



## **BA (Hons) Business Management**

**at Applied Science University  
in Partnership with  
London South Bank University  
(Leading to Dual Award from ASU and LSBU)**



**London  
South Bank  
University**

## London South Bank University

Established as the Borough Polytechnic Institute in 1892, the original aim of London South Bank University (LSBU) was to promote industrial skills, general knowledge, health and wellbeing of young men and women and this mission remains remarkably similar today. The University's focus on vocational education and professional opportunity allows it to produce graduates who can meet the challenges of today's workplace. LSBU won the Entrepreneurial University of the Year award in 2016.

## Dual Award

In partnership with London South Bank University (LSBU), UK, a leading British University, Applied Science University (ASU) is now hosting British Programmes, making it affordable for students to gain internationally recognised British qualifications in Bahrain. Upon the successful completion of a hosted programme, students will be awarded a degree from LSBU and a degree from ASU.







## Advantages

- Earn a dual award from ASU and LSBU.
- Save on the high cost of living and tuition in the UK, and live close to your family and friends in Bahrain while earning a British degree.
- Your degree is awarded by a British university giving you a competitive advantage in the job market, wherever your career takes you.
- Gain practical knowledge from highly qualified academics with robust professional experience.
- Develop a thorough understanding of the key aspects of your programme of study as well as lifelong learning skills. These key competencies and values are sought after by employers domestically and internationally.
- Get a chance to attend workshops in UK interacting and collaborating with LSBU staff and international students.
- Become a global professional.



## Applied Science University

ASU aspires to become a leading University in the Kingdom of Bahrain and in the wider Gulf region. ASU supports economic and social development by providing undergraduate and postgraduate programmes that are designed to develop students' understanding of key theories and concepts through knowledge acquisition and development of practical skills, and with a focus on providing modules in that are in high demand by employers both domestically and internationally. ASU aims to foster lifelong learning and to prepare graduates for a range of career paths within their chosen field or discipline.

## ENTRY REQUIREMENTS

In order to be considered for entry to the programme, applicants are required to have:

- A Bahraini or GCC Secondary School Certificate, or equivalent, with a minimum of 60% GPA\*. In addition, English language competency equivalent to IELTS 4.5 or above is required.

*\* Candidates with a 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).

Progressing to the second year (Level 4) of the programme is subject to:

- Demonstrating English competency equivalent to IELTS 5 or above.

## PROGRAMME

In partnership with London South Bank University (UK), the following programme is being hosted by ASU.

### **BA (Hons) Business Management**

The Bachelor's degree programme is four years long. In each year, students must complete a specific number of modules. *(see study plan)*

To achieve the award, all years of the programme must be passed successfully.

Detailed descriptions of the individual modules within the programme may be found in the Programme Handbook on the University's website:

<https://www.asu.edu.bh/colleges/college-of-administrative-sciences/programme-handbook/>







## DISTINCTIVE FEATURES OF THE PROGRAMME

### Programme Educational Objectives

- Provide a programme of study in an environment offering the best possible opportunity for students to develop their practical, intellectual and personal skills.
- 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.
- Give students an adequate level of numerical literacy to approach the advanced material in the business management degree programme.
- Provide a high quality and professionally relevant undergraduate programme.
- Develop in students a critical appreciation of the role managers undertake in the modern business world.
- Equip students with the necessary skills and knowledge for a multi-disciplinary approach to diverse business, information, communication, technology, and management problems.

## BA (Hons) Business Management

### Objectives of the Programme

This programme is designed to embrace the continuous developments within the field of business management, while the curriculum emphasises graduate attributes, skills, knowledge and critical thinking skills required by employers.

### CAREER PATHS:

The programme provides a strong foundation for various career opportunities across different industries:

- Business Analyst
- Project Manager
- Human Resources Manager
- Marketing Specialist
- Sales Manager
- Operations Manager
- Financial Analyst
- Entrepreneur/Small Business Owner
- Supply Chain Manager
- Management Consultant

# STUDY PLAN

## Year 1 - Level S

Semester 1
Modules
Intermediate English
Principles of Management
Computer Skills
Mathematics for Business

Semester 2
Modules
Principles of Statistics
Advanced English
Principles of Accounting
Communication and Study Skills

Summer Semester (Compulsory)
Modules
Human Rights
Bahrain Civilisation and History
Arabic Language / Arabic Language for Non-Arabic Speakers

## Year 2 - Level 4

Semester 1
Modules
Personal Development Planning
Financial Accounting Fundamentals
People and Organisations

Semester 2
Modules
Business Economics
Management and Information Systems
Principles of Marketing

## Year 3 - Level 5

Semester 1
Modules
Leading and Managing SMEs
Managing Business and Innovation
Managing Business Logistics and Negotiations

Semester 2
Modules
Fundamentals of Finance
Business Ethics Today: Social and Legal Foundations
Fundamentals of Project Management

## Year 4 - Level 6

Semester 1
Modules
Strategic Management and Leadership
Managing e-business
Professional Placement Module

Semester 2
Modules
Individual and Organisational Learning and Development
Digital Marketing
Business Research Methods



## UNDERGRADUATE TUITION & FEES (BUSINESS MANAGEMENT)

The estimated duration for completion of a Bachelors Degree at Applied Science University is 4 years. This is structured around 147 credit-hours .

High school average	Scholarship	Fees/Hour	Year 1 (Level S) semester 1	Year 1 (Level S) semester 1	Year 1 (Level S) Summer semester	Total Year-1 (Level S)	Total Year 1 (Level S) After Scholarship
95%-100%	25%	160	2400	2400	1440	6240	4680
85%-94%	20%	160	2400	2400	1440	6240	4992
70%-84%	15%	160	2400	2400	1440	6240	5304
Below 70%		160	2400	2400	1440	6240	6240

High school average	Scholarship	Fees/Hour	Years - 2 & 3 & 4 (Levels 4 & 5 & 6) semester 1	Years - 2 & 3 & 4 (Levels 4 & 5 & 6) semester 2	Total Per Annum For The Years 2 & 3 & 4 (Levels 4 & 5 & 6)	Total Per Annum For The Years 2 & 3 & 4 (Levels 4 & 5 & 6) After Scholarship
95%-100%	25%	160	2880	2880	5760	4320
85%-94%	20%	160	2880	2880	5760	4608
70%-84%	15%	160	2880	2880	5760	4896
Below 70%		160	2880	2880	5760	5760

High school average	Scholarship	Fees/Hour	Total 4 Years Before Scholarship	Total 4 Years After Scholarship
95%-100%	25%	160	23520	17640
85%-94%	20%	160	23520	18816
70%-84%	15%	160	23520	19992
Below 70%		160	23520	23520

### NOTES:

**Note 1:** The above is an approximate calculation as per the study plan per year.

**Note 2:** The fees may increase/decrease depending on the registered courses per semester.

**Note 3:** The tuition fees are paid every semester in three instalments: The First instalment when registering the courses and the Second instalment prior to the Mid-Term exams and the Third instalment prior to the Final Exams.





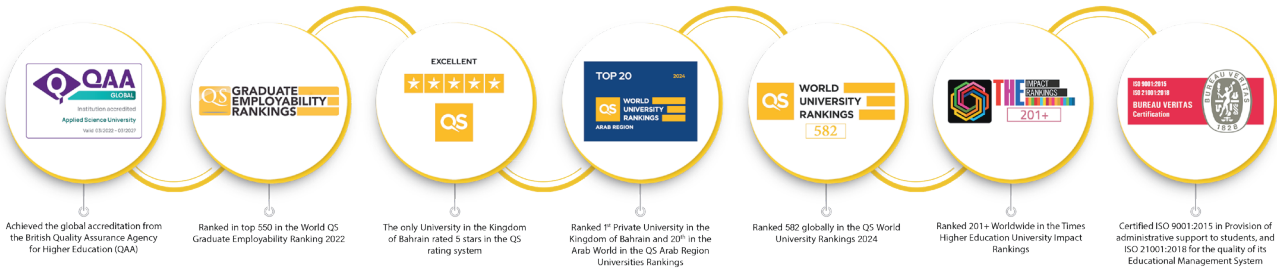
## Applied Science University

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### Applied Science University on the Road of Excellence



قُدّم هذا الإعلان بموافقة مجلس التعليم العالي - رقم الموافقة ( ع / ت / ب / ٢٠٢٤ / ١ )