

PROGRAM SPECIFICATION

2021/2022

Diploma of Business Administration (Management) 2021/2022

Awarding Institution	A'Sharqiyah University	
College / Centre	College of Business Administration	
Department	Management	
Program Title/Major	Management	
Final Award	Diploma 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	A student <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: 2 Years	PART TIME: 3 Years
Maximum period of registration	FULL TIME: 4 Years	PART TIME: 5 Years
Date specification produced	February 2010	
Date specification last reviewed	July 2021	

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1. THE COLLEGE OF BUSINESS ADMINISTRATION

The College of Business Administration (COBA) welcomes you to the program. The College offers programmes 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 diploma 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 diploma 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.

The 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-dimensional knowledge and understanding of Business Management and Marketing domains. Moreover, the program provides the necessary knowledge to the students who wish to engage in further study for a Bachelors degree.

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.
- 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.

4. LEARNING OUTCOMES (Definitive)

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

Learning Outcomes		Graduate Attributes
<ul style="list-style-type: none"> • 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. • Understand the relationship between the various disciplines involved. • Develop an understanding of the limitations of the body of knowledge with 	1,3,4,5

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	regard to business.	
<ul style="list-style-type: none"> 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. Develop the capacity for critical reasoning and analysis. Apply the concepts. Identify and solve the problems; Discriminate between and evaluate the theories. 	3,5
<ul style="list-style-type: none"> PROFESSIONAL / PRACTICAL SKILLS 	<ul style="list-style-type: none"> Communicate in a manner expected of a business professional; Appraise own needs for academic, personal and professional development and make recommendations (Personal Development Planning) 	2,5
<ul style="list-style-type: none"> 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. 	3,2

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 I		3
SOCI101	Sociology		3
ENGL102	English Communication Skills II	ENGL101	3

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5.1 University Requirements: Total Credit hours 21

Course Code	Course Title	Pre-Requisites (P) Co-Requisites (C)	Credit hours
PHIL101	Introduction to Logic (Philosophy)		3
MNGT313	Entrepreneurship		3
TOTAL			21

5.2 University Elective: Total Credit hours 3

Course Code	Course Title	Pre-Requisites (P) Co-Requisites (C)	Credit hours
TOTAL			12

5.3 College Requirements: Total Credit hours 30

Course Code	Course Title	Pre-Requisites (P) Co-Requisites (C)	Credit hours
MNGT101	Introduction to Business		3
ECON101	Principles of Microeconomics		3
ECON201	Principles of Macroeconomics	ECON101	3
ACCT101	Introduction to Financial Accounting		3
MATH105	Business Mathematics		3
STAT105	Business Research Methods		3
ACCT201	Introduction to Managerial Accounting	ACCT101	3
MIFS101	Introduction to Management Information Systems		3
MRKT201	Principle of Marketing		3
FINA201	Principle of Finance	ACCT201	3
TOTAL			30

5.4 Program Requirements: Total Credit hours 15

Course Code	Course Title	Pre-Requisites (P) Co-Requisites (C)	Credit hours
MNGT201	Principles of Management	MNGT101	3
MNGT301	Organizational Behavior	MNGT201	3
MNGT304	Human Resource Management	MNGT201	3
MRKT304	Marketing Management	MRKT201	3
MNGT407	Small Business Management	MNGT201	3
TOTAL			15

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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)

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 advice 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 responsibility for

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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.

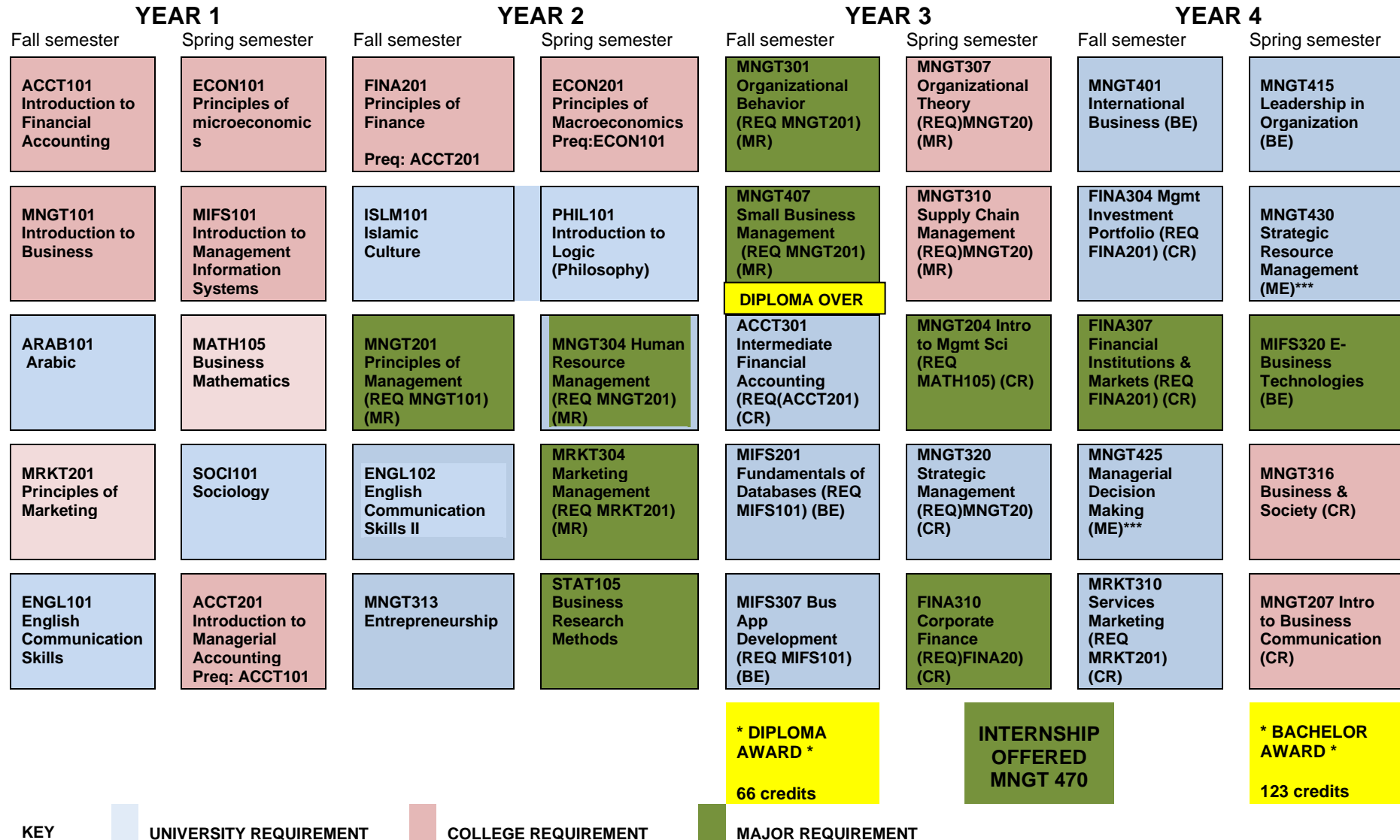
The Student Council is also an important source of support and guidance.

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

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4. PROGRAM STRUCTURE DIAGRAM

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



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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:

	ARAB101	ACCT101	ENGL101	MNGT101	MIFS101	ACCT201	MRKT201	SOCI101	MATH105	ECON101
KNOWLEDGE AND UNDERSTANDING										
Understand fundamental business and management concepts, principles and techniques in a Marketing context.				FS			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.										
Develop the capacity for critical reasoning and analysis.										
Apply the concepts.							FS			
Identify and solve the problems.										
Discriminate between and evaluate the theories.										
PROFESSIONAL / PRACTICAL SKILLS										
Communicate in a manner expected of a business professional.										
Appraise own needs for academic, personal and professional development and make recommendations (Personal Development Planning)										
GENERAL COMPETENCE (INCLUDING FOR EMPLOYABILITY)										

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Upon completion of the program, students will be able to:	REQUIRED COURSES:	ARAB101	ACCT101	ENGL101	MNGT101	MIFS101	ACCT201	MRKT201	SOCI101	MATH105	ECON101
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.											

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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:	PHIL101	ENGL102	FINA201	STAT105	MNGT201	ECON201	ISLM101	MRKT304	MNGT304	MNGT313
KNOWLEDGE AND UNDERSTANDING											
Understand fundamental business and management concepts, principles and techniques in a Marketing context.						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	
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.											
Develop the capacity for critical reasoning and analysis.										FS	
Apply the concepts.									FS		FS
Identify and solve the problems.											
Discriminate between and evaluate the theories.										FS	
PROFESSIONAL / PRACTICAL SKILLS											
Communicate in a manner expected of a business professional.											

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Upon completion of the program, students will be able to:	REQUIRED COURSES:	PHIL101	ENGL102	FINA201	STAT105	MNGT201	ECON201	ISLM101	MRKT304	MNGT304	MNGT313
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											

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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:	MNGT407	MNGT301
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.			
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.			
Develop the capacity for critical reasoning and analysis.			
Apply the concepts.			
Identify and solve the problems.			
Discriminate between and evaluate the theories.			FS
PROFESSIONAL / PRACTICAL SKILLS			
Communicate in a manner expected of a business professional.		FS	

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Upon completion of the program, students will be able to:	REQUIRED COURSES:	MNGT407	MNGT301
Appraise own needs for academic, personal and professional development and make recommendations (Personal Development Planning)		FS	
GENERAL COMPETENCE (INCLUDING FOR EMPLOYABILITY)			
Communicate effectively both orally and in writing.		FS	
Apply numerical and quantitative skills appropriate for business use.		FS	
Develop the ability to work independently or as part of a team with effective interpersonal skills.		FS	
Develop competence in the use of information technology.		FS	
Plan for personal, educational and career development		FS	