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Enquiry



Bachelor of Business Administration

Programme Details

Final Qualification

Bachelor Degree

Language of Study

Arabic

Mode of Study

Full Time

Programme Structure

Study Period

4 Years

Total Credit Hours

135 Credit Hours

Number of Courses

45 Courses

Brief about the Programme

Launch your professional career with confidence through the Bachelor of Business Administration programme, carefully designed to align with the needs of the labour market in the Kingdom of Bahrain and the Gulf Cooperation Council states. The programme is distinguished by its balanced blend of modern academic knowledge and practical applications that keep pace with the aspirations of entrepreneurs and decision-makers, providing you with the necessary tools to excel in the business world. The programme offers clear learning outcomes and a vision that aligns with the university's aspirations to prepare future leaders capable of meeting challenges and creating opportunities, within an interactive learning environment led by an elite teaching faculty using innovative methodologies.

Aims of the Programme

1. Prepare future leaders capable of managing projects effectively and making strategic decisions in a changing business environment.
2. Develop entrepreneurial and creative thinking skills to enable graduates to create opportunities.
3. Prepare graduates for a successful professional career by acquiring independent learning skills and creativity in performing tasks that lead to further personal development and lifelong learning.



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



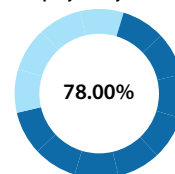
Ranked 613 in the QS World University Rankings 2026



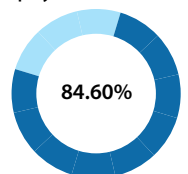
Ranked 301+ Worldwide in the Times Higher Education University Impact Rankings 2026

General Statistics

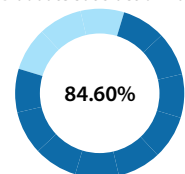
Employability Rate



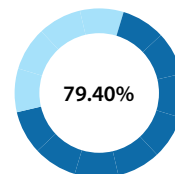
Employer Satisfaction Rate



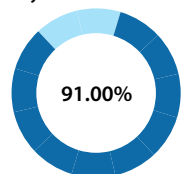
Graduate Satisfaction Rate



Student Satisfaction Rate



Advisory Board Satisfaction Rate



Career Paths

1. Business Analyst
2. Marketing Manager
3. Sales Manager
4. Project Manager
5. Administrative Consultant
6. Operations Manager
7. Public Relations Manager
8. Human Resources Manager
9. Entrepreneur

Entry Requirements

1. The applicant must hold a secondary school certificate certified by the Ministry of Education in the Kingdom of Bahrain or its equivalent with a minimum grade of %60 or equivalent.
2. Students with a grade below %60 may register if they meet one of the following conditions:
 - From the talented category (such as athletes, entrepreneurs, inventors, artists, and authors with international participations, and their equivalents).
 - Those who have sufficient work experience of not less than one year after obtaining the secondary school certificate.
3. Students admitted to the programme from non-scientific secondary tracks (or their equivalent) must complete remedial courses determined by the department.
4. Transfer students are accepted according to the university's bachelor's degree award regulations.
5. In addition, the University Council has the right to decide on applications from students with grades below %60.
6. The number of students admitted under point (2) must not exceed %5 of the total admitted students.
7. All admitted students must take a mandatory English language placement test:
 - Students scoring between 40–0 must study the English Language Remedial course (ENG 099).
 - Students are exempted from ENG 099 if they obtain 5 or above in IELTS, or 450 or above in TOEFL.



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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	6
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	6
2	ECO105	Principles of Macroeconomics	ECO104	3	12	6
3	BA251	Organizational Behavior	BA102	3	12	6
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	8
5	ACC324	Managerial Accounting	ACC221	3	12	8
6	---	Programme Elective (1)	---	3	12	8
Year 3 – Summer Semester (3 Cr)						
1	BA392	Field Training	BA361 + 90 Credit Hours	3	12	8
Year 4 – First Semester (15 Cr)						
1	BA353	Business Ethics	BA102	3	12	8
2	BA361	Entrepreneurship	BA211 + BA231 + FIN251	3	12	8
3	BA355	Organizational Change and Development	BA252	3	12	8
4	BA443	Business Decision Making	BA241	3	12	8
5	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						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
Group (1) (9 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) (18 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						
No.	Course Code	Course Title	Prerequisite	ASU Credit	NQF Credit	NQF Level
(24 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

Course Description

University Compulsory Courses

ARB101 - Arabic Language

This course deals with issues related to 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 analysing and discussing some selected texts from the holy Quran and other literary masterpieces.

(Prerequisite: None)

ENG101 - English Language (I)

ENG101 is a credit course that runs for one semester of 15 weeks for 3 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 the Intermediate level. It includes academic English, study skills and various reading texts and text types. The course is intended to improve students' English language skills to undertake a further English credit course, ENG102, and use English in their studies as needed. (Prerequisite: None)

ENG102 - English Language (II)

ENG102 is a credit course that runs for one semester of 15 weeks for 3 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 completed ENG101. The course provides practice in reading, writing, and note-taking at the upper-intermediate level. It includes academic English, study skills and various reading texts and text types. The course is intended to improve students' English language skills to undertake various credit courses and use English in their studies as needed.

(Prerequisite: ENG101)

CS 104 Computer Skills

This course covers the following topics: basic information technology concepts, using the computer to manage files, word processing, spreadsheets, presentation and database.

(Prerequisite: None)

BA161 - Introduction to Entrepreneurship

This course aims to study the concept of entrepreneurship, explain its implications and significance, and provide students with the 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, organising, marketing, and financing until the whole process is fully managed while enabling students to submit proposals to establish a commercial project and 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)

HBH105 - 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

Course Description

invasion. It also deals with the ruling of Al- Utuub Tribe of Bahrain and the reign of Al Khalifa thereafter. (Prerequisite: None)

HR106 - Human Rights

This course discusses the basic principles of human rights. It acquaints 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 and Political Rights, International Accord on Social and Economic Rights, International agreement against torture and inhumane, disrespectful punishment, and Protection mechanisms and constitutional organisation 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 creating the "Islamic character". It also deals with the so-called "cultural invasion", its types, methodologies, and other related issues.

(Prerequisite: None)

ISL103 - 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) on money and jewellery, 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. According to Islam, it offers insights into the possible tools to enhance work ethics. (Prerequisite: None)

SPT 101 Special Topics

This course is an Elective University Requirement. It deals with special contemporary topics that are important to University students, and the topics dealt with may be economic, social, historical, or political. (Prerequisite: None)

LFS 102 Thinking and communications skills development

This course is a University Requirement. It introduces the concept of thinking, its characteristics, its forms and its importance in the educational process. The course also deals with applying modern strategies and theories interpreted for different kinds of thinking. The course deals in detail with aspects of communication skills to improve students' skills in overcoming communicative barriers when communicating in various situations and for various purposes. (Prerequisite: None)

Course Description

SOC 101 Introduction to Sociology

The course introduces Sociology; the scientific study of society. Thus, the course stresses 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 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 students at the University. The course draws students' attention to the environmental significance and the necessity of regulating our behaviour to avoid harming it.

(Prerequisite: None)

LIB 101 Introduction to Library Science

This course introduces 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 the libraries introduce to those who may want to benefit.

(Prerequisite: None)

CS 205 Computer Applications

This course includes the following topics: using a word processing programme to write reports, using a spreadsheet software programme to create an elementary accounting programme, using a database software programme to design an elementary information system.

(Prerequisite: CS104)

Programme Compulsory Courses

BA102 - Principles of Management II

The course deals with the concepts of the organisation, its characteristics and legal forms. This course provides a comprehensive understanding of the organisation functions (production, marketing, and information and management). Additionally, it covers the organisation's relationship with the surrounding environment.

(Prerequisite: BA101)

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, and the second section discusses the subject of the trader and the trading shop's discussion. Finally, the third section discusses general provisions and types of commercial contracts.

(Prerequisite: None)

MIS211 - 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

Course Description

business. Topics include information systems types, computer and IT applications, key resources, integrating collaborating environments, supply chain management, databases and data warehouses. (Prerequisite: ENG102 + BA101 + CS104)

ACC221 - Cost Accounting

This course aims at equipping students with detailed knowledge and advanced skills in cost accounting. The main topics covered an introduction to cost accounting, cost terms and purposes, job order costing, process costing, activity-based costing systems, activity-based management, allocation of support department costs, and joint products and by-products.

(Pre-requisite: ACC101)

BA231 - Human Resources Management

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

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 Networks. Quantitative methods are used throughout economy's business, government and non-profit sectors. At a minimum, effective participation in decision-making will enable the students to understand and interpret statistical reports.

(Prerequisite: STA 101 + ENG 102)

BA251 - Organizational Behavior

The course deals with a comprehensive analysis of human behaviour at individual and organisational levels. Topics include personality and attitudes, perception and attribution, motivation, communication, work stress, group and team dynamics, leadership, decision making, quality, ethics, job and organisation design, conflict management, organisational culture and politics, and organisational change.

(Prerequisite: BA 102)

FIN251 - 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. Therefore, it examines the techniques used in businesses to make decisions that are consistent with the efforts to increase the wealth of the business owners 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)

Course Description

BA 252 - Organization Theory

The course provides students with advanced knowledge related to organisational theory that helps the students in understanding and analysing organisations. This course examines what an organisation is and how it functions, why organisations exist, and what objectives they pursue. It also reviews issues related to the life cycle of organisations: how they grow and survive. The environment in which the organisation operates is another important topic. Additionally, the course includes theories and practical information about different organisational structures, organisational change, organisational culture and innovation within organisations.

(Prerequisite: BA251)

ACC 324 - Managerial Accounting

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

BA332 - Business Communication E

The course introduces 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 the 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's capacity to use electronic communication and technology appropriate to contemporary business functions. Additionally, it paves the way for the students' personal development as professionals in the business world.

(Prerequisite: BA102 + ENG102)

BA342 - Operations Management

The course provides students with advanced knowledge and skills necessary to transform inputs (materials, labour, capital and management) into outputs (products or services) that explore a firm's value propositions and comply 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: BA102 + BA241)

BA 344 – Supply Chain Management

The course explores the process involved in the flow 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.

Course Description

Topics include supplier evaluation/selection, logistics; partnering; technology; modelling; just-in-time purchasing and managing risk. (Prerequisite: BA342)

BA353 - Business Ethics

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

(Prerequisite: BA 102)

BA355 – Organizational Change and Development

The course exposes students to critical knowledge and understanding of organisational change and development in a dynamic and ever-changing business environment. In this course, students will learn about change – its meanings – and 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 into historical and contemporary theories and methods of introducing change in organisations. Students will be exposed to how planning, managing and accessing change develop the organisation. Additionally, the course focuses on organisational development as a process to promote organisation problem-solving capacity, potential competitiveness and overall effectiveness.

(Prerequisite: BA 252)

BA361 - 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 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)

BA362 - International Business

The course prepares students to conduct and manage business across borders by introducing them to domestic and international business differences. Both opportunities and risks are assessed in international markets. Topics covered international business entry modes, cultural effects on organisational and individual behaviour, 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, labour force consideration and issues related to competition in the international environment.

(Prerequisite: BA 211+ BA 231 +FIN 251)

BA392 - Field Training

The internship is a pre-arranged, credit-bearing work experience that allows a student to achieve personal goals aligned with the goals of a supervising professional or agency. Internships provide

Course Description

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 and 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 a hands-on introduction to selling and sales management. It focuses on the management of a sales programme, and 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 them in the position of being prospective sales manager. The course provides a systematic framework for understanding sales processes, how sales are distinguished from marketing and its impact on achieving the organisation's overarching objectives. Additionally, this course focuses on sales strategies, sales budgeting, forecasting and evaluating sales performance, personal selling skills and issues related to recruiting, compensating and retaining salespeople.

(Prerequisite: BA 102 + BA 211)

BA421 - 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 understanding of this practice area. 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 identify and practice specialist skills to complete advanced-level tasks in the area. The course contributes to the development of generic problem-solving skills, and to communication, ICT and numeracy skills.

(Prerequisite: BA361)

BA443 - 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 a business setting. For example, decision theory models and decision trees will prove useful for a 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 will profit from its operations and help the manager control the cost. Game theory will assist students in choosing the best competitive strategy.

(Prerequisite: BA 241)

BA454 – Leadership and Group Dynamics

The course studies leadership roles in the managerial hierarchy, leadership styles and leadership techniques in business organisations. During the course, theories and concepts are used to explore team and organisational problems 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, and ethical and legal issues related to leadership and group interventions.

(Prerequisite: BA 355)

Course Description

BA463 - Innovation Management

The course introduces the core concepts and theories related to innovation. Throughout the course, students will learn how innovation is crucial for individuals and organisations. Students will be provided with various tools and methods to promote innovation within themselves and others. The course will teach students how to contribute as an innovative team, manage innovation in real work situations, and spread an innovation culture within a business organisation. The course itself draws upon real-world examples and experiences of leading organisations worldwide.

(Prerequisite: BA361)

BA464 - Strategic Management E

This course is the 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, and new strategic-management techniques learned to chart the future direction of different organisations. The major responsibility of students in this course is to make objective strategic decisions and justify them through oral and written communication.

(Prerequisite: BA102 + 114 Credit Hours)

BA499 - 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 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: BA392)

Programme Elective Courses:

BA204 - Knowledge Management

This course is designed to give students an introductory exposure to how organisations create, identify, confine, and disseminate knowledge, i.e., knowledge management (KM). Topics include knowledge management principles; new organisations 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: BA102)

BA246 - Managerial Economic

This course aims at equipping students with detailed knowledge and advanced skills in managerial economics. The main topics covered a managerial economics introduction, key measures and relations, demand and pricing, cost and production, organisation economics, market equilibrium and perfect competition, firm competition and market structure, and market regulation.

(Prerequisite: BA101 + ECO104)

Course Description

BA313 - 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 recognising the importance of research, the need to identify a targeted audience and direct messages to specific audiences, and the importance of planning and evaluation in building a public relations campaign. This course will enable students to deal with public relations problems and provide 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 organisations.

(Prerequisite: BA102 + BA211)

BA314 - 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 recognising their audiences. 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. The student will realise that they constitute a critical element of any business endeavour. The course stresses the role of the promotional mix; advertising, personal selling, sales promotion, publicity, and public relations play in business organisations. Other topics, such as Business communication Models and managing advertising campaigns, are covered throughout the course. As a result, the student will gain decision-making competencies regarding promoting commercial products and services.

(Prerequisite: BA 102 + BA 211)

BA333 - Planning and Selecting Human Resource

This course provides students with 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 qualitative and quantitative approaches and techniques. Additionally, the course will examine social, cultural and organisational factors that might affect planning and selecting human resources in that challenging Business context.

(Prerequisite: BA231)

BA445 - Total Quality Management

The course introduces the concepts, principles, techniques and practices of Total Quality Management (TQM). It provides a historical background; a review of the most important pioneers and scientists such as Deming, Juran, Crosby and Ishikawa. Additionally, it explores the philosophies and ideas of the leading thinkers in quality management and change management. Students will learn the significance of TQM in reducing costs, meeting and exceeding customers' and other stakeholders' expectations of business organisations, and TQM awards and ISO. This course focuses on service quality, client satisfaction, process control and capability, inspection, efficiency improvement, Six Sigma Quality Concepts and statistics control tools to measure the quality of manufacturing and service-related processes. (Prerequisite: BA342)

Course Description

BABA465 - E-Business

Electronic business or e-business causes a paradigm shift in how today's businesses operate and compete in the global marketplace. The course focuses on how organisations of all types and sizes are rethinking their strategies and how they realised that e-business might be used effectively in implementing traditional business. This course is not a programming course. It introduces the fundamentals of e-Business systems 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: BA362 + ENG102)

BA491 - Contemporary Topics in Management

The course explores current and emerging issues/problems that affect business organisations. The course format and content will vary from semester to semester, permitting studying various 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 globalisation and changing firm boundaries.

(Prerequisite: BA252)