



LSBU
London South
Bank University

ASU
جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY

BA (Hons) Business Management

Programme Details

Final Qualification

BA (Hons) Business Management

Language of Study

English

Mode of Study

Full Time

Programme Structure

Study Period

4 Years

Total Credit Hours

147 Credit Hours

Number of Courses

29 modules

Brief about the Programme

Elevate your leadership potential with the BA (Hons) Business Management Dual Award offered by Applied Science University and London South Bank University. This degree develops analytical, communication, and innovation skills while preparing you to thrive in a global business environment.

You will gain foundational and advanced knowledge across administrative disciplines, progressing into specialised business modules that build critical thinking, leadership, and problem-solving capabilities. Graduate with a dual degree recognised locally and internationally and step confidently into management roles across various sectors.

Aims of the Programme

1. Provide a supportive and nurturing learning environment that develops self-confident, independent, and competent business graduates.
2. Develop critical reflection, analytical and problem-solving skills, creativity, and strategic thinking.
3. Guide graduates through a comprehensive exploration of business management disciplines, theories, and real-world issues, while emphasising the application of digital skills in a supportive environment.
4. Equip graduates with a blend of professional and academic skills to enhance their employability, while also offering short and long-term placements, internships, volunteering opportunities, and networking initiatives.
5. Provide platforms for graduates to refine soft skills such as leadership, teamwork, and communication, while nurturing reflective and self-aware business professionals.



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Enquiry



Study Plan



The first university in the Kingdom of Bahrain to achieve global accreditation from the British Quality Assurance Agency for Higher Education (QAA)



Rated 5 Stars in the QS Rating System



Ranked 30th in the QS Arab Region University Rankings 2026



Ranked 613 in the QS World University Rankings 2026



Ranked 301+ Worldwide in the Times Higher Education University Impact Rankings

Career Paths

1. Business Analyst
2. Project Manager
3. Human Resources Manager
4. Marketing Specialist
5. Sales Manager
6. Operations Manager
7. Entrepreneur
8. Supply Chain Manager
9. Management Consultant

Entry Requirements

Foundation Level / Year 1:

- A Bahraini or GCC Secondary School Certificate with a minimum of 60% GPA or equivalent*. Candidates with a lower GPA may also be admitted subject to a satisfactory interview by the College.
- IELTS Test Score of 4.5 or equivalent.

Direct Entry to Level 4:

Foundation Year Completion Certificate, or equivalent international qualifications which may typically include:

1. Advanced Level (A-Level) - 3 A-levels – CCC or equivalent in UCAS points
 2. International Baccalaureate- IB 28 points
 3. CBSE minimum of 65% with 70% in English
- IELTS Test Score of 6.0 or equivalent.



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Study Plan

Year	Semester	Module Codes	Credits	Level	Semester	Module Codes	Credits	Level	
Semester 1					Semester 2				
1	ASU_S_IEN	Intermediate English	10	S	ASU_S_POS	Principles of Statistics	10	S	Core
	ASU_S_POM	Principles of Management	20	S	ASU_S_AEN	Advanced English	10	S	Core
	ASU_S_CSK	Computer Skills	10	S	ASU_S_POA	Principles of Accounting	20	S	Core
	ASU_S_MFB	Mathematics for Business	10	S	ASU_S_CSS	Communication and Study skills	10	S	Core
Summer	ASU_S_CSS	Communication and Study Skills					10	S	HEC Req.
	ASU_S_BCH	Bahrain Civilisation and History					10	S	HEC Req.
	ASU_S_BCH	Arabic Language / Arabic Language for Non-Arabic Speakers					0	S	HEC Req.
Semester 1					Semester 2				
2	ASU_4_PDP	Personal Development Planning	20	4	ASU_4_BEC	Business Economics	20	4	Core
	ASU_4_FAF	Financial Accounting Fundamentals	20	4	ASU_4_MIS	Management and Information System	20	4	Core
	ASU_4_PAO	People and Organisations	20	4	ASU_4_POM	Principles of Marketing	20	4	Core
Semester 1					Semester 2				
3	ASU_5_SME	Leading and Managing SMEs	20	5	ASU_5_FOF	Fundamentals of Finance	20	5	Core
	ASU_5_MBI	Managing Business and Innovation	20	5	ASU_5_BEC	Business Ethics Today Social and Legal Foundations	20	5	Core
	ASU_5_MBL	Managing Business Logistics and Negotiations	20	5	ASU_5_FPM	Fundamentals of Project Management	20	5	Core
Semester 1					Semester 2				
4	ASU_6_SML	Strategic Management and Leadership	20	6	ASU_6_IOD	Individual and Organisational Learning and Development	20	6	Core
	ASU_6_MEB	Managing e-business	20	6	ASU_6_DMK	Digital Marketing	20	6	Core
	ASU_6_PPM	Professional Placement Module	20	6	ASU_6_BRM	Business Research	20	6	Core

Module Descriptors

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 introduces management issues and problems in business organisations and enable to deal with such issues.

Computer Skills

This module is a mixture of workshop exercises and practical experiments and projects. Students work in small groups of 2-5 people depending on the task. The module 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.

Module Descriptors

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.

Human Rights

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

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

Module Descriptors

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

Module Descriptors

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 chain 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 managers of responsible business.

Fundamentals of Project Management

This module examines the role of project management within the business environment, the project life cycle, and various 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

Module Descriptors

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.