making plans. (Prerequisite: None)

HR643 - Negotiation Management

This course introduces students to fundamental concepts relevant to effective negotiation in different business and professional settings. Emphasis is placed on understanding and improving communication, conflict and negotiation management skills. The course will start with a conceptual framework of negotiation: concepts, processes, strategies, and ethical issues related to negotiation within organizations. The course progresses towards exploring a variety of topics and theories related to conflict and negotiation, managing conflict effectively, different types of negotiation techniques and skills designed to help maintain healthy business relationships. (Prerequisite: None)

HR691 - Special Topics in Human Resource Management

This course is designed to explore contemporary topics in human resources management. The course will help students in understanding and analyzing the role that human resource management plays in implementing a number of contemporary concepts successfully within an organization. The course will focus on topics such as achieving competitive advantage, total quality management, empowerment, and intellectual capital. Other topics such as career planning, learning organizations and the effect of globalization on human resources strategy will be viewed and analyzed. (Prerequisite: None)

Master in Accounting and Finance

Programme Title	Master in Accounting and Finance
Awarding Institution	Applied Science University
Teaching Institution	Applied Science University
Programme licensed by	Ministry of Education, Kingdom of Bahrain
Final Qualification	Master Degree
Academic Year	2023-2024
Language of Study	Arabic
Mode of Study	Full Time
Programme Leader	Dr. Ammar Al-Sammarraee Office No: 16036190 E-mail: ammar.alsammarraee@asu.edu.bh Room No. 522

Programme Description

The programme aims to prepare qualified post graduates to assume administrative, academic and research tasks in accounting and financial management in leading local and regional institutions, capable of contributing efficiently and effectively to the comprehensive economic development witnessed by the Kingdom of Bahrain and thus achieving the objectives of the economic vision of the Kingdom of Bahrain 2030.

This is done through the program's study plan, which is designed to provide the students with knowledge and critical understanding of the fundamental theories and concepts in accounting and finance and to enable the students to work at a professional level to apply that knowledge into practice to deal with complex problems related to accounting and finance in an unexpected and undefined work environment clearly. In addition, the program plan focuses on research and investigation skills, practical case analysis, and critical discussion of scientific articles in accounting and finance in order to develop the student's analytical skills and enable him to think in a comprehensive and in-depth strategic manner when devising developing creative solutions to complex problems in the work environment.

The Master in Accounting and Finance program consists of ten courses equivalent to 30 credit hours, in addition to a master's thesis, which is equivalent to 6 credit hours, or the applied project, which is equivalent to 6 credit hours. The ten courses are divided between eight compulsory courses and two elective courses. The curriculum has been built in a well-thought-out manner that ensures coherence and integration between the various courses, which leads to maximizing the achievement of the targeted educational outcomes of the program beyond those of the courses that make up the program, and to ensure the achievement of its objectives of providing the student with knowledge, critical

understanding and skills of inquiry and analysis that will enable him to work at a Professional level to create creative solutions to complex problems in an unpredictable and not clearly defined work environment.

The Master in accounting and finance programme aims to:

1. Provide the graduate with critical knowledge and understanding of specialized theories and contemporary issues and methods in accounting, finance and scientific research to contribute effectively to the achievement of qualitative development at the professional and community levels in an environment characterized by rapid changes and uncertainty.
2. Prepare a graduate capable of applying contemporary theories, techniques and specialized scientific research methodologies, carrying out advanced studies to investigate the complex problems in the business environment relevant to accounting and finance and developing creative solutions for them.
3. Develop the graduate's skills in critical thinking and analysis of financial and non-financial information, interpretation and creative assessment of new issues and problems to help the businesses enterprises formulate and implement their strategies.
4. Enable the graduates to use skills at a professional level in an unpredictable and unclearly defined work environment to communicate effectively with others and to work in groups while sustaining responsibility towards others.

Admission Criteria

Students are admitted to the programme based on the criteria approved in the university's Master's degree bylaws and University Council decisions, which include the following conditions:

First: The student admissions requirements of the Master's Degree Programme:

1. Holding a Bachelor's Degree or its equivalent from a University or College recognized by the Ministry of Education in the Kingdom of Bahrain
2. The bachelor's degree programme should be in the same speciality as the master programme or a similar qualifying field according to the study plan of that speciality; otherwise, the student should pass a number of remedial courses approved by the University and specified by the Concerned Department.
3. The student should be the holder of a Bachelor's Degree with a GPA of not less than Good or its equivalent to be admitted.
4. It is required for the applicant to any of the master's programmes to pass the English placement test adopted by the University or the applicant will have to provide a (TOEFL) score of (450) or equivalent. Otherwise, the student commits during the first year to study and pass two English remedial courses determined by the college, with a passing grade of 50%.
5. The student should pass an interview conducted by a committee in the Academic Department.
6. The student should pass any tests conducted by the Academic Department when required.

7. The student submits two recommendation letters one of which is preferred to be from a faculty member from the University where the student has graduated
8. The applicant should have experience of not less than one year in a relevant professional field, except those obtaining a GPA not less than Very Good or the equivalent, provided that the number of admitted applicants with this exception does not exceed 50% of the total number of students

Secondly: the student can be granted conditional admission in some Master's Degree Programmes according to the number of seats determined by the University Council and according to the following:

1. He/she must hold a Bachelor's Degree with a GPA of not less than Good or its equivalent. If the applicant's GPA is less than that, the application shall be sent to the Committee of Appeal against Denial of Admissions, chaired by the Vice President for Academic Affairs and Development.
2. The applicant must have at least two years of experience in the related professional field.
3. The applicant must pass an interview conducted by the Committee of Appeal against Denial of Admissions.
4. The applicant must pass an interview conducted by a committee in the academic department.
5. The applicant must pass any tests carried out by the academic department when required.
6. The applicant must submit two recommendation letters one of which is preferred to be from an academic staff member from the University where the student has graduated.
7. The applicant must pass the English placement test adopted by the University or he/she will have to provide a (TOEFL) score of (450) or equivalent. Otherwise, the student commits during the first year to study and pass two English remedial courses determined by the college, with a passing grade of 50%.
8. He/she must pass during the first semester after admission to the programme the remedial courses determined by the academic department with a score of not less than 70%, otherwise he/she will be dismissed from the programme.
9. The applicant must obtain the approval of the University Council or the person/body authorized by the Council in order to be admitted in the programme.

Progression Pathways and Opportunities

The Master's Program in Accounting and Finance is designed with specific and clear objectives that are reflected through an integrated set of learning outcomes that include knowledge, skills and competencies, which enable the student to

possess knowledge and critical understanding and develop his analytical skills to deal with complex problems related to accounting and finance in an unexpected and unpredictable work environment clearly defined.

The Master's Program in Accounting and Finance consists of a set of courses covering two academic years, and students' academic progress is monitored through the university's academic advising system.

The graduate of the Master's Program in Accounting and Finance has many opportunities after graduation to assume administrative, academic and research tasks in leading local and regional institutions in various governmental and private sectors in the following areas:

1. Administrative and financial accounting.
2. Tax accounting.
3. Audit and control.
4. Financial analysis.
5. Financial management and consultancy.
6. Analysis of investments and risks.
7. Teaching and/or research and studies.

In addition, graduates of the program can apply for advanced academic degrees (PhDs) and professional certifications in accounting and/or finance.

Graduation Requirements:

Based on ASU's "Master Degree Bylaw", the Master's degree in Accounting and Finance is granted upon fulfillment of all graduation requirements, represented by: passing all courses required for graduation (i.e. completion of the number of credit hours) with a cumulative average of no less than 75% after studying for a minimum period of 2 years, and not exceeding a maximum period of 4 years.

Programme Intended Learning Outcomes

Upon completion of the programme, the graduates should be able to:

- Demonstrate critical knowledge and understanding of specialized theories and contemporary issues and methods in accounting, finance and scientific research.
- Use professional level skills to apply specialized theories and contemporary methods in accounting, finance and scientific research to deal with complex and unpredictable problems in the work environment
- Use a combination of specialized approaches in accounting, finance and scientific research at a professional level professionally to critically analyze information to develop creative solutions to complex issues and problems.

- Use professional skills to effectively communicate with peers, senior colleagues and specialists through appropriate applications.
- Operate at a professional level within groups in an unpredictable and not clearly defined work environment while sustaining responsibility towards others.

Programme Structure

- Minimum Study Period: 1 year
- Maximum Study Period: 4 years
- Total Credit Hours: 36 Credit Hours
- No. of Courses: 10 Courses + Thesis

Study Plan

Programme Study Plan						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Year 1 – First Semester						
1	MAF624	Advanced Management Accounting	-	3	12	9
2	MAF650	Advanced Financial Management	-	3	12	9
3	MAF691	Scientific Research Methods and Applied Statistics for Accounting and Finance	-	3	12	9
Year 1 – Second Semester						
1	MAF603	Advanced Corporate Reporting	-	3	12	9
2	MAF653	Investment Portfolio Management	-	3	12	9
3	-	Programme Elective (1)	-	3	12	9
Year 2 – First Semester						
1	MAF658	Financial Risk Analysis and Management	-	3	12	9
2	MAF631	Advanced Tax Accounting	-	3	12	9
3	MAF604	Advanced Financial Analysis	-	3	12	9

Year 2 – Second Semester						
1	-	Program Elective (2)	-	3	12	9
2	MAF699	Thesis	MAF 691 + 24 Credit Hours	6	24	9

Programme Elective Courses

Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
MAF651	Entrepreneurial Finance	-	3	12	9
MAF654	Islamic Finance	-	3	12	9
ECO601	Managerial Economics	-	3	12	9
MAF660	Advanced Audit	-	3	12	9
MAF671	Advanced Accounting Information Systems	-	3	12	9

Course Description

Programme Compulsory Courses

MAF624 - Advanced Management Accounting

This course is designed to provide the student with the critical knowledge and professional skills necessary to evaluate and apply the specialized concepts and contemporary techniques in management accounting in various business contexts to enable the management to make decisions related to planning, monitoring and evaluation of the organization's performance and strategic development. The course covers the following topics: sales mix and limited resources, decision making under risk and uncertainty, target cost and pricing of goods and services, capital budgeting, Responsibility accounting and performance evaluation, customer profitability analysis, quality costing, balanced scorecard, inventory management, and product life cycle costing. (Prerequisite: None)

MAF650 - Advanced Financial Management

This course is designed to provide the student with critical knowledge and understanding of the specialized concepts and theories in financial management. The course covers the following main topics: capital markets and market efficiency, short-term financing and working capital management: cash management, Inventory management and trade receivables management, long-term financing: equity and debt financing, advanced cases in valuing investments: capital structure theories, cost of capital, dividend theories and policies, mergers and acquisitions. (Prerequisite: None)

MAF691 - Methods of Scientific Research and Applied Statistics for Accounting and Finance

This course is designed to provide the student with critical knowledge and understanding of investigative methods and professional skills necessary to apply scientific research methods and applied statistics to carry out discreet scientific research to address complex accounting and financial problems in the business environment. This course deals with a number of topics including: philosophy and ethics of scientific research; Identifying the research problem and developing the objectives. The course also covers the methodology of scientific research, data collection tools and applied statistical methods suitable for data analysis using modern statistical packages. (Prerequisite: None)

MAF603 - Advanced Corporate Reporting

This course is designed to provide the student with critical knowledge and core concepts in advanced corporate reporting. The course covers: the conceptual framework for financial reporting, disclosure of equity-based payments, disclosure of insurance contracts, disclosure of non-current assets held for sale and discontinued operations, disclosure of mineral resources prospecting and submission, fair value disclosure, financial reporting fraud: earnings management, risk disclosure, sustainability disclosure, graphical and photographic reporting, corporate reporting in the Kingdom of Bahrain. (Prerequisite: None)

MAF653 - Investment Portfolio Management

This course is designed to provide the student with critical knowledge and specialized understanding of investment analysis and portfolio management. The course covers the following topics: portfolio return and risk, diversification and portfolio risk, efficient portfolio selection models, capital asset pricing model, weighted pricing theory, multi-factor model, management of stocks portfolio, bonds portfolio, and investment funds, valuation portfolio performance, financial derivatives, foreign investment portfolio. (Prerequisite: None)

MAF631 - Advanced Tax Accounting

This course is designed to provide students with critical knowledge and fundamental concepts in tax accounting. The course covers: taxable and non-taxable income, taxable and unacceptable expenses, income tax on salaries, wages and similar incomes, income tax on taxpayers with regular accounts, methods of payment of tax and fines, general sales tax, value added and tax evasion. (Prerequisite: None)

MAF658 - Financial Risk Analysis and Management

This course is designed to provide students with critical knowledge and specialized understanding of financial risk analysis and management. The course covers a range of topics including: introduction to probabilities and descriptive statistics, types of financial risk, analysis and management of credit risk, liquidity risk, interest rate risk, currency exchange risk, ownership risk, money laundering risk, financial engineering and its role in risk management, capital adequacy risk in conventional and Islamic banks. (Prerequisite: None)

MAF604 - Advanced Financial Analysis

This course is designed to provide the student with critical knowledge and professional skills in financial analysis. This course covers the following topics: financial statement analysis, financial analysis tools and methods, statement of financial position analysis, income statement analysis, cash flow statement analysis, credit analysis for short and long term lending purposes, profitability analysis, corporate valuation, and financial forecasting. (Prerequisite: None)

MAF699 - Thesis

This course is designed to prepare the student for planning and carrying out a supervisory-based master thesis in accounting and /or finance. The thesis is prepared following the specialized steps of scientific research. The student is expected to use higher-level skills to critically evaluate information to investigate a complex problem and devise innovative solutions. This is done through a structured methodology, literature review and analysis of relevant data, to arrive at appropriate research conclusions and recommendations that will hopefully contribute to qualitative development at both: the professional and community levels. The final version of the thesis is subject to public defense

and its assessment is based on the written and oral presentation, which is prepared in accordance with the Thesis Guide at Applied Sciences University. (Prerequisite: MAF691 + 24 Credit Hours)

Programme Electives Courses

MAF651 - Entrepreneurial Finance

This course aims to provide the student with critical knowledge and specialized understanding of entrepreneurial finance. The course covers the following topics: characteristics and importance of entrepreneurial projects, sources of finance, revenue forecasting, financial needs assessment, methods of determining financial value, risk and reward sharing, exit strategies, and financing of entrepreneurial projects in the Kingdom of Bahrain. (Prerequisite: None)

MAF654 - Islamic Finance

This course is designed to provide the student with critical knowledge and fundamental concepts in Islamic finance. The course covers: the concept and characteristics of Islamic finance, sources and uses of funds, Islamic financing modes and associated risk: Murabaha, Ejara, Musharakah, Mudarabah, Salam and Istisna'a. It also discusses the regulatory and legislative framework of the Islamic financial industry, and the governance, Shari'a supervision and social responsibility in Islamic banks. (Prerequisite: None)

ECO601 - Managerial Economics

This course is designed to provide the student with critical knowledge of specialized theories and fundamental concepts related to managerial economics. The course covers the following topics: costs, demand, pricing, market structure in economic systems, strategic planning, market equilibrium under different competition conditions, and analysis of economic forecasts. (Prerequisite: None)

MAF660 - Advanced Audit

This course is designed to provide the student with critical knowledge and understanding of contemporary issues and specialized concepts in auditing. The course covers the following topics: community need for audit, auditor independence, professional skepticism, financial statements fraud and auditor's responsibility, audit quality and earnings management, quality control of audit using artificial intelligence techniques and Sigma 6 approach, designing and testing internal control systems, analytical audit procedures, and completion of audit process, audit reports, environmental and social audits. (Prerequisite: None)

MAF671 - Advanced Accounting Information Systems

This course aims to provide the student with critical knowledge in accounting information systems. The course covers the following topics: The strategic role of accounting information systems in adding value to the organization, documenting accounting information systems: document flow chart, control and accounting information systems, control objectives of information and technology framework (COBIT), audit of computerized accounting information systems, databases using the entity and relationship model (REA), systems design and implementation, development and analysis of accounting information systems, strategies for the development of accounting information systems. (Prerequisite: None)

Master in Political Science

Programme Title	Master in Political Science
Awarding Institution	Applied Science University
Teaching Institution	Applied Science University
Programme licensed by	Ministry of Education, Kingdom of Bahrain
Final Qualification	Master Degree
Academic Year	2023-2024
Language of Study	Arabic
Mode of Study	Full Time
Programme Leader	Dr. Rashed Ahmed Alrasheed Office No: 16036402 E-mail: rashed.ismaeel@asu.edu.bh Room No. 414

Programme Description

The Master in Political Science is an advanced step in the field of political studies offered by the Department of Political Science at Applied Science University, as it is the first department of its kind in the Kingdom of Bahrain. The programme seeks to meet the community's needs in the Kingdom of Bahrain and the Cooperation Council for the Arab States of the Gulf and educate highly competent and qualified graduates to work in diplomatic and media work, political studies and research centres. The programme language of study is Arabic. It consists of 36 credit hours. This programme contains ten (10) courses, including eight (8) compulsory courses, two (2) advanced elective courses, a thesis, and additional credit hours for graduates of other programmes (determined by the department) among the remedial courses.

The programme is designed based on in-depth studies of the Bahraini and Gulf labour market by distributing surveys to employers in the Kingdom of Bahrain and utilizing a focus group of specialized institutions. The programme's specifications and curricula were also based on extensive benchmarks, including regional universities such as University of Jordan, the Middle East University, Al Albayt University, Yarmouk University, Jedara University, International Suleiman University, King Saud University, Faculty of Economics and Political Science, Cairo University, and the College of Economic Studies and Political Science - Alexandria University, in addition to prestigious Western universities such as Sciences Po, London School of Economics and Political Science (LSE), University of South Florida, Ohio University, University of Delaware, Altinbas University, and others. The reference comparisons were accompanied by the region's

circumstances, situations, social and economic specificities, constitutional and political developments, and regional and international relations.

The programme includes advanced compulsory and elective courses that take into account the characteristics of Political Science Master's graduates. It provides critical knowledge and an accurate understanding of political subjects and the realities of the political environment, its developments, complexities, uncertainties, and how to handle the recent developments of this environment. The programme also enables graduates to possess advanced skills and competencies, including problem-solving, decision-making, effective negotiation, and critical analysis of political phenomena. It enhanced graduates with advanced research skills, effective communication, independent learning and effective use of technology.

The Master in Political Science aims to:

1. Equip the graduate with critical knowledge and understanding as a political science specialist who works in various local and international institutions by studying political science strategies and developing leadership, and prepare highly qualified graduates that contribute to achieving the requirements of sustainable development in the Kingdom.

2. Enable graduates to have a broad knowledge and understanding of all theoretical approaches related to political science and know the context in which they have emerged and their impact on political reality: locally, regionally and internationally.

3. Enable students to apply the theories they have studied to reality and discover practical practices, whether through field visits, bringing in visiting lecturers or simulation models.

4. Enable graduates to integrate information technology into political studies and prepare advanced, in-depth scientific research.

5. Equip graduates with the tools of political analysis, strategic planning and policy-making, communication, negotiation and brainstorming skills.

6. Equip graduates with professional capabilities and practical applications in political work, such as diplomatic communications and managing external documentation.

7. Enhance the capabilities of graduates in critical analysis, comparison and deduction, and enable them to gain a broader understanding of the political reality and make the right decisions in their workplace.

8. Strengthen the values of citizenship, tolerance, peaceful dialogue and non-violence among scholars, and improve their capacities to contribute to disseminating these values in society.

Admission Criteria

Students are admitted to the programme based on the criteria approved in the university's Master's degree bylaws and University Council decisions, which include the following conditions:

First: The student admissions requirements of the Master's Degree Programme:

1. Holding a Bachelor's Degree or its equivalent from a University or College recognized by the Ministry of Education in the Kingdom of Bahrain
2. The bachelor's degree programme should be in the same speciality as the master programme or a similar qualifying field according to the study plan of that speciality; otherwise, the student should pass a number of remedial courses approved by the University and specified by the Concerned Department.
3. The student should be the holder of a Bachelor's Degree with a GPA of not less than Good or its equivalent to be admitted.
4. It is required for the applicant to any of the master's programmes to pass the English placement test adopted by the University or the applicant will have to provide a (TOEFL) score of (450) or equivalent. Otherwise, the student commits during the first year to study and pass two English remedial courses determined by the college, with a passing grade of 50%.
5. The student should pass an interview conducted by a committee in the Academic Department.
6. The student should pass any tests conducted by the Academic Department when required.
7. The student submits two recommendation letters one of which is preferred to be from a faculty member from the University where the student has graduated
8. The applicant should have experience of not less than one year in a relevant professional field, except those obtaining a GPA not less than Very Good or the equivalent, provided that the number of admitted applicants with this exception does not exceed 50% of the total number of students

Secondly: the student can be granted conditional admission in some Master's Degree Programmes according to the number of seats determined by the University Council and according to the following:

1. He/she must hold a Bachelor's Degree with a GPA of not less than Good or its equivalent. If the applicant's GPA is less than that, the application shall be sent to the Committee of Appeal against Denial of Admissions, chaired by the Vice President for Academic Affairs and Development.
2. The applicant must have at least two years of experience in the related professional field.
3. The applicant must pass an interview conducted by the Committee of Appeal against Denial of Admissions.
4. The applicant must pass an interview conducted by a committee in the academic department.
5. The applicant must pass any tests carried out by the academic department when required.

6. The applicant must submit two recommendation letters one of which is preferred to be from an academic staff member from the University where the student has graduated.
7. The applicant must pass the English placement test adopted by the University or he/she will have to provide a (TOEFL) score of (450) or equivalent. Otherwise, the student commits during the first year to study and pass two English remedial courses determined by the college, with a passing grade of 50%.
8. He/she must pass during the first semester after admission to the programme the remedial courses determined by the academic department with a score of not less than 70%, otherwise he/she will be dismissed from the programme.
9. The applicant must obtain the approval of the University Council or the person/body authorized by the Council in order to be admitted in the programme.

Progression Pathways and Opportunities

The Master in Political Science consists of courses that are gradually delivered over two academic years. Within the programme, the study plan is carefully prepared to clearly define the progression pathways that allow students' progress from one semester to another. The programme is designed to enable students to acquire advanced and critical knowledge in the specialization as well as to provide students with professional and transferable skills to deal with complex and unusual issues in rapidly changing political environments. In addition, students' academic progress is monitored by the academic advisor through the Student Electronic Information System (SIS), which records and documents academic advice, as is the case in all academic programmes at the university.

The Master Programme in Political Science qualifies graduates to work in various fields and institutions. As this programme is the first of its kind in the Kingdom of Bahrain. The programme will equip graduates with extensive opportunities to work in diverse local, regional and international institutions. For example, but not limited to, the programme qualifies graduates to work in the following institutions:

1. Diplomatic field (Diplomatic Attaché, Administrative Officer, Arab Affairs Researcher, Regional Affairs Researcher, or International Affairs Researcher).

2. Public and private media institutions (Editor, Journalist, Newsletter Editor, or Administrator).

3. The Shura and Representative Councils (Researcher or Administrator).

4. Ministry of Interior (Researcher or Administrator).

5. National Security Agency (security and administrative positions).

6. Regional and international organizations (researcher, administrator, in public relations, or in international relations).

7. Research and political and strategic studies centres (Researcher, Administrator, or Editor).

8. Civil society organizations (administrative or in public relations).

9. All government institutions (Administrative, Researcher, Publicist, Journalist, Writer, or Editor).

One of the most important paths and opportunities that the programme offers to its students and graduates is to prepare them professionally to pursue postgraduate studies such as doctoral studies, e.g. Doctorate of Political Science/ Doctorate of International Relations/ Doctorate of Philosophy, and other related fields.

Graduation Requirements:

Based on ASU's "Master Degree Bylaw", the Master's degree in Accounting and Finance is granted upon fulfillment of all graduation requirements, represented by: passing all courses required for graduation (i.e. completion of the number of credit hours) with a cumulative average of no less than 75% after studying for a minimum period of 2 years, and not exceeding a maximum period of 4 years.

Programme Intended Learning Outcomes

Upon completion of this programme, the graduate will be able to:

- Demonstrate critical knowledge and understanding of the principles, concepts and theories specialized in the field of political science.
- Demonstrate critical knowledge and understanding of significant contemporary issues and core principles and concepts related to political science.
- Use professional skills to deal with complex and unexpected situations, issues, and problems.
- Demonstrate understanding, creativity and innovation in applying knowledge and practices using scientific research methods.
- Use a combination of methods for critical analysis, assessment, synthesizing information, and identification of new and abstract problems.
- Demonstrate a professional level of interpretation, innovation and creativity to deal with complex situations, issues and problems.
- Utilize special skills to communicate with peers, senior colleagues and specialists with a deep knowledge of the appropriate implementations to improve work.

- Work at a professional level in complex and unpredictable contexts with sustainable responsibility towards people and take a role in decision-making at the strategic level.

Programme Structure

- Minimum Study Period: 1 year
- Maximum Study Period: 4 years
- Total Credit Hours: 36 Credit Hours
- No. of Courses: 10 Courses + Thesis

Study Plan

Programme Study Plan						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Year 1 – First Semester						
1	POL 611	Political Analysis and Scientific Research Methods	-	3	12	9
2	POL 612	Public Policy	-	3	12	9
3	POL 641	International Political Economy	-	3	12	9
Year 1 – Second Semester						
1	POL 613	Advanced Studies in Comparative Politics	-	3	12	9
2	POL 621	Political Development Theories	-	3	12	9
3	POL 642	Diplomatic and Consular Relations E	-	3	12	9
Year 2 – First Semester						
1	POL 631	Political Theory	-	3	12	9
2	-	Programme Elective (1)	-	3	12	9
3	POL 643	Foreign Policy Analysis	-	3	12	9
Year 2 – Second Semester						

1	-	Program Elective (2)	-	3	12	9
2	POL 699 Or POL 698	Thesis or Applied Project	24 Credit Hours	6	24	9

Programme Elective Courses

Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
POL 644	Contemporary International Politics	-	3	12	9
POL 614	Parliamentary Studies	-	3	12	9
POL 622	Area Studies	-	3	12	9
POL 632	Modern and Contemporary Trends in Political Thought	-	3	12	9
POL 645	International Organization and Agencies	-	3	12	9
POL 646	International Political Crisis Management	-	3	12	9

Course Description

Programme Compulsory Courses

POL 611- Political Analysis and Scientific Research Methods

This is an advanced course in scientific research methodology and political analysis. The course introduces students to in-depth concepts of political analysis, how to build theoretical frameworks and the relationship of scientific research to theory, the latter's relationship to the hypothesis, and how to build theory. The student also delves into possessing advanced skills in reviewing previous studies, preparing a research plan and report, and defending both. The course addresses quantitative, qualitative, and mixed political analysis and its use by focusing on particular tools such as case studies, focus groups, discourse analysis, and political ethnography. The course also demonstrates how to process political data, honesty and stability test, and quantitative curriculum applications in political science, including samples, measurement, and computer applications. The student studies the philosophy of scientific research, its role in the Renaissance, the ethics of scientific research, and the common mistakes of researchers. (Prerequisite: None)

POL 643- Foreign Policy Analysis

This course addresses the essence and analysis of foreign policy, using the historical development to study this field as a basic framework for analysis, the objectives of foreign policy in its comprehensive dimensions, and the foreign policy patterns, focusing on rational and sensible behavior, violent and coercive behavior, and the various levels in between in a comparative applied study. The course also addresses the dimensions of foreign policy, external effects related to fundamental theories of international relations, societal sources of foreign policy related to the country's depth as internal influences, and its role in influencing the behavior of political elites. The course deals with regulatory processes in foreign policy-making based on decision-making perspectives such as institutional regulation procedures and bureaucratic policy. The course also thoroughly examines the psychological factors of decision-makers, including subjective perceptions, conceptual and behavioral differences, and personal factors, through the psychological curriculum in the study of foreign policy. This part addresses the topic of international crisis resolution. The course addresses change and consistency in foreign policy using the comparative approach to foreign policy study in two concluding parts. The course considers the diversity of levels of analysis in the future study of foreign policy at the level of the individual, the country, and the international system. (Prerequisite: None)

POL 621- Political Development Theories

This course introduces the concept and theories of development, its characteristics, significance, objectives, indicators, obstacles, values, ethics, and future in light of opportunities and challenges. The course also addresses societies' political evolution through the concept of political development by examining political development theories and models in international experiences such as the liberal model, the *** model, the socialist model, the military model, the radical model, and the independent development model. Hence, the course familiarizes the student with the theories of dependence and the theory of interdependence in light of the current evolution of international cooperation. (Prerequisite: None)

POL 612 - Public Policy

This course addresses the study of public policies utilizing various scientific concepts and approaches to deepen students' understanding of political reality. The course explains public policymakers' types and characteristics from formal and informal institutions. The course is also based on the stages that support how public policies are made and how to formulate their implementation strategies through presenting applied models and developing the necessary analytical skills related to government policies. (Prerequisite: None)

POL 631 - Political Theory

This course addresses critical issues and topics in political theory by studying the relationship between "political theory", "political philosophy" and "political science". The course deals with the most important science necessary to understand political theory and the practice of theorizing such as "logic", "philosophy", "critical thinking" "argument", and "methodological approaches used in the study of political theory". The course deals with value theories and governance, such as "obligation theories", "utilitarian theory", " non-existential theory" and "value theories". The course covers contemporary arguments in justice and freedom such as "theories of justice", and "theories of freedom". The course also addresses modern critical issues such as "State intervention", "just war", "violence and coercion", "freedom and indecency", and the most critical challenges facing building an Arab political theory. (Prerequisite: None)

POL 613- Advanced Studies in Comparative Politics

The course addresses in-depth policy concepts from a comparative perspective. The course deals with the approaches for comparative policy study, the basic stages of their development, the issues related to the modern state, governments,

the concept of bureaucracy, the study of the legislative system, interest groups, and the presentation of applied models. The course also focuses on examining the role of civil society in developed and developing countries and social media and its modern role in influencing public opinion and decision-makers. (Prerequisite: None)

POL 641- International Political Economy

This course addresses the interaction and mutual influence between economics and politics in the international arena through the study of the foundational theories of the international political economy such as capitalism, socialism, and nationalism, and modern theories such as the dual economy, the new world order, and dominant stability. The course also addresses transformative production and its role in the international economic system, foreign direct investment (FDI) - case study, poverty and inequality issues, the political economy of the environment and energy, current global financial imbalances: causes, consequences and solutions, globalization of the economy: consequences and disagreements. The course also deals with the future of the international political economy (forward-looking vision). (Prerequisite: None)

POL 642- Diplomatic and Consular Relations E

This course addresses critical issues and topics in diplomatic studies, focusing on the historical development and definition of contemporary functions and practices. The course also deals with the forms and characteristics of consular practice in light of diplomatic and commercial transformations. The course provides an overview of the challenges in diplomatic and consular affairs in light of the complex international environment. (Prerequisite: None)

POL 699- Thesis

This course is the cornerstone of the Master's Programme in Political Science. The course is research-based on supervising a certified subject in the field of political science. This course, through research and scientific study, addresses a recognized topic in the field of political science. The course is subject to scientific supervision by a specialized professor with an academic degree in line with the university's postgraduate regulations. The course allows students to conduct independent research and research work based on a structured methodology. The course focuses on senior-level skills that should be addressed in terms of advanced intellectual discourse, including identifying the research problem, research curriculum, literature review, data analysis, research findings, and recommendations. The

final version of the letter is subject to the Public Defender, and the assessment is based on written and oral presentations. (Prerequisite: Passing 24 Credit Hours)

POL 698 - Applied Project

The applied project is an independent research work that aims to apply the knowledge and skills that the students have learned in the classroom to assist the concerned research authority. The student shall communicate with the research authority and the academic supervisor and manage their relationship. Research topics may vary, but they have to include a topic based on political science and real-life problems in the work environment related to political systems, the literature review, use of appropriate data analysis models and tools to obtain results and make recommendations. (Prerequisite: Passing 24 Credit Hours).

Programme Electives Courses

POL 646- International Political Crisis Management

This course addresses the most significant concepts relevant to international political crises and their management by providing in-depth knowledge of the significance of international political crisis management, its causes, types, characteristics, and management stages. The course also focuses on scenarios for dealing with international political crises and how to measure the efficiency of crisis management, analyze the role of the media in facing international political crises, and how make political decisions in times of crisis. The course also includes the study of applied models for the management of international political crises. (Prerequisite: None)

POL 632- Modern and Contemporary Trends in Political Thought

This course addresses modern and contemporary trends in political thought by studying the development of modern and contemporary schools in Western political thought, starting with a traditional liberal political direction, to the neoliberal direction, to the visions and perceptions of contemporary liberal eminent figures such as John Rawls, Robert Nozick, and Ronald Dworkin. The course also addresses the contributions of contemporary Arab and Islamic eminent figures such as Edward Said, Sadiq Jalal al-Azam, Samir Amin, Fouad Zakariyya, etc. The course covers significant issues that have preoccupied "Arab" and "Western" political thought, primarily freedom, justice, equality, nationalism, Arab unity, secularism, capitalism, religious revival, and democracy. The course focuses on the extent to which modern and

contemporary political ideas influence the traditional Arab and Western perception of the political field and the extent of the ability of contemporary political ideas to address the challenges posed by modernity. (Prerequisite: None)

POL 645- International Organization and Agencies

The course thoroughly addresses the topics of international regulation and international bodies by studying international organizations and international bodies as effective units in the international system, besides other units. The course focuses on the concept of international regulation, its historical emergence, objectives, membership conditions, and institutional structure. The course also thoroughly examines the personality of international organizations, international bodies, and general rules, from both legal and functional, at the international and regional levels. The course focuses on studying the general rules of international organizations, the powers and sources of international organizations, the methods of decision-making in international organizations, and the international organization's legal status. The course also addresses studying global organizations, and international bodies and the criteria for distinguishing between them. The course evaluates the functions and work of international and regional organizations and their effectiveness in the international system. The course analyses the influence of globalization and international variables on the effectiveness of international regulation. The course focuses on a number of international organizations and bodies. (Prerequisite: None)

POL 614- Parliamentary Studies

This course examines the concept, emergence, and evolution of Parliament and the single and bicameral systems to deepen students' understanding of parliamentary systems. The course also clarifies the organization and management of parliamentary institutions, the parliamentary oversight tools, the parliamentary media mechanism, and how to measure the functioning of parliament. The course also addresses the practical study in the Arab Parliament and the European Parliament and the parliamentary experiences of some countries by presenting applied models and developing the necessary analytical skills related to parliamentary studies. (Prerequisite: None)

POL 644 - Contemporary International Politics

This course addresses the basic concepts related to a contemporary international policy which has become vital in today's world through in-depth knowledge of the significance of international policy and contemporary developments in the international environment. The course addresses key topics and objective facts that scholars of political science

and international relations such as diplomats shall understand and interpret scientifically and objectively. The course focuses on methodologies and methods of analysis in contemporary international policy and the study of variables affecting international relations interactions utilizes this knowledge in specialized fields and develops perceptions and possibilities for the paths of political phenomena. The course handles the international environment, its nature, characteristics, and developments that have resulted in their essential features, based on excellence, collaboration, conflict, and the resulting phenomena of peace and war, all of which are linked to the basic concept of "power" in this science. The course also includes a study of applied models of contemporary international policy. (Prerequisite: None)

POL 622 - Area Studies

This course deals with the definition of regional studies with a focus on Asian studies as one of the fields of political science and other social sciences. The course investigates regional studies to define a region/s concept and analyses the most significant regional study policies in selected Asian countries. The course emphasizes the most prominent general features of Asian systems and their regional and international relations, their weights in the international system, the most prominent challenges, problems, opportunities, collaborations, and conflicts among themselves and other regions through Asian experiences in the development field, whether political or economic development and evaluate the most significant elements and determinants that led to knowledge and understanding of regional Asian studies through understanding the relationship between political and economic development indicators. The course focuses on how the countries of Asia have progressed so spectacularly, providing an analytical and evaluative view of the most crucial development policies implemented in the emerging countries of "South-East Asia". On the other hand, case study models must be shown both in the field of development and in the composition of Asian society and their impact on the country, focusing on the experiences of Japan, India, Malaysia, China, Singapore, and Indonesia. The Region's choice for this semester is the East Asia Study. (Prerequisite: None)

BA (Hons) Business Management – Dual Award

Programme Title	BA (Hons) Business Management
Awarding Institution	London South Bank University and Applied Science University
Teaching Institution	Applied Science University, Kingdom of Bahrain
Programme licensed by	Ministry of Education, Kingdom of Bahrain
Final Qualification	Bachelor Degree
Academic Year	2023-2024
Language of Study	English
Mode of Study	Full Time
Programme Leader	Dr. Meryem Masmoudi Office Tel. No.: 16036150 E-mail: meryem.masmoudi@asu.edu.bh Room No. 513

Course Description

This dual award course is intended for undergraduate students who wish to study the discipline of Business Management to Honours degree level and who may wish to achieve professional status later on. On successful completion of the course, students should be able to demonstrate the following graduate attributes:

a) Problem solving & analytical ability
b) Inter-personal skills and networking
c) Global citizenship (diversity & sustainability)
d) Flexibility & adaptability (life-long learning)
e) Effective communication
f) Creativity & innovation

The course has a first year (Level 3) that is shared with the other courses in ASU's College of Administrative Sciences. It is designed to bring school leavers in Bahrain and the Gulf region to a standard appropriate for progression to level 4 business course equivalent to UK approved business courses. The first year is designed to prepare students with the necessary knowledge and skills to continue with their studies at the specialist levels (Years 2/3/4) of the 4 year course. During the first year, there are three compulsory modules required by the Higher Education Council in Bahrain namely: 'Arabic Language' (or 'Arabic for Non Arabic Speakers'), 'Bahrain Civilisation and History' and Human Rights. These are part of the Kingdom's strategy to strengthen the level of Arabic language and promote Arabic culture. Native Arabic

speaking students will study the Arabic Language module whereas students who do not speak Arabic will study the module Arabic for Non-Arabic Speakers.

The BA (Hons) Business Management programme aims to:

In year 1:

1. Provide a course of study in an environment offering the best possible opportunity for students to develop their practical, intellectual and personal skills.
2. Foster students' enthusiasm for their subject, enabling them to develop intellectual, personal, practical and transferable skills as a sound basis for progression into work or further study.
3. Give students an adequate level of numerical literacy, so that they can approach the more advanced material in the business management degree course.

In years 2/3/4:

4. Provide a high quality and professionally relevant undergraduate course
5. Develop in students a critical appreciation of the role managers undertake in the modern business world
6. Equip students with the necessary skills and knowledge for a multi-disciplinary approach to diverse business, information communication technology and management problems.

Admission Criteria

In order to be considered for entry to the course applicants will be required to have the following qualifications:

Year 1 entry

In order to be considered for entry to the course applicants will be required to have the following qualifications:

- Bahraini or GCC Secondary School Certificate, or equivalent, with a minimum of 60% GPA and English language competency equivalent to IELTS 4.5 or above.
- Candidates with lower GPA may also be admitted subject to a satisfactory interview by the College.

  or
- Five GCSE passes, at grade C or above, including English (or another subject that demonstrates an adequate command of English).

Progression to Level 4

- Demonstrating English competency equivalent to IELTS 5 or above.

Progression Pathways and Opportunities

ASU is committed to enhancing the competitive advantages of its graduates at all levels. A dedicated team of academics and support staff work together with academic partners and local business and industry to ensure appropriate module design and content creation and delivery with emphasis on vocational and practical skills needed by employers. The course is designed to prepare students for their chosen field of specialisation. To this

end, the course has specific aims and objectives (outlined in the course specifications) to ensure graduates have the required subject specific skills and attributes. In addition to these the graduates from this course will have the following generic abilities and skills needed by employers which will enhance their employability chances:

- Strong problem solving skills
- High level key and transferable skill sets
- The ability to think creatively and independently
- The ability to maintain a high level of subject specific professional competence; technical knowledge and competence
- The ability to conceptualise problems at a high level (i.e. To see the big picture)
- Diligent and ethical working practices
- The ability to work both independently and as part of a team
- Flexibility and the ability to apply their subject specific knowledge to fields outside their own
- High level ability of communication skills (oral, and written) and life-long learning

Graduation Requirements:

The degree course leading to the award of BA (Hons) is based on the student accumulating 480 CAT credits from the 4 years of study (120 in level S and 120 for each of the levels 4, 5, and 6).

Programme Intended Learning Outcomes

On successful completion of the course, students should be able to demonstrate the following:

Knowledge and understanding

In year 1:

- Subject knowledge underpinning the major disciplines in business.
- Understand the general context in which business management can be seen as operating in the legal, ethical, social and natural environment within the public and private sectors
- Examine some of the alternative technical languages and practices of business (for example, approaches to planning, organizing, control, and decision-making, and in IT and accounting)

In years 2/3/4:

- Broadly and critically describe the global business context including its main institutional frameworks
- Identify and explain the aspects of cultures, communities and society where the language is spoken
- Recognise and evaluate the impact of cultural differences on business development and practice

- Identify the challenges that globalisation pose for the leadership and management of organisations
- Outline aspects of the cultures, communities and societies where the language is spoken
- Express the changing international context of business and the challenges this poses to organisations and management

Intellectual Skills

In year 1:

- Appreciate the key features of a problem and suggest possible means of investigation.
- Apply a theory, concept or subject-specific principle to a new context.

In years 2/3/4:

- Critically analyse and draw reasoned conclusions concerning complex structured, and to a more limited extent, unstructured problems
- Identify, extract and critically analyse and evaluate data from multiple sources for problem solving and decision making
- Present arguments and make judgments which are supported by appropriate evidence
- Apply critical skills to the operation and practice of business and management within organisational contexts
- Adopt a broad perspective and engage in informed criticism of existing business and management practices

Practical Skills

In year 1:

- Present data in class.
- Demonstrate competence in a range of basic statistical procedures.
- Demonstrate competence in the use of word processors, spreadsheets and data presentation packages.

In years 2/3/4:

- Manage own learning process
- Describe business and professional practices in relation to its social, political and environmental context
- Utilise their knowledge, understanding and skills to plan and successfully complete a business task
- Work effectively , individually or as a part of a team, within a real or simulated business situation
- Demonstrate an understanding of the ethical issues within the profession and also broader ethical issues facing the business community along with their implications

- Exhibit self-awareness, openness and sensitivity to diversity in terms of cultures, projects and business management issues

Transferrable Skills

In year 1:

- Manage and adapt their work schedule and learning strategy.
- Be aware of the full range of sources of information, citing references properly.
- Appreciate the need and begin to communicate ideas, arguments and concepts in a rational and systematic way, using a variety of media.
- Enhance their capacities for independent and self-managed learning
- Manage and monitor their role within a group working to meet specific targets.

In years 2/3/4:

- Take responsibility for own learning and independently create and implement plans to achieve specific goals and objectives
- Work in groups effectively by adopting appropriate roles and processes
- Communicate effectively, orally and in writing, by selecting a format and style appropriate to the context
- Select and apply quantitative and qualitative analysis techniques appropriate to the task to analyse and evaluate problems
- Demonstrate competence in the application of standard business IT applications
- Reflect on their learning actions and be culturally sensitive and aware
- Develop the skills of the reflective practitioner

Programme Structure

Students must study 120 credits in the first year and 120 credits in each year, 2, 3, and 4, which consists of 2 semesters of 15 weeks. In each module the student must achieve an overall mark of 40% for the module and a minimum mark of 30% in any component to pass the module. A student is permitted a maximum of two enrolments with a referral opportunity associated with each enrolment in each module.

Study Plan

Year	Semester	Credits	Level	Semester	Credits	Level	
	Semester 1			***Semester 2***			
1	Intermediate English	10	S	Principles of Statistics	10	S	Core
	Principles of Management	20	S	Advanced English	10	S	Core
	Computer Skills	10	S	Principles of Accounting	20	S	Core
	Mathematics for Business	10	S	Communication and Study	10	S	Core
Summer	Human Rights				10	S	Core
	Bahrain Civilisation and History				10	S	HEC requirement
	Arabic Language / Arabic Language for Non-Arabic Speakers				0	S	HEC
	Semester 1			***Semester 2***			
2	Personal Development Planning	20	4	Business Economics	20	4	Core
	Financial Accounting Fundamentals	20	4	Management and Information Systems	20	4	Core
	People and Organisations	20	4	Principles of Marketing	20	4	Core
	Semester 1			***Semester 2***			
3	Leading and Managing SMEs	20	5	Fundamentals of Finance	20	5	Core
	Managing Business and Innovation	20	5	Business Ethics Today Social and Legal Foundations	20	5	Core
	Managing Business Logistics and Negotiations	20	5	Fundamentals of Project Management	20	5	Core
	Semester 1			***Semester 2***			
4	Strategic Management and Leadership	20	6	Individual and Organisational Learning and Development	20	6	Core
	Managing e-business	20	6	Digital Marketing	20	6	Core

	Professional Placement Module	20	6	Business Research Methods	20	6	Core

Module Description

Intermediate English.

A 10 CAT module which runs for one semester of 15 weeks for three hours per week. It is the first credit English course which 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 introduce management issues and problems in business organisations and enable to deal with such issues.

(ASU_S_CSS) 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 also provides students with an introduction to ICT skills in general and in particular as applied to related disciplines.

Mathematics for Business

This course exposes the students to a wide variety of problem descriptions and methods of analysis. It focuses on the field of Business 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 applicable 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, that is, with all of aspects of the handling of data. 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 which 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. 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 will be expected in a real-life environment.

Bahrain civilization and History.

The aim of the module is 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 the vital role they play politically and culturally.

Hunan 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 Organization of Public Rights and

g- Freedom in the Kingdom of Bahrain

Arabic Language.

A 0 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 0 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 tool box of key communication, 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 via the development of key IT and academic skills, and acquisition of knowledge necessary for success on an academic business programme or in a professional business setting.

Financial Accounting Fundamentals

This module provides students with the necessary vocabulary and practical skills, techniques and abilities involved in accountancy within the modern business environment and facilitate 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 organizational 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 as well as control and conflict. It emphasizes the complex nature of the relationships between individual and group behaviour and gives students the opportunity 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 emphasis of the module is upon the business applications of economics in facilitating the decisions of managers, entrepreneurs in a variety of situations including pricing, advertising, financing, market entry, and product developments. The module will also consider the implications of the macro economy on the operations of modern firms.

Management and Information Systems

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

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 market place and to 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 a small and medium sized business. It addresses the issue of leadership styles and its impact upon the performance of SMEs is central to the study of this module.

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 the way students interpret information in today's fast-moving environment, utilize knowledge management and innovative problem solving techniques that are needed within small and large size organisations operating at national and international levels.

Managing Business Logistics and Negotiations

This module demonstrates the importance of logistics and the supply change while also 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 view of business logistics. 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 is designed to build on the finance and accounting related knowledge and skills acquired by students 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 issues of Responsible Business have assumed greater importance for managers both nationally and internationally and across 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 mangers 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 techniques of project and work planning, control and evaluation 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 a wide variety of managerial functions in its creation). Particular emphasis will be given to the process of leadership innovation and the implications of change and its management within organizations.

Managing E-Business

It is often the case that a large investment would have been sustained in the development and implementation of an e-business presence, and senior managers need to ensure that this investment is achieving its objectives. This module is designed to provide students with knowledge and other key skills to find and resolve problems with business sites, to exploit approaches and features of e-business, to ensure that the systems used are secure for both customers and business 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 organizations, the outline current best practice Learning and Development trends. Particular emphasis will be given to the process of the strategic alignment between the Learning and Development function and the organization Management innovation and the implications of change and its management within organizations.

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 aim of the Digital Marketing module is to provide students with the knowledge about business advantages of the 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 of the component parts of the research process including approach and philosophy, design and methodology, sampling, data collection and analysis, quantitative and qualitative research techniques, together with the associated issues of ethics, validity, reliability and generalizability.