



Masters of Business Administration (MBA) 2020-2021

Awarding Institution	A'Sharqiyah University	
College / Centre	College of Business Administration	
Program Title	Business Administration	
Final Award	Master of Business Administration (MBA)	
Mode of Study	Full-time / Part-time	
Language of Study	English	
Benchmarks	<ul style="list-style-type: none"> • Sultan Qaboos University (SQU) Oman • Vrije Universiteit (VU) Amsterdam • UK QAA Subject Benchmark Statement: Master's Degrees in Business and Management (2015) 	
Entry requirements	<p>A student</p> <ul style="list-style-type: none"> • should possess or have passed IELTS 6 or its equivalent • should have a CGPA of not less than 2.3 • should have a CGPA between 2.0 to 2.29 and 3 years of professional experience • should have come from a business/management discipline (students from different disciplines may be required to take bridging courses by their academic advisors) 	
Minimum period of registration	Full Time: 2 Years	PART TIME: 4 Years
Maximum period of registration	FULL TIME: 4 Years	PART TIME: 6 Years
Date specification produced	September 2017	
Date specification last reviewed	January 2017	



1. THE COLLEGE OF BUSINESS ADMINISTRATION

[The College of Business Administration (COBA) at A 'Sharqiyah University (ASU) is a member of the International Association to Advance Collegiate Schools of Business (AACSB) which provides the College with access to AACSB resources to support the advancement of management education and our efforts for continuous improvement.

The College currently offers programs at undergraduate levels. Areas of study include Management, Accounting and Finance, Management Information Systems and Records and Archives management. Moreover, the College offers (in partnership with Tampere University of Applied Sciences in Finland) another undergraduate program: Team Entrepreneurship. The college offers three MBA programs; MBA (taught in English), MBA-General Track (taught in Arabic), and MBA-Leadership track (taught in Arabic). All programs are in line with its own strategic objectives (under KPIs) and those of the University (under Strategic Priority 2 – Learning and Teaching).

The College is staffed by a team of academics with strong academic and work experience and a good record of research and publications in business management and its related disciplines as can be gleaned from the CVs that accompany this application.]

2. PROGRAM OUTLINE

The program is a generic MBA that provides core MBA courses and makes available number of elective courses to meet particular student and/or emergent market needs. The program provides ASU students (regardless of their specialisms) with an opportunity to undertake further study in business administration in order to enhance their job prospects in a small labor market such as Oman's. Moreover, the program also provides opportunities to people who are already in employment and would like to enhance their career and leadership prospects.

3. PROGRAM AIM/S

The MBA is a Master level program of study for ASU graduates and managers and professionals to be delivered in the context of the MBA requirements and experiences of Sultan Qaboos University, Vrije Universiteit (Amsterdam) and the UK's Quality Assurance Agency for Higher Education's Benchmark Statement: Standards for Masters awards in Business and Management (2015).

The MBA aims to develop management, business and leadership skills in an increasingly global and competitive market. It aims to develop graduate students and professionals' ability to apply knowledge and understanding to complex management and business problems in order to improve business and management practice in an increasingly globalized business environment.

The College aims to develop the future Omani business managers and leaders in the round in order to produce well-informed decision-makers. COBA is a confident and an ambitious, credible, teaching-led and research-informed establishment that will make a contribution to the success of local, regional and international businesses. Its graduates will have strong values, intellectual rigor and leadership that will ensure their organizations are in a sustainable position for the future. The College has a number of distinguished academics with a substantial professional and academic experience and a good record of publications.



Furthermore, the program aims to promote the practice of life-long and independent learning through developing managers' and future leaders' abilities to work autonomously, with creativity and originality, and thus to commit to their own personal development, and to contribute to business and society at large.

4. LEARNING OUTCOMES (Definitive)

The program has four main over-arching learning outcomes. Upon successful completion of the program, students will be able to:

A. KNOWLEDGE AND UNDERSTANDING	<ol style="list-style-type: none"> 1. Critically demonstrate knowledge of global management practices. 2. Identify and critically analyze managerial and leadership issues and develop appropriate solutions. 3. Have a deep and critical understanding of the Omani business environment and the small to medium size firms in the region.
B. SUBJECT-SPECIFIC INTELLECTUAL SKILLS	<ol style="list-style-type: none"> 1. Apply gained knowledge, skills and techniques to critically identify business problems and provide solutions to them. 2. Demonstrate a capability to use conceptual skills and do the critical thinking, reasoning, analysis and interpretations. 3. Plan, conduct and report a piece of original research based on work place real-life experience
C. PROFESSIONAL / PRACTICAL SKILLS	<ol style="list-style-type: none"> 1. Implement effective operations, human resource, marketing, information, administrative and general management practices in working or scenario-based environment. 2. Demonstrate a capability to critically assess social, environmental, ethical and ecological dimensions and problems of decisions made in a business environment and suggest solutions to deal with them.
D. GENERAL COMPETENCE	<p>Communication</p> <ol style="list-style-type: none"> 1. Competent communication skills, both oral and written. 2. Competent presentational and interpersonal skills <p>Teamwork and interpersonal skills</p> <ol style="list-style-type: none"> 3. Develop the capacity to create and share learning and knowledge. <p>Information literacy and study skills</p> <ol style="list-style-type: none"> 4. Learn numerical and quantitative skills appropriate for business use. 5. Apply contemporary theory to real-time issues faced in organizations. 6. Be competent in the use of information technology for planning and managing time. <p>Leadership and entrepreneurship</p>



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| | 7. Apply the suitable leadership principles of effective control, employee empowerment and motivation |
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5. PROGRAM STRUCTURE

Students must achieve the required credit hours for the program by completing University Required and Elective courses listed in sections 5.1 to 5.2 below:

5.1 Program Requirements: Total Credit hours 30

Course Code	Course Title	Pre-Requisites (P) Co-Requisites (C)	Credit hours
MNGT510	Leadership: Theory, Practice and Innovation		03
MNGT520	Management Strategies for Successful Organizations		03
ECON510	Managerial Economics		03
FINA510	Accounting & Finance for Managers		03
MIFS510	Management Information Systems		03
MNGT530	Human Resources Management and Development		03
MNGT540	Operations Management		03
MRKT510	Principles and Implementation of Effective Marketing		03
PROJ610	Project (1)		03
PROJ620	Project (2)	PROJ610 Project (1)	03

5.2 Program Electives: Total Credit hours 6

Choose from the following:

Course Code	Course Title	Pre-Requisites (P) Co-Requisites (C)	Credit hours
MNGT550	Project Management		03
MNGT560	Knowledge Management		03
MNGT570	Cross-Cultural Management		03
MNGT580	Quality Management		03
MNGT590	Entrepreneurship: Theory and Practice		03
FINA520	Fundamentals of Islamic Finance.		03
MNGT545	Logistics Supply Chain Management		03
MNGT585	Retail Management		03

6. PROGRAM REFERENCE POINTS

[This Program has been designed with reference to:
Sultan Qaboos University (SQU) Oman
Vrije Universiteit (VU) Amsterdam.UK QAA]



7. TEACHING AND LEARNING METHODS (indicative)

- [The program utilizes a mixture of learning methods that focus on and maximise the Student's learning experience through:
 - A series of lectures and seminars that promote student participation
 - A number of tutorials and practical sessions that enforce student learning
 - A number of problem solving, individual and group, activities that enhance student understanding and skills.
 - A series of student-based activities such as presentations, industrial visits, student exchange programs (for learning in an international environment).
 - A series of computer laboratory sessions that enhance student research skills.

8. ASSESSMENT METHODS (Indicative)

[To ensure the that the program's objectives and learning outcomes are met, each taught course is usually assessed through a combination of various assessment techniques. These typically include group work and individual work, written reports, and examinations. The main component of assessment is written examinations. Recognizing that this program relies heavily on knowledge and practical skills, there is a significant emphasis on classroom based group work. Assessment criteria for individual courses can be found in course descriptors and course syllabus that will be made available during classes.]

9. CAREER and STUDY OPPORTUNITIES

[MBA graduates step up to take influential roles within key industries of Oman and globally. They have the capability and credibility to manage and lead significant projects, teams, units and organizations. Typical jobs for master degree holders include management or supervision of office administration, personnel management, customer relationship management, sales and marketing management, business development, quality assurance, project management, analysts, and so on. Graduates of this will have the knowledge and skills to join public, private or non-government organizations in different job profiles; and will also be able to develop their own business ventures. MBA students could also build on their accumulated knowledge to engage in a further study program such as a Doctorate of Business Administration (DBA).

10. STUDENT SUPPORT

Students on this program will attend an orientation program at the start of their studies and will be provided with a student handbook detailing all aspects of the program and what students should expect from it and what it expects from students.

Academic advising is an essential element of ASU's educational process. Students on this program will be assigned academic advisors who will help them in selecting their elective courses of study and in planning their schedules. The academic advisors will (if need be) assist students in obtaining a well-balanced education and in familiarizing them with university policies and procedures. Students will have access to the University's library with a range of reading materials, online resources and study support.

Furthermore, the University's Student Affairs Department supports students in adjusting to university life and advises them on issues such as finance, regulations, legal matters, accommodation, transportation, disabilities and career guidance. Opportunities are also provided for students to participate in various extra-curricular activities.



PROGRAM SPECIFICATION

11. PROGRAM STRUCTURE DIAGRAM (Indicative)

There are two registration periods for the MBA: spring and fall. The following is the program's study plan:

SPRING INTAKE

Year 1		Year 2	
SPRING	FALL	SPRING	FALL
FINA510 Accounting and Finance for Managers	MNGT510 Leadership: Theory, Practice and Innovation	MNGT540 Operations Management	MNGT520 Management Strategies for Successful Organizations
MNGT530 Human Resources Management and Development	ECON510 Managerial Economics	PROJ610 Project (1)	PROJ620 Project (2)
MIFS510 Management Information Systems	MRKT510 Principles and Implementation of Effective Marketing	Elective*	Elective*

PROGRAM SPECIFICATION

FALL INTAKE

Year 1		Year 2	
FALL	SPRING	FALL	SPRING
MNGT510 Leadership: Theory, Practice and Innovation	FINA510 Accounting and Finance for Managers	MNGT540 Operations Management	MNGT520 Management Strategies for Successful Organizations
ECON510 Managerial Economics	MNGT530 Human Resources Management and Development	PROJ610 Project (1)	PROJ620 Project (2)
MRKT510 Principles and Implementation of Effective Marketing	MIFS510 Management Information Systems	Elective*	Elective*

PROGRAM SPECIFICATION

12. MAPPING of ASSESSMENT of LEARNING OUTCOMES (Core & Elective Courses))

KEY: F = Formative assessment S = Summative assessment SF = Formative AND Summative assessment

Upon completion of the program, students will be able to:

	MNGT510	MNGT520	MNGT530	MNGT540	MNGT550	MNGT560	MNGT570	MNGT580	[MNGT590]	[FINA520]	[MNGT545]	[MNGT585]	MRKT510	ECON510	FINA510	MIFS510	PROJ 610 &
KNOWLEDGE AND UNDERSTANDING																	
Critically demonstrate knowledge of global management practices.	SF	SF	S	S	SF	SF	S	F	SF	SF	SF	SF	SF	F	F	SF	SF
Identify and critically analyze managerial and leadership issues and develop appropriate solutions.	SF	F	F	F	S	SF	F	S	SF	F	F	SF	SF	S	SF	S	SF
Have a deep and critical understanding of the Omani business environment and the small to medium size firms in the region.	F	F	S	S	F	F	F	SF	SF	F	F	F	SF	SF	F	SF	SF
SUBJECT-SPECIFIC INTELLECTUAL SKILLS																	
Apply gained knowledge, skills and techniques to critically identify business problems and provide solutions to them.	F	S	S	SF	S	SF	SF	S	F	SF	SF	SF	S	S	F	F	SF
Demonstrate a capability to use conceptual skills and do the critical thinking, reasoning, analysis and interpretations.	S	S	SF	S	SF	SF	S	F	SF	SF	SF	SF	F	F	F	S	SF
Plan, conduct and report a piece of original research based on work place real-life experience.	S	S	SF	S	F	F	S	SF	S	S	S	S	SF	SF	SF	SF	SF
PROFESSIONAL / PRACTICAL SKILLS																	
Implement effective operations, human resource, marketing, information, administrative and general management practices in working or scenario-based environment.	S	S	F	SF	SF	F	F	S	S	F	F	F	SF	SF	S	S	SF

PROGRAM SPECIFICATION

Upon completion of the program, students will be able to:

	[MNGT510]	[MNGT520]	[MNGT530]	[MNGT540]	[MNGT550]	[MNGT560]	[MNGT570]	[MNGT580]	[MNGT590]	[FINA520]	[MNGT545]	[MNGT585]	[MRKT510]	ECON510	FINA510	MIFS510	PROJ 610 &
Demonstrate a capability to critically assess social, environmental, ethical and ecological dimensions and problems of decisions made in a business environment and suggest solutions to deal with them.	F	F	S	S	SF	SF	S	F	S	SF	SF	SF	SF	F	S	S	SF
Apply the principles of effective control, employee empowerment and motivation	S	F	S	S	F	SF	F	F	S	SF	SF	SF	SF	S	S	S	SF
GENERAL COMPETENCE (INCLUDING FOR EMPLOYABILITY)																	
Communication Skills																	
Be competent in the use of information technology for planning and managing organizational resources	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF
Teamwork and interpersonal skills																	
Develop the capacity to create and share learning and knowledge	F	SF	SF	S	S	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF
Information Literacy and Study Skills																	
Numeracy																	
Learn numerical and quantitative skills appropriate for business use.	SF	SF	F	S	S	S	S	S	S	SF	SF	SF	S	SF	S	S	SF
Leadership and entrepreneurship																	
Implement effective operations, financial, human resource, marketing, information, administrative and general management practices in working environment.	F	S	F	F	S	SF	S	S	S	SF	SF	SF	S	S	SF	S	SF
Apply contemporary theory to real-time issues faced in organizations.	S	S	SF	S	F	F	F	SF	SF	F	F	F	SF	SF	SF	SF	SF

PROGRAM SPECIFICATION

Upon completion of the program, students will be able to:

MNGT510	MNGT520	MNGT530	MNGT540	MNGT550	MNGT560	MNGT570	MNGT580	[MNGT590]	[FINA520]	[MNGT545]	[MNGT585]	MRKT510	ECON510	FINA510	MIFS510	PROJ 610 &
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KEY: **F** = Formative assessment **S** = Summative assessment **SF** = Formative AND Summative assessment