



**Bachelor of Business Administration
(Management)
2020-2021**

Awarding Institution	A'Sharqiyah University	
College / Centre	College of Business Administration	
Department	Management	
Program Title/Major	Management	
Final Award	Bachelor of Business Administration (Management)	
Mode of Study	Full time	
Language of Study	English and Arabic	
Benchmarks	AACSB and Requirements for Oman's System of Quality Assurance (ROSQA)	
Entry requirements	<p>A student</p> <ul style="list-style-type: none"> - should have successfully completed the courses of all subjects of the general education diploma or equivalent; - should achieve the standards set for the subjects of the General Foundation Program; - should have studied subjects which qualify him/her to be enrolled in programs in the College of Business Administration, namely: Applied Mathematics. - must be medically fit. 	
Minimum period of registration	Full Time: 4 Years	Part Time: 6
Maximum period of registration	Full Time: 8	Part Time: 10
Date specification produced	February 2010	
Date specification last reviewed	March 2018	



1. THE COLLEGE OF BUSINESS ADMINISTRATION

The College of Business Administration (COBA) welcomes you to the program. The College offers programs at undergraduate level and also offers opportunities for research. Areas of study include Management Information Systems, Accounting & Finance and Management.

This program specification is intended for all students taking the Business Administration degree and majoring in Management. You will find it a useful source of information at the start of the program but you should also keep it for reference purposes throughout your time here. For further information, please read the A' Sharqiyah University student guide booklet.

The College is staffed by a team of enthusiastic and caring professionals, both teaching and support staff, and we will work hard to make your educational experience a successful one. If you can match this by participating fully and giving your best, then we are sure that your time at the College of Business Administration will be an enjoyable and rewarding one.

2. PROGRAM OUTLINE

This program specification provides a concise summary of the main features and learning outcomes that a management student is expected to achieve and demonstrate if s/he takes advantage of achieving degree in management from the university. Details related to management diploma have been included within, specifically, the learning outcomes, program structure, learning methodology, assessment methods, career opportunities and student support available.

Special features of the management program include the opportunity to enhance career prospects by applying the management skills in work situations. The program focuses on the multi-disciplinary knowledge and understanding of Business Management and Marketing domains. Moreover, the program provides the necessary knowledge for graduates who wish to engage in further study for a Master's degree and possibly follow a career in academia.

3. PROGRAM AIM/S

The program has been designed to achieve four key aims. It is aimed at producing students who can:

- Frame business problems and be able to offer alternative solutions.
- Critically evaluate ideas; concepts; general and specialist information and data.
- Enter a business environment and possess the ability to function within it.
- Articulate ideas, views and prescriptions both in written and oral form.
- Analyze ethical conflicts and develop viable alternatives involving different stakeholders.

4. LEARNING OUTCOMES (Definitive)

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

	Learning Outcomes	Graduate Attributes
A. KNOWLEDGE AND UNDERSTANDING	<ul style="list-style-type: none"> • Understand fundamental business and management concepts, principles and techniques in a Marketing context; • Gain awareness of the major theoretical and practical aspects central to the various disciplines; 	1,3,4,5



	<ul style="list-style-type: none"> Understand the relationship between the various disciplines involved; Develop an understanding of the limitations of the body of knowledge with regard to business; 	
B. SUBJECT-SPECIFIC INTELLECTUAL SKILLS	<ul style="list-style-type: none"> Achieve competence in use of quantitative and qualitative research methods; Apply the current knowledge, skills, techniques and commercial awareness expected of a business professional; Plan and investigate research topics as a part of an empirical study; Develop the capacity for critical reasoning and analysis; Synthesize data/information and interpretation of findings; Apply the concepts; Identify and solve the problems; Discriminate between and evaluate the theories; Plan, conduct and report a piece of original research based on student work experience; 	1,3,5
C. PROFESSIONAL / PRACTICAL SKILLS	<ul style="list-style-type: none"> Communicate in a manner expected of a business professional; Develop a basic marketing plan for new product or service based on 4Ps of product, price, place & promotion. Appraise own needs for academic, personal and professional development and make recommendations (Personal Development Planning); 	2,5
D. GENERAL COMPETENCE	<ul style="list-style-type: none"> Communicate effectively both orally and in writing. Apply numerical and quantitative skills appropriate for business use. Develop the ability to work independently or as part of a team with effective interpersonal skills. Develop competence in the use of information technology. Plan for personal, educational and career development Develop leadership skills with the entrepreneurship expertise. 	2,3

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 5.5 below:

5.1 University Requirements: Total Credit hours 21

Course Code	Course Title	Pre-Requisites (P) Co-Requisites (C)	Credit hours
ARAB101	Arabic		3
ISLM101	Islamic Civilization		3
ENGL101	English Communication Skills		3
SOCI101	Sociology		3
ENGL102	English Communication Skills II		3
PHIL101	Introduction to Logic (Philosophy)		3
MNGT313	Entrepreneurship		3
TOTAL			21

5.2 College Requirements: Total Credit hours 45

Course Code	Course Title	Pre-Requisites (P) Co-Requisites (C)	Credit hours
MNGT102	Business Ethics		3
MNGT201	Principles of Management		3
ECON101	Principles of Microeconomics		3
ECON201	Principles of Macroeconomics	ECON101	3
ACCT101	Introduction to Financial Accounting		3
ACCT201	Introduction to Managerial Accounting	ACCT101	3
MATH105	Business Mathematics		3
STAT105	Business Research Methods		3
MRKT201	Principle of Marketing		3
FINA201	Principle of Finance	ACCT201	3
MNGT207	Introduction to Business Communications		3
MIFS307	Computer Applications for Business		3
BLAW450	Corporate & Business Law		3
TOTAL			39

5.3 Major Requirements (Core): Total Credit hours 30

Course Code	Course Title	Pre-Requisites (P) Co-Requisites (C)	Credit hours
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MNGT203	Retail Management	MNGT201	3
MNGT205	Project Management	MNGT201, ACCT101	3
MNGT206	Hospitality & Event Management	MNGT201, MRKT201	3
MNGT304	Human Resource Management	MRKT201	3
MRKT304	Marketing Management	MRKT201	3
MNGT307	Organizational Theory	MNGT201	3
MNGT301	Organizational Behavior	MNGT201	3
MNGT407	Small Business Management	MNGT201	3
MNGT310	Supply Chain Management	MNGT203	3
MNGT320	Strategic Management	MNGT207	3
FINA307	Financial Institutions & Markets	FINA201	3
MNGT415	Leadership in Organization	MNGT301	3
MNGT401	International Business	MNGT307	3
MNGT475/ MNGT470	Research Project* / Internship		3
TOTAL			42

5.4 Major Requirement (Electives) Total Credit hours 6

Choose Any two from the following:

Course Code	Course Title	Pre-Requisites (P) Co-Requisites (C)	Credit hours
MRKT310	Services Marketing	MRKT201	3
MNGT425	Managerial Decision Making		3
TOTAL			6

5.5 Business Requirement: Total Credit hours 21

Course Code	Course Title	Pre-Requisites (P) Co-Requisites (C)	Credit hours
FINA304	Management Investment Portfolio	FINA201	3
MIFS201	Fundamentals of Database	MIFS101	3
FINA310	Corporate Finance	FINA201	3
ACCT301	Intermediate Financial Accounting	ACCT201	3
MIFS320	Business Technologies		3
TOTAL			15

6. PROGRAM REFERENCE POINTS

This Program has been designed with reference to:

- The Association to Advance Collegiate Schools of Business (AACSB) Standards
- QAA benchmarks
- Sultan Qaboos University (SQU) made on the 28TH February 2010



- Oklahoma State University (OSU) made in February 2010

7. TEACHING AND LEARNING METHODS (indicative)

The program utilizes a mixture of learning methods that focus on and maximize the student 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
- A series of computer laboratory sessions that enhance student practical skills

In a lecture period, a member of the academic staff presents ideas or information to a body of students. In a seminar, ideas are discussed by a group of students and moderated by one or more members of staff. In a tutorial the students solve problems under the watch of a member of staff with whom they can also discuss information presented in a previous lecture.

8. ASSESSMENT METHODS (Indicative + Formative)

To reflect the program objectives and learning outcomes each taught course is usually assessed through a combination of various assessment techniques. These typically include group work and individual work, written reports, examinations, quizzes and essays. The main component of assessment is a written examination.

Recognizing that this program relies heavily on knowledge and practical skills, there is a significant emphasis on classroom based assignments. Assessment criteria for individual courses can be found in course descriptors included in this handbook as well as the individual module handbooks that will be made available during classes.

9. CAREER and STUDY OPPORTUNITIES

Graduates seek rich and diverse roles in a wide range of industries. Typical jobs for first-time employment include office administration, personnel administration, reception management, customer contact management, sales, marketing, business development, quality assurance, project management, analysts, and so on. Graduates can join the public, private or non-government sector in different job profiles as mentioned above or may opt for his/her own business as an entrepreneur.

10. STUDENT SUPPORT

Students attend an orientation program at the start of their studies. They are supported by a Course Coordinator and the Head of Department is also available to advise on program-related queries.

Academic advising is an essential element of the educational process. Students are assigned academic advisors who help them in selecting their course of study and in planning their schedules. Academic advisors also approve students' schedules each semester. The academic advisor assists students in obtaining a well-balanced education and in interpreting university policies and procedures, it is ultimately the students' individual responsible for selecting their courses, meeting course prerequisites, and adhering to university policies and procedures. Students may also consult faculty, department or program chairs, program coordinators, and deans.

Students have access to the University's library with a range of reading materials, online resources and study support.



The University's Student Affairs Office supports students in adjusting to university life and advises 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.

The Student Council is also an important source of support and guidance.

The University has a Student Fund which considers applications on a case by case basis.

PROGRAM SPECIFICATION

4. PROGRAM STRUCTURE DIAGRAM

Bachelor of Business Administration (BBA) in Management
Diploma in Management

YEAR 1		YEAR 2		YEAR 3		YEAR 4	
Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester
ACCT101 Introduction to Financial Accounting	ECON101 Principles of microeconomic s	FINA201 Principles of Finance Preq: ACCT201	MNGT206 Hospitality & Event Management (REQ MNGT201,	MNGT301 Organizational Behavior (REQ MNGT201) (MR)	MNGT310 Supply Chain Management (REQ MNGT203) (MR)	MRKT310 Services Marketing (REQ MRKT201) (ME)	MNGT415 Leadership in Organization (REQ MNGT301) (MR)
MRKT201 Principles of Marketing	MIFS307 Computer Applications for Business	MNGT203 Retail Management (REQ MNGT201)	MATH105 Bus Maths (CR)	MNGT407 Small Business Management (REQ MNGT201) (MR)	FINA310 Corporate Finance (REQ FINA201) (BE)	MIFS201 Fundamentals of Databases (REQ MIFS101) (BE)	SOCI101 Sociology (UR)
MNGT102 Business Ethics	ISLM101 Islamic Civilization	MNGT205 Project Management (REQ MNGT201, ACCT101) Preq: ACCT201	MNGT304 Human Resource Management (REQ MNGT201) (MR)	ARAB101 Arabic (UR)	ECON201 Principles of Macro Economics (REQ ECON101) (CR)	PHIL101 Introduction to Logic (UR)	MIFS320 E-Business Technologies (BE)
MNGT201 Principles of Management	MNGT207 Intro to Business Communication	ENGL102 English Communication Skills II	MRKT304 Marketing Management (REQ MRKT201) (MR)	FINA304 Mgmt Investment Portfolio (REQ FINA201)(BE)	MNGT320 Strategic Management (REQ MNGT207) (MR)	FINA307 Financial Institutions & Markets (REQ FINA201) (MR)	BLAW450 Corporate & Business Law (CR)
ENGL101 English Communication Skills	ACCT201 Introduction to Managerial Accounting Preq: ACCT101	MNGT313 Entrepreneurship	MNGT307 Organizational Theory (REQ MNGT201) (MR)	ACCT301 Intermediate Financial Accounting (REQ ACCT201) (BE)	STAT105 Business Research Methods (CR)	MNGT425 Managerial Decision Making (REQ.MNGT320) (ME)***	MNGT401 International Business (REQ MNGT307) (MR)
				* DIPLOMA AWARD * 66 credits	ACCT470 Summer Internship 3 credits		* BACHELOR AWARD * 123 credits

KEY  UNIVERSITY REQUIREMENT  COLLEGE REQUIREMENT  MAJOR REQUIREMENT

PROGRAM SPECIFICATION

11. MAPPING of ASSESSMENT of LEARNING OUTCOMES YEAR 1

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

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

REQUIRED COURSES:

	ACCT101	MRKT201	MNGT102	MNGT201	ENGL101	ECON101	MIFS307	ISLM101	MNGT207	ACCT201
KNOWLEDGE AND UNDERSTANDING										
Understand fundamental business and management concepts, principles and techniques in a Marketing context				FS						
Gain awareness of the major theoretical and practical aspects central to the various disciplines;										
Understand the relationship between the various disciplines involved										
Develop an understanding of the limitations of the body of knowledge with regard to business										
SUBJECT-SPECIFIC INTELLECTUAL SKILLS										
Achieve competence in use of quantitative and qualitative research methods;										
Apply the current knowledge, skills, techniques and commercial awareness expected of a business professional;										
Plan and investigate research topics as a part of an empirical study;										
Develop the capacity for critical reasoning and analysis;										
Synthesize data/information and interpretation of findings										
Apply the concepts;										
Identify and solve the problems;										
Discriminate between and evaluate the theories;										
Plan, conduct and report a piece of original research based on student work experience										
PROFESSIONAL / PRACTICAL SKILLS										

PROGRAM SPECIFICATION

REQUIRED COURSES:	ACCT101	MRKT201	MNGT102	MNGT201	ENGL101	ECON101	MIFS307	ISLM101	MNGT207	ACCT201
Upon completion of the program, students will be able to:										
Communicate in a manner expected of a business professional;										
Develop a basic marketing plan for new product or service based on 4Ps of product, price, place & promotion.										
Appraise own needs for academic, personal and professional development and make recommendations (Personal Development Planning)										
GENERAL COMPETENCE (INCLUDING FOR EMPLOYABILITY)										
Communicate effectively both orally and in writing.										
Apply numerical and quantitative skills appropriate for business use.										
Develop the ability to work independently or as part of a team with effective interpersonal skills.										
Develop competence in the use of information technology.										
Plan for personal, educational and career development										
Develop leadership skills with the entrepreneurship expertise.										

PROGRAM SPECIFICATION

12. MAPPING of ASSESSMENT of LEARNING OUTCOMES YEAR 2

KEY: **F** = Formative assessment **S** = Summative assessment **FS** = Formative AND Summative assessment

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

REQUIRED COURSES:

	FINA201	MNGT203	MNGT205	ENGL102	MNGT313	MNGT206	MATH105	MNGT304	MRKT304	MNGT307
KNOWLEDGE AND UNDERSTANDING										
Understand fundamental business and management concepts, principles and techniques in a Marketing context				FS	FS			FS		
Gain awareness of the major theoretical and practical aspects central to the various disciplines;									FS	FS
Understand the relationship between the various disciplines involved									FS	FS
Develop an understanding of the limitations of the body of knowledge with regard to business										
SUBJECT-SPECIFIC INTELLECTUAL SKILLS										
Achieve competence in use of quantitative and qualitative research methods;										
Apply the current knowledge, skills, techniques and commercial awareness expected of a business professional;										
Plan and investigate research topics as a part of an empirical study;									FS	FS
Develop the capacity for critical reasoning and analysis;				FS				FS		
Synthesize data/information and interpretation of findings				FS				FS		
Apply the concepts;										
Identify and solve the problems;									FS	FS
Discriminate between and evaluate the theories;										
PROFESSIONAL / PRACTICAL SKILLS										

PROGRAM SPECIFICATION

Upon completion of the program, students will be able to:	REQUIRED COURSES:	FINA201	MNGT203	MNGT205	ENGL102	MNGT313	MNGT206	MATH105	MNGT304	MRKT304	MNGT307
		Communicate in a manner expected of a business professional;									
Develop a basic marketing plan for new product or service based on 4Ps of product, price, place & promotion.					FS				FS		
Appraise own needs for academic, personal and professional development and make recommendations (Personal Development Planning)											
GENERAL COMPETENCE(INCLUDING FOR EMPLOYABILITY)											
Communicate effectively both orally and in writing.											
Apply numerical and quantitative skills appropriate for business use.											
Develop the ability to work independently or as part of a team with effective interpersonal skills.											
Develop competence in the use of information technology.											
Plan for personal, educational and career development											
Develop leadership skills with the entrepreneurship expertise.											

PROGRAM SPECIFICATION

12. MAPPING of ASSESSMENT of LEARNING OUTCOMES YEAR 3

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

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

REQUIRED COURSES:

	MNGT301	MNGT407	ARAB101	FINA304	ACCT301	MNGT310	FINA310	ECON201	MNGT320	STAT105
KNOWLEDGE AND UNDERSTANDING										
Understand fundamental business and management concepts, principles and techniques in a Marketing context										
Gain awareness of the major theoretical and practical aspects central to the various disciplines;			FS		FS	FS				
Understand the relationship between the various disciplines involved			FS		FS	FS				
Develop an understanding of the limitations of the body of knowledge with regard to business				FS						
SUBJECT-SPECIFIC INTELLECTUAL SKILLS										
Achieve competence in use of quantitative and qualitative research methods;										
Apply the current knowledge, skills, techniques and commercial awareness expected of a business professional;				FS						
Plan and investigate research topics as a part of an empirical study;			FS		FS	FS				
Develop the capacity for critical reasoning and analysis;										
Synthesize data/information and interpretation of findings										
Apply the concepts;				FS						
Identify and solve the problems;			FS		FS	FS				
Discriminate between and evaluate the theories;										
PROFESSIONAL / PRACTICAL SKILLS										

PROGRAM SPECIFICATION

Upon completion of the program, students will be able to:	REQUIRED COURSES:	MNGT301	MNGT407	ARAB101	FINA304	ACCT301	MNGT310	FINA310	ECON201	MNGT320	STAT105
Communicate in a manner expected of a business professional;		FS	FS		FS			FS			
Develop a basic marketing plan for new product or service based on 4Ps of product, price, place & promotion.			FS					FS			
Appraise own needs for academic, personal and professional development and make recommendations (Personal Development Planning)											
GENERAL COMPETENCE(INCLUDING FOR EMPLOYABILITY)											
Communicate effectively both orally and in writing.			FS					FS			
Apply numerical and quantitative skills appropriate for business use.			FS					FS			
Develop the ability to work independently or as part of a team with effective interpersonal skills.		FS	FS					FS			
Develop competence in the use of information technology.								FS			
Plan for personal, educational and career development								FS			
Develop leadership skills with the entrepreneurship expertise.					FS		FS	FS			

PROGRAM SPECIFICATION

12. MAPPING of ASSESSMENT of LEARNING OUTCOMES YEAR 4

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

Upon completion of the program, students will be able to:	REQUIRED COURSES:	MRKT310	MIFS201	PHIL101	FINA307	MNGT425	MNGT415	SOC1101	MIFS320	BLAW450	MNGT401
KNOWLEDGE AND UNDERSTANDING											
Understand fundamental business and management concepts, principles and techniques in a Marketing context		FS									
Gain awareness of the major theoretical and practical aspects central to the various disciplines;											
Understand the relationship between the various disciplines involved											
Develop an understanding of the limitations of the body of knowledge with regard to business											
SUBJECT-SPECIFIC INTELLECTUAL SKILLS											
Achieve competence in use of quantitative and qualitative research methods;		FS									
Apply the current knowledge, skills, techniques and commercial awareness expected of a business professional;											
Plan and investigate research topics as a part of an empirical study;											
Develop the capacity for critical reasoning and analysis;											
Synthesize data/information and interpretation of findings											
Apply the concepts;											
Identify and solve the problems;											
Discriminate between and evaluate the theories;											
PROFESSIONAL / PRACTICAL SKILLS											

PROGRAM SPECIFICATION

Upon completion of the program, students will be able to:	REQUIRED COURSES:									
	MRKT310	MIFS201	PHIL101	FINA307	MNGT425	MNGT415	SOC1101	MIFS320	BLAW450	MNGT401
Communicate in a manner expected of a business professional;		FS	FS							
Develop a basic marketing plan for new product or service based on 4Ps of product, price, place & promotion.		FS	FS							
Appraise own needs for academic, personal and professional development and make recommendations (Personal Development Planning)										
GENERAL COMPETENCE (INCLUDING FOR EMPLOYABILITY)										
Communicate effectively both orally and in writing.		FS	FS							
Apply numerical and quantitative skills appropriate for business use.		FS	FS							
Develop the ability to work independently or as part of a team with effective interpersonal skills.		FS	FS							
Develop competence in the use of information technology.		FS	FS							
Plan for personal, educational and career development		FS	FS							
Develop leadership skills with the entrepreneurship expertise.		FS	FS							