

BSc in Business Management 2015-2016

Course Description

Year 1 – First Semester

ENGL 103 English For Academic Purposes |

This course is designed for the students to develop their listening, speaking, reading and writing skills. It aims at accurate and fluent communication, extending grammatical, lexical and functional skills.

ACCT 111 Financial Accounting I

This introductory course in Financial Accounting is to familiarize the students with the fundamental accounting principles, concepts and practices which will be utilized in the preparation of financial statements.

Major topics covered are: General journals and General ledgers, the stages of accounting cycle such as recording, posting, summarizing, preparing financial statements of service and commercial enterprises.

MGT 102 Principles of Management

Contemporary Business is explored in terms of their formation, organizational structure, wealth creation, management, visualization, purpose and performance. Business frameworks develop the capacity to undertake different business formats, businesses growth, industry structure, organizational structure, corporate vision and mission, measures of corporate performance and Business Decisions Making.

Year 1 – Second Semester

IT 102 Introduction to Computer Application

This course provides an introduction to business computer applications. Students will have hands-on practice in Microsoft Office (Word, Excel, and PowerPoint) software. Example projects include Word announcements, an Excel workbooks using formulas, functions, charts, and formatting. PowerPoint slide shows with bulleted lists, themes, clip art, and slide transitions.

ENGL 104 English for Academic Purposes – 2

This course is designed for the students to develop their listening, speaking, reading and writing skills. It aims at accurate and fluent communication, extending grammatical, lexical and functional skills.

ECON 101 Microeconomics

This course provides students with a fundamental knowledge of the core economic principles. These principles will be explained and explored using a variety of examples involving the interaction of businesses, governments, and households. Topics include the essential principles of microeconomics, demand, supply and market equilibrium analysis,

elasticity concepts, price determination to allocate resources, markets and government intervention, producer and consumer theory, marginal analysis and market organization.

MATH 104 Mathematics for Business

This course is designed for all business students. It will cover main concepts of math to business situations by use of applications in banking, commerce, finance, retail, and other similar endeavors. This course deals with the concept of Interest rate, time value of money, debt amortization, sinking funds and mathematics for buying.

ACCT 112 Financial Accounting II

Course Description: This course is a continuation of ACCT111. In Financial Accounting 2, more specific topics are addressed so that students are competent to prepare and present the financial statements of different entities.

Year 2 – First Semester

Course Code Course Title

ENGL 202 English writing for Communication

This course is designed for the students to develop their listening, speaking, reading and writing skills. It aims at accurate and fluent communication, extending grammatical, lexical and functional skills.

ECON 203 Macroeconomics

This course is a basic introduction to economic analysis which focuses on the aggregate behavior of households, firms and the government or the economy as a whole. Primarily, the topics covered include gross domestic product, national income, unemployment, inflation, CPI, economic growth, the business cycle, monetary system, aggregate supply and demand, and macroeconomic policy in the country.

LAW 203 Business and Company Law

This course Introduce to law in general and application to business specifically; comprehensive study of the law of contracts; and the principal and agent relationship, Islamic commercial law, MENA Countries, GCC countries commercial law, Labour Market Regulatory Authority and Labour laws of Bahrain of 2012 and current legal topics related to business law.

MKT 201 Principles of Marketing

This course is a general course in marketing theory and methods, among topics discussed are the importance of marketing, the interrelationship of the different phases of marketing, the differences between the marketing of goods and services, wholesaling, retailing, pricing strategies, analysis of markets, advertising and promotion, and distribution.

QM 203 Business Statistics

This course is designed to familiarize students with the basic working concept and knowledge of statistics, probability and statistical procedures as applied in practical business and managerial decision making problems. It also provides a comprehensive overview of its scope and limitations and uses a problem solving approach that focuses on proper interpretation and use of statistical information, while developing necessary understanding of the

underlying theory and techniques. Hence, it provides the analytical tools needed for making informed business decisions using statistical data. Statistical concepts and techniques covered include measures of central tendency, measures of variability, probability concepts and distribution, sampling distributions, interval estimation, hypothesis testing, variance analysis.

ACCT 213 Cost Accounting

This course introduces students to the principles, concepts and practice of cost accounting. Topics include classifications of manufacturing and non-manufacturing cost, cost accumulation and allocation, cost accounting report forms, job order and process costing systems, standard costing and variance analysis.

Year 2 – Second Semester

Course Code Course Title

MGT 202 Organizational Behavior

This course covers all important concepts and theories of organizational behaviour. Organizational behaviour at three basic levels: individual level, group level and organizational level will be introduced. Most of these theories have been developed from the psychological perspective. In addition to these organizational psychological theories, organizational theories developed from the sociological perspective will also be introduced. The subject will outline an overarching theoretical framework to help student understanding the associations among various theoretical perspectives regarding behaviors in organizations.

MKT 202 Marketing Management

This course discusses the necessary managerial skills required in developing and implementing operations system, specifically in production. It studies on order sequencing and execution, tracking and genealogy, and manufacturing process control. It covers the meticulous process of synchronizing actionable real-time information across manufacturing methods, materials, manpower and machines. This area represents one of the major functional areas of most business organizations along with marketing, finance and accounting. The purpose of the production function is involved with the steps necessary to produce the products or services which the organization sells.

FIN 210 Financial Management

This course explains the basic concepts related to the components of finance as a field of study. It discusses concepts such as finance and investment analysis, objectives of financial management, cash flow, liquidity, profitability, risk, capital structure, the tradeoff between risk and return, time value of money, financial decisions, the concept and measurement of cost of capital.

MGT 213 Entrepreneurship

This course introduces the concept and theories of Entrepreneurship. Entrepreneurship evolution, definition, and entrepreneur, small businessman, roles and social responsibilities, competencies, process of entrepreneurial, types of innovations, business plan, business statement, management and operations, company set up, bank account, source of finance, internal and external, entrepreneurial marketing, promotions, coupons. In addition to these preparing and planning to manage, entrepreneur, manager, positive climate and adopting

management style. The subject will outline an overarching theoretical framework to help student understanding the associations among various theoretical perspective regarding Entrepreneurial skills to open new business in business world.

QM 204 Quantitative Methods for Business

This course introduces the basic concepts of quantitative approaches to decision making in industry and commerce or business. It is designed to provide students with a sound conceptual understanding of the role that management science plays in the decision making process. The course will also use applicable methodologies of decision making, such as linear programming, queuing analysis, forecasting, decision analysis, inventory control, simulation and project management.

Year 3 – First Semester

Course Code Course Title

MGT 331 Business Decision Making

Business decision-making is the study of how people make decisions specifically in business. The course hopes to describe the processes in ways that will eventually help businessmen make better decisions. Currently, this is an active field, drawing together people from psychology, economic, political science and management, among others. This field is used, in one way or another, for a wide variety of applications, from managing potentially hazardous technologies applied in business and other business concerns. This further acquaints learners with some ideas from decision theory and to examine how they might help in making better decisions. An innovative scope of decision making is considered to inspire learners by encouraging them to align these to decision-theoretic, behavioral and philosophical concepts applied to business endeavors.

MGT 301 Operations Management

This course deals with the management and analytical concepts/tools for the management of operations and the decision-making process within the scope of the supply chain. Competitive advantage driven by supply chain strategy has been a common practice in the business environment in the past few years. Most of the strategies involve improving operational efficiency either through cost reductions or increase capital efficiency. Decision-making regarding operational issues is one of the most common tasks within organizations. This course will enhance students' ability to perform the quantitative analysis necessary and understand the management issues in order to make good operational decisions within the supply chain. Coverage is topical and will include operations management framework, quality management, demand and supply planning, inventory deployment/control, and transportation networks optimization. The introduction of concepts via cases is preferred whenever appropriate.

MIS 313 Management Information System

Introduces students to fundamental concepts in management information systems (MIS), the role of computers in MIS, and some details of how the computer functions. Topics include various types of information systems, use of information by management, and information systems applications. The students will also be exposed to the application of MIS technologies in the development of business solutions through end user computing and topics such as

computer hardware and software, operating systems and security and Cloud Management Systems.

MGT 324 Human Resource Management

The course examines the changing roles and responsibilities of human resources managers, the acceptance and integration of the human resources function as a full business partner, and the higher expectations placed on human resources and leadership to make a significant contribution to the successful management of the organization. Topics include general issues on human resource management, human resource planning, training and development, performance appraisal, employment benefits, separation process and other relevant current issues about human resource management like relationships within the organization, policies and procedures, work diversity and the role of human resources in the global economy.

FIN 323 Islamic Finance & Banking

This course contains detailed information about Islamic Banks, their characteristics, nature, principles, financial structure, functions, and their financial resources. The course also explains the major instruments of Islamic Banks that differentiate them from conventional banks. Finally, the course discusses some of the obstacles and challenges facing Islamic Banks.

MGT 315 Project Management

This course develops a foundation of concepts and solutions that supports the planning, scheduling, controlling, resource allocation, project scope management, project time and cost management, quality management, human resource considerations, communications and performance measurement activities required for successful completion of a project.

Year 3 – Second Semester

Course Code Course Title

MGT 322 International Business

The course critically introduces the foundations and the theoretical developments of international business studies. It further evaluates the research methodologies and findings that support the various theories and viewpoints of international business and the implications for the future of the business.

MGT 302 Total Quality Management

This course provides a fundamental, yet comprehensive, coverage of Total Quality Management (TQM). It covers not only the principles and practices, but also the tools and techniques. Total Quality Management provides an overall picture of quality management in the production of goods and services. The course begins with the definition of total quality management (TQM) and a summary of its historical development. It emphasizes the importance of leadership in TQM (with a focus on customer satisfaction), employee involvement, and the concepts of continuous improvement and total productive maintenance. Total Quality Management also explains and helps students to apply tools that can be used to measure and ensure quality.

MGT 317 Small Business Management

This course introduces the challenges of entrepreneurship including the startup and operation of a small business. Topics include market research techniques, feasibility studies,

site analysis, financing alternatives, and managerial decision making. Upon completion, students should be able to develop a small business plan.

MGT 323 Business Ethics

This course is concerned with the investigation of ethical dimensions of business decisions. Among the considerations in this course is the assessment on how business does and should affect our individual and social lives, and ask what role business and its values could play in our society as a whole. It will also examine issues and conflicts that typically arise in business that have ethical implications.

RES 302 Research Methods for Business

This course will enable students to identify and apply appropriate research methodologies in order to plan, conduct and evaluate basic research in the organization. Among topics discussed is the introduction to research methodology and developing research proposal.

Year 4 – First Semester

Course Code Course Title

MGT 419 Knowledge Management

Present scenario business environment has been characterised by ‘the knowledge era’ where competitive advantage is based upon the resource-based view of the firm and successful utilisation of employee knowledge. The purpose of the course is to explore the concept of knowledge, customizing KM definitions, understanding knowledge management, data, information and knowledge, The KM life cycle, The New KM Paradigm, KM Models, Building a KM Rationale, Implementing KM in Organization, organizational strategy and knowledge, knowledge workflow, learning and knowledge sharing and current developments in the field.

MKT 403 Marketing Research

Marketing Research introduces the concepts and applications of market research through the marketing management approach. The course also emphasizes the basic methodologies, as well as introduces a variety of techniques, and demonstrates how research applies to strategy, including marketing, advertising, sales and product design and development.

MGT 487 Industrial Training

XXX 4xx Elective Course

XXX 4xx Elective Course

Year 4 –Second Semester

Course Code Course Title

MGT 424 Leadership

This course is specifically designed to provide students with the basic concepts, principles, techniques, skills, analytical perspectives, and knowledge needed to deal effectively with enterprising leadership in organizations as a chief contemporary force in addressing problems or issues in our society. The emphasis is on developing a solid leadership skill foundation and development as it relates to the core aspects of the management practice while centering

them in the real themes, facets, demands, and opportunities of a dynamic workplace in a variety of roles and functions.

MGT 441 Strategic Management

This course is designed to develop a basic understanding of why some firms or organizations are more successful than others. Strategic Management course explores how firms achieve competitive advantage (which leads to long-term success) in the context of single and multi-business firms. Drawing upon key strategic management theories, students will learn the essence of strategic analyses and decision-making in a competitive and constantly-changing international setting.

XXX 4xx Elective Course

XXX 4xx Elective Course

MGT 499 Project

Elective Courses Business Management

MGT 477 Bank Management

This course deals with both theoretical and practical concerns related to the contemporary banking business. It will start with an overview of the genesis and function of the financial system and the nature of financial intermediation. The discussion on the roles of the Central Bank and its policies that govern the operations of all financial institutions provides the students with a broad perspective of the banking business. The student will develop a quantitative and qualitative understanding of bank management and how decisions are made.

MGT 437 Current Topics in Business Management

Analyzes current and significant issues in business. The course focuses on existing theories and practices, with emphasis given to energizing topics, problems, and possible solutions. In addition, discussions on current topics in the area of leadership and management, organizational issues, leadership styles, and ethical considerations and current business environment such as customer service, leadership, and working in teams. Case studies are utilized in discussing each issue.

MGT 433 E-Commerce

The course explores the growth of the Internet and the emergence of the World Wide Web as the foundation of the E-Commerce that affect businesses. The course will also examine the major E-Commerce benefits, drawbacks, obstacles and threats faced in its implementation.

MGT 435 Logistics and Supply Chain Management

This course will expose students to topics related to logistics and management of supply chains, from incoming raw materials to final product delivery. Course topics will include logistics distribution, transportation, international logistics, inventory control, sustainable logistics practices, key performance indicators, and an introduction to logistics technology including RFID and ERP systems, supply chain network design, facility planning, capacity

planning, globalization and outsourcing, information technology, and global issues in supply chain management.

MGT 465 Organizational Change and Development

This course requires the integration of behavioural science theories, tools, concepts, and techniques and their application with various OD models in situations or organizational change and development. The course also involves solving a business problem from an organizational development perspective while working on a simulated Organizational Development consulting team and compare and contrast organization process approaches, analyze problems, and develop recommendations for improving organizational performances.

MGT 436 Business Planning

This course teaches students how to estimate the market potential for a business ideas and learn how to build successful companies around them. It provides a rigorous and realistic experience in the process necessary to prepare a business plan that will attract investors to a venture. Emphasize will be on collection and organization of fundamental information necessary to prove the viability of the business idea and establish that it can become a self-sustaining company also knowing the customers intimately; on careful analysis of all the potential competitors; and on understanding the external environment and how it can affect the business.

MKT 438 Brand Management

This course examines how brands are built and managed, how brand positions in the market are evaluated and how brand values are determined, to understand how powerful, integrated communications strategies can drive value for a brand and business. It imparts the diverse skills needed to manage a single brand or a portfolio of brands and teaches students how to manage cross-functional linkages with operations, finance, and human resources, and finally to learn how to evaluate the impact of communication strategies on brand equity.

MKT 437 Consumer Behavior

The course provides overview of Consumer Behavior, system of factors affecting Consumer Behavior, modeling of consumer behavior, market segmentation, target market, motives, and stimuli relation with consumer's personality, perception and positioning, behavior influenced by learning and experience, consumer's attitude and possibilities to format and change it, and finally the family influences on decision, individual influence on decision.

MKT 443 Global Marketing

This course helps in developing the knowledge and understanding of the global marketing environment through key concepts, and tools, and theory. The course challenges the students to think critically about global competition. Specifically, the course is designed to provide students with familiarity with the problems and perspectives of marketing across national boundaries and within foreign countries, an understanding of consumer similarities and differences outside the home country, the analytical ability to make marketing decisions concerning all parts of the marketing mix, competence in researching trade laws and regulations in other markets, knowledge of global analytical frameworks and tools and an understanding of the current strategies of major global firms.

MKT 439 Service Marketing

This course focuses on the services environment, evolution of services, characteristics of services, consumer behavior issues, elements of the marketing mix, managing supply and demand, service quality, relationship marketing, internal marketing, customer loyalty and profitability, Services theatre and service experience.