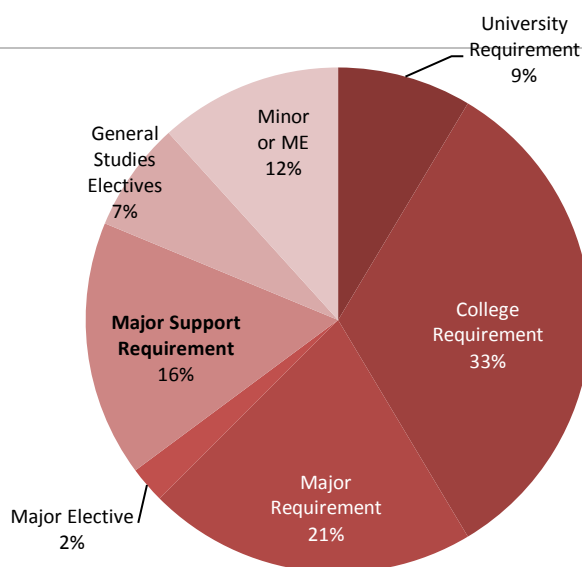


# B.Sc. in Marketing 2013

## Program components

Course Type	CRD
University Requirement (UR)	11
College Requirement (CR) (Including Business Electives <sup>1</sup> )	42
Major Requirement (MR)	27
Major Elective (ME) <sup>2</sup>	3
Major Support Requirement (MSR)	21
General Studies Electives (GSE) <sup>3</sup>	9
Minor Requirements (Minor) <sup>4</sup>	15
Or Single Track (ME) <sup>5</sup>	15
Training (Yes)	0
<b>Total Credit (CRD)</b>	<b>128</b>



<sup>1</sup> Business Elective Courses

Any two courses offered by the College of Business Administration in 300 or 400 levels, which are not included in the BSc Curriculum.

<sup>2</sup> Major Electives should be from 300 and 400 levels only, 3 credits from ME is compulsory for all students in this Major.

<sup>3</sup> General Studies Electives

Any three courses at 100, 200, 300, or 400 levels may be taken as General-Studies Elective. This excludes courses offered by the College of Business Administration. The following courses are also excluded: Stat 105, ITBIS 105, ENGL 101, 102, 125, 126, 154, 155, 191, 192, 219 and 242.

<sup>4</sup> A Student can register in Minor courses after completing 84 Credit.

<sup>5</sup> Students must register 15 Credits from Major Electives if they choose Single Track (No Minor). 499 (Graduation Project) is a compulsory course for those students.

**Teaching Language:** English

## Detailed Study Plan

### Year 1 - Semester 1

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
ACC 112	Financial Accounting I	3-0-3	CR	-----	No
ECON 140	Microeconomics	3-0-3	CR	-----	No
ENGL 145	English for Business I	3-0-3	MSR	-----	No
MATHS 103	Mathematics for Business Management I	3-0-3	MSR	-----	No
HRLC 107	Human Rights	2-0-2	UR	-----	No

### Year 1 - Semester 2

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
ACC 113	Financial Accounting II	3-0-3	CR	ACC 112	No
ARAB 110	Arabic Language Skills	3-0-3	UR	-----	No
ECON 141	Macroeconomics	3-0-3	CR	ECON 140	No
ENGL 146	English for Business II	3-0-3	MSR	ENGL 145	No
MGT 230	Organization and Management	3-0-3	CR	-----	No
MATHS 104	Mathematics for Business Management II	3-0-3	MSR	MATHS 103	No

### Year 2 - Semester 3

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
BIS 202	Computers and Business Information Systems	3-2-3	MSR	-----	No
HIST 122	Modern History of Bahrain and Citizenship	3-0-3	UR	-----	No
FIN 220	Financial Management I	3-0-3	CR	ACC 113	No
MGT 233	Organizational Behavior	3-0-3	CR	MGT 230	No
MKT 261	Marketing Management	3-0-3	CR	-----	Yes
QM 250	Introduction to Statistics	3-0-3	CR	MATHS 104	No

### Year 2 - Semester 4

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
FIN 221	Financial Markets and Institutions	3-0-3	CR	ECON 141 & FIN 220	No
ISLM 101	Islamic Culture	3-0-3	UR	-----	No
MKT 263	Promotion Management	3-0-3	MR	MKT 261	Yes
LAW 238	Commercial Law	3-0-3	MSR	-----	No
MKT 264	Intermediate Marketing	3-0-3	CR	MKT 261	Yes

### Year 3 - Semester 5

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
MKT 268	Personal Selling	3-0-3	MR	MKT 261	Yes
BUS 3/4XX	Business Elective 1 <sup>1</sup>	3-0-3	CR	-----	No
QM 350	Operations Research	3-0-3	CR	QM250	No
ENGL 341	Report Writing for Business	3-0-3	MSR	ENGL 146	No
GSE XXX	General Studies Elective <sup>3</sup>	3-0-3	GSE	-----	No
GSE XXX	General Studies Elective <sup>3</sup>	3-0-3	GSE	-----	No

### Year 3 - Semester 6

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
MKT 362	Marketing Research	3-0-3	MR	MKT 261 & QM250	Yes
MKT 367	Marketing Channels	3-0-3	MR	MKT 261	Yes
MKT 460	Electronic Commerce and Marketing	3-0-3	MR	MKT 261	Yes
MKT 461	Consumer Behavior	3-0-3	MR	MKT 261	Yes
BUS 3/4XX	Business Elective 2 <sup>1</sup>	3-0-3	CR	-----	No

### Year 4 - Semester 7

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
MKT 462	Retailing	3-0-3	MR	MKT 367	Yes
MKT 464	Strategic Marketing	3-0-3	MR	MKT 261 & completion of 90 Credit	Yes
MKT 465	Services Marketing	3-0-3	MR	MKT 261	Yes
MKT 3/4XX	Marketing Elective <sup>2</sup>	3-0-3	ME	-----	Yes
GSE XXX	General Studies Elective <sup>3</sup>	3-0-3	GSE	-----	No

### Year 4 - Semester 8

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
MKT 499 or Minor	Graduation Project in Marketing or Minor	3-0-3	ME Minor	Completion of 90 Credits Completion of 84 Credits	Yes No
Single Track /Minor	Major Elective <sup>2</sup> /Minor	3-0-3	ME Minor	As per list A /Completion of 84 Credits	Yes No
Single Track /Minor	Major Elective <sup>2</sup> /Minor	3-0-3	ME Minor	As per list A /Completion of 84 Credits	Yes No
Single Track /Minor	Major Elective <sup>2</sup> /Minor	3-0-3	ME Minor	As per list A /Completion of 84 Credits	Yes No
Single Track /Minor	Major Elective <sup>2</sup> /Minor	3-0-3	ME Minor	As per list A /Completion of 84 Credits	Yes No

#### Training

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
MKT 399	Internship for Marketing Students	0-0-0	MR-Training	Completion of 111 credits	Yes

## Single Track Courses

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
MKT 499	Graduation Project in Marketing or Minor	3-0-3	ME	Completion of 90 credits	Yes
MKT 3/4 XX	MKT Elective <sup>5</sup>	3-0-3	ME	As per List A	Yes
MKT 3/4 XX	MKT Elective <sup>5</sup>	3-0-3	ME	As per List A	Yes
MKT 3/4 XX	MKT Elective <sup>5</sup>	3-0-3	ME	As per List A	Yes
MKT 3/4 XX	MKT Elective <sup>5</sup>	3-0-3	ME	As per List A	Yes

## List A - Marketing Major Elective Courses

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
MKT 360	Export Marketing	3-0-3	ME	MKT 268	Yes
MKT 361	Marketing of Financial Services	3-0-3	ME	MKT 261	Yes
MKT 364	Advertising Management	3-0-3	ME	MKT 261	Yes
MKT 366	Product Management	3-0-3	ME	MKT 263	Yes
MKT 369	Sales Management	3-0-3	ME	MKT 264	Yes
MKT 370	Customer Relationship Marketing	3-0-3	ME	MKT 261	Yes
MKT 466	Marketing for Tourism and Hospitality	3-0-3	ME	MKT 261	Yes
MKT 468	Pricing Strategies	3-0-3	ME	MKT 261	Yes
MKT 469	Current Issues in Marketing	3-0-3	ME	MKT 264	Yes

## Minors

### List B – Minor Courses Minor in Accounting (15 Credits)

Course Code	Course Title	Course Hours	Course Type	Pre-Requisite	Minor GPA
ACC 211	Intermediate Accounting I	3-0-3	Minor	ACC 113	Yes
ACC 221	Cost Accounting	3-0-3	Minor	ACC 113	Yes
ACC 231	Auditing I	3-0-3	Minor	ACC 113	Yes
ACC 325	Managerial Accounting	3-0-3	Minor	ACC 221	Yes
ACC 451	Accounting Systems and Controls	3-0-3	Minor	ACC 211 & ACC 221	Yes

**Course Code:** ACC 211    **Course Title:** Intermediate Accounting I

The environment of financial accounting and the development of accounting standards; conceptual framework underlying financial accounting; review of accounting process; statement of income and retained earnings; balance sheet and statement of cash flows; cash; receivables; valuation of inventories; acquisition and disposal of property; plant and equipment; depreciation and depletion.

**Course Code:** ACC 221    **Course Title:** Cost Accounting

Cost terms and concepts; cost classification; job costing; process costing; standard costing; income effects of alternative product costing methods; cost allocation.

**Course Code:** ACC 231    **Course Title:** Auditing I

An overview of auditing; professional ethics; audit evidence and documentation; the study and evaluation of internal control; audit of cash; securities; receivables; inventories; fixed assets; current and long-term liabilities; proprietary accounts; income statement; the audit report.

**Course Code:** ACC 325    **Course Title:** Managerial Accounting

Introduction to cost behavior and cost-volume-profit relationships; relevant information and decision making; the master budget; flexible budgets and variances; management control system and responsibility accounting.

**Course Code:** ACC 451    **Course Title:** Accounting Systems and Controls

An analysis of systems and procedures; elements of the accounting system; design of books and forms; order procedures; sales procedures; cash receipts and disbursement procedures; accounts receivable procedures; accounts payable and payroll procedures; cost system and reports.

### Minor in Economics (15 Credits)

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Minor GPA
ECON 248	Money and Banking	3-0-3	Minor	ECON 141	Yes
ECON 340	Managerial Economics	3-0-3	Minor	ECON 140 & QM 250	Yes
ECON 341	Monetary Economics	3-0-3	Minor	ECON 141 & MATHS 104	Yes
ECON 440	International Economics	3-0-3	Minor	ECON 141	Yes
ECON 441	Econometrics	3-0-3	Minor	QM 350	Yes

**Course Code:** ECON 248

**Course Title:** Money and Banking

The role of money, credit, interest rates, foreign exchange rates, and commercial banks and other financial institutions. Determinants of the money supply including the monetary base and its multiplier. Monetary and income theory, and monetarist models. An examination of monetary policy including goals (price stability and full employment), targets and effectiveness.

**Course Code:** ECON 340

**Course Title:** Managerial Economics

The application of economic theory and methodology to decision-making problems faced by private and public institutions. How to combine the scarce economic resources of a business so that their resources are allocated in the most efficient manner to maximize the value of their enterprise, theory and estimation of demand, production and cost, market structure and pricing policies.

**Course Code:** ECON 341

**Course Title:** Monetary Economics

Topics in monetary theory and policy, including foundations of monetary theory; monetary policy effects; inflation; international monetary system; money and economic growth; government debt and deficits; savings and investment.

**Course Code:** ECON 440

**Course Title:** International Economics

Introduction to international economics, why nations trade, the sources of comparative advantage, the commercial policy and the institutional aspects of the world trading system, exchange rates, exchange rate systems' impact on money and banking, and it studies theories of balance of payments adjustments and foreign direct investments.

**Course Code:** ECON 441

**Course Title:** Econometrics

Basic econometric techniques, emphasizing the applications of least squares to cross section and time-series data. Covers mainly the simple and multiple linear regression model, the associated distribution theory and testing procedures; corrections for autocorrelation, heteroskedasticity, multi-collinearity; and other extensions such as simultaneous equations. Students also apply the techniques to a variety of data sets using PCs.

### Minor in Finance (15 Credits)

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Minor GPA
FIN 222	Risk Management and Insurance	3-0-3	Minor	FIN 220	Yes
FIN 320	Financial Management II	3-0-3	Minor	FIN 220	Yes
FIN 323	Commercial Banking	3-0-3	Minor	FIN 320	Yes
FIN 411	Islamic Financial Institutions	3-0-3	Minor	FIN 221	Yes
FIN 424	Investment Management	3-0-3	Minor	FIN 320	Yes

**Course Code:** FIN 222      **Course Title:** Risk Management & Insurance  
 Covers the basic concepts of risk management and types of insurance; application of probability theory; sources and uses of funds for insurance companies; profitability of the insurance companies; competition in the insurance industry; the impact of the new World Trade Agreements on the insurance business.

**Course Code:** FIN 320      **Course Title:** Financial Management II  
 Detailed analysis of capital budgeting under conditions of uncertainty: cost of capital, capital structure, dividend policy, long-term financing, capital markets, investment banking, common stocks, preferred stocks, debt instruments, leasing, convertibles, mergers and acquisitions, introduction to international finance, small company finance, and failure and reorganization.

**Course Code:** FIN 323      **Course Title:** Commercial Banking  
 Introduction to commercial banking, structure of banking system, internal organization of commercial banks, asset management, liability management, capital management, financial analysis of bank's statements, credit analysis and loan policies, various types of loans, trust services of commercial banks and international banking.

**Course Code:** FIN 411      **Course Title:** Islamic Financial Institutions  
 Principles of Islamic banking, alternatives of interest-free banking, application of alternative methods of investment, a comparative study with the conventional banking, current issues and future of Islamic banking. The structure of the industry, regulation of Islamic banks, accounting standards for Islamic banking, the role of Islamic banks in the development of an economy, and challenges facing Islamic banks.

**Course Code:** FIN 424      **Course Title:** Investment Management  
 Securities markets, sources of investment information, bond valuation, stock valuation, convertibles and warrants, investment strategies, portfolio theory and asset valuation, and market efficiency hypotheses.

### Minor in International Business (15 Credits)

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Minor GPA
ACC 410	International Accounting	3-0-3	Minor	ACC 211	Yes
ECON 440	International Economics	3-0-3	Minor	ECON 141	Yes
FIN 426	International Financial Management	3-0-3	Minor	FIN 320	Yes
MGT 439	International Business	3-0-3	Minor	MGT 230	Yes
MKT 463	International Marketing	3-0-3	Minor	MKT 261	Yes

**Course Code:** ACC 410      **Course Title:** International Accounting

The need for international accounting; international diversity in accounting; performance evaluation of multi-national operations; analysis of foreign financial statements; accounting for foreign currency transactions; accounting for inflation internationally; international accounting standards.

**Course Code:** ECON 440      **Course Title:** International Economics

Introduction to international economics, why nations trade, the sources of comparative advantage, the commercial policy and the institutional aspects of the world trading system, exchange rates, exchange rate systems' impact on money and banking, and it studies theories of balance of payments adjustments and foreign direct investments.

**Course Code:** FIN 426      **Course Title:** International Financial Management

This course covers issues related to both international financial markets and the financial operations of the firm within the international environment. Management of currency risk and political risk of multinational companies will be discussed. Evaluation of international projects and raising money in global markets along with optimal management of corporate funds internally in differential tax environment will be discussed.

**Course Code:** MGT 439      **Course Title:** International Business

Introduction to the environment of international business and to the operation of multinational firms; major topics include basic concepts of world trade and investment problems; nature of international business; economic theory and international business operations; management of primary activities in international firms; strategic and tactics for dealing with special problems and challenges arising in the global market.

**Course Code:** MKT 463      **Course Title:** International Marketing

Problems of distribution and marketing in foreign countries: foreign markets surveys; promotion by government and private agencies; structural organization; marketing channels; foreign operations; foreign licensing; selection of marketing policies; techniques and financial instruments of foreign trade.

### Minor in Management (15 Credits)

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Minor GPA
MGT 236	Production Management	3-0-3	Minor	MGT 230	Yes
MGT 239	Managing Small Business	3-0-3	Minor	MGT 230	Yes
MGT 430	Human Resources and Personnel Management	3-0-3	Minor	MGT 230	Yes
MGT 434	Strategic Management	3-0-3	Minor	MGT 230 & completion of 96 credits	Yes
MGT 437	Business Ethics	3-0-3	Minor	MGT 230	Yes

**Course Code:** MGT 236    **Course Title:** Production Management

Introduction to production and operations systems; system approach; business strategy; operations strategy; new products decision and design; supply chain management, total quality management; process decision and design; project planning and control; forecasting; inventory control.

**Course Code:** MGT 239    **Course Title:** Managing Small Business

Entrepreneurship and a new venture start-up process, small business management, skills, concepts, knowledge and attitudes relevant to creating and building a new business venture. Class discussion and presentation of entrepreneurial related case studies form an integral part of the course learning process.

**Course Code:** MGT 430    **Course Title:** Human Resources and Personnel Management

Introduction to personnel theories, policies and techniques; job description and analysis; recruitment and selection; personnel testing and interviewing; supervision and control; building employee incentives and motivation; compensation and salary administration; manpower planning and human resources development; performance appraisal; selected personnel applications using Gulf cases.

**Course Code:** MGT 434    **Course Title:** Strategic Management

Introduction to strategic planning covering key concepts and techniques, organizational mission, goals, objectives and scope of operations. Environmental scanning, strategy formulation and implementation with special reference to functional applications on marketing, personnel, finance and other areas.

**Course Code:** MGT 437    **Course Title:** Business Ethics

In depth analysis and foresight needed to overcome the complex ethical challenges; contemporary and controversial ethical issues facing the business community, moral reasoning, moral dilemmas, equity, justice and fairness, ethical standards and moral development.

## General Studies Elective Courses List

Course Code	Course Title	Course Hours			Course Type	Pre requisite
		Lec	Prac	CRD		
FREN 141	French I	3	0	3	GSE	-----
FREN 142	French II	3	0	3	GSE	FREN 141
CHL 101	Introduction to Chinese Language	3	0	3	GSE	-----
CHL 102	Basic Chinese Language	3	0	3	GSE	CHL 101
PHEDE 214	Principles of Educational Statistics	3	0	3	GSE	-----
EDTC 100	Teaching and Learning Technology	3	0	3	GSE	-----
EDPS 144	Psychology of Learning and Memory	3	0	3	GSE	-----
ART 133	Fundamentals of Music and Its Appreciation	3	0	3	GSE	-----
ART 141	Drawing and Painting	2	1	3	GSE	-----
ART 221	Traditional Music of Bahrain and Its Application	3	0	3	GSE	-----
EDAR 126	Playing on Piano and Org 1	3	0	3	GSE	-----
JAPN 101	Japanese Level I	3	0	3	GSE	-----
JAPN 102	Japanese Level II	3	0	3	GSE	JAPN 101
GERM 101	Introduction to German	3	0	3	GSE	-----
KL 101	Korean Language	3	0	3	GSE	-----
TL 101	Turkish Language	3	0	3	GSE	-----
ENGL 130	Introduction to Literature	3	0	3	GSE	-----
PSYC 103	Introduction to Psychology	3	0	3	GSE	-----
PSYC 120	Psychology of Marriage	3	0	3	GSE	-----
PSYC 211	Educational Psychology	3	0	3	GSE	-----
PSYC 281	Thinking Skills	3	0	3	GSE	PSYC 103 or EDPS 241
SOCIO 161	Introduction to Sociology	3	0	3	GSE	-----
SOCIO 181	Introduction to Anthropology	3	0	3	GSE	-----
SOCIO 191	Citizenship, Identity and Globalization	3	0	3	GSE	-----
SOCIO 224	Sociology of Health	3	0	3	GSE	-----
SOCIO 226	Sociology of Arabian Gulf	3	0	3	GSE	-----
HISTO 212	Contemporary History of The Arab World	3	0	3	GSE	-----
HISTO 281	Landmarks of Islamic Civilisation	3	0	3	GSE	-----
ARAB 141	Modern Arabic Lit.	3	0	3	GSE	-----

Course Code	Course Title	Course Hours			Course Type	Pre requisite
		Lec	Prac	CRD		
ARAB 242	Arabic Poetry In The Renaissance Period	3	0	3	GSE	-----
ISLM 114	Quranic Sciences	3	0	3	GSE	-----
ISLM 136	Biography of The Prophet	3	0	3	GSE	-----
ISLM 141	Introduction to Shari'A	3	0	3	GSE	-----
ISLM 252	Islamic Doctrine	3	0	3	GSE	-----
LAW 101	Introduction to Legal Studies	3	0	3	GSE	-----
LAW 102	History of Law	3	0	3	GSE	-----
LAW 106	Constitutional Law I	3	0	3	GSE	-----
GSE XXX	Other electives	X	X	3	GSE	Department Approval

## Course Description

**Course Code:** MKT 263    **Course Title:** Promotion Management

The meaning of promotion and its role in strategic planning in marketing; steps in promotion planning; market segmentation; promotion of the marketing mix; decision making by buyers; basic features of marketing communication; creation of great commercials; trade promotions and promotion media.

**Course Code:** MKT 268    **Course Title:** Personal Selling

Knowledge and skills necessary for performing personal selling activities needed for effective marketing of products, providing customer care and establishing long-term relationships with customers; role of personal selling within an integrated marketing system; types of personal selling requirements from effective personal selling; qualification and skills of salespeople; selling process and the role of personal selling in creating customer value and loyalty.

**Course Code:** MKT 399    **Course Title:** Internship for Marketing Students

Practical training for 8 weeks for students in the Associate Diploma in Marketing. Training can be taken after completing at least 111 credit hours.

**Course Code:** MKT 360    **Course Title:** Export Marketing

Practice and procedures of the export process; international logistics; role of international trade intermediaries and the development of the export marketing program particularly for small businesses; governmental assistance; packing and documentation.

**Course Code:** MKT 361    **Course Title:** Marketing of Financial Services

Concepts of marketing of financial services; issues of marketing in the banking industry in local and in international contexts. Theoretical and practical information and guidelines to help students apply the concepts of marketing of financial services.

**Course Code:** MKT 362    **Course Title:** Marketing Research

An introduction to marketing research procedures: definition of the marketing problem; scientific methods and marketing research; types of research methods; planning research sampling methods; development of forms for data collection; analysis of data; research report; follow-up.

**Course Code:** MKT 364    **Course Title:** Advertising Management

Origin and development of advertising; new media; effects of advertising; what does advertising mean? semiotics and ideology; concepts and methods; language and rhetoric of advertising.

**Course Code:** MKT 366    **Course Title:** Product Management

Decision making skills in marketing planning; product development; product; modification; product positioning and promotion; forecasting and budgeting.

**Course Code:** MKT 367    **Course Title:** Marketing Channels

.Nature and function of marketing channels; creating utility; facilitating exchange efficiencies; alleviating discrepancies; standing transaction; providing customer services; types of channel integration both vertical and horizontal; choice of distribution channels; organizational objectives and resources; market characteristic; buyer behaviour; product attributes and the behaviour of channel members.

**Course Code:** MKT 369    **Course Title:** Sales Management

Comprehensive survey of basic managerial approaches to planning; implementation; control of firm's sales staff; basic principles and methods of managing sales personnel.

**Course Code:** MKT 370    **Course Title:** Customer Relationship Marketing

The customer relationship marketing (CRM) and the customer-driven market-based practices that enable a business to attract, satisfy, understand the needs, desires and behaviour of its customers and retain them profitably.

**Course Code:** MKT 460    **Course Title:** Electronic Commerce and Marketing

Introduction to internet and its characteristics, the use of internet in commerce and marketing, designing a business web site, customer relationships management, quality of services offered, development of new products, pricing, strategic planning, the legal, social and ethical aspects of internet marketing, success and failure, future of interactive marketing.

**Course Code:** MKT 461    **Course Title:** Consumer Behavior

Concept of consumer behavior; factors influencing and shaping consumer behavior; steps involved in consumer buying decision; consumer behavior after buying product.

**Course Code:** MKT 462    **Course Title:** Retailing

Importance of retailing; changing trends in retailing; multiples; cooperatives; voluntary chains; superstores; role of sales force; importance of marketing research, retail audit and the influence of information technology.

**Course Code:** MKT 463    **Course Title:** International Marketing

Problems of distribution and marketing in foreign countries: foreign markets surveys; promotion by government and private agencies; structural organization; marketing channels; foreign operations; foreign licensing; selection of marketing policies; techniques and financial instruments of foreign trade.

**Course Code:** MKT 464    **Course Title:** Strategic Marketing

Understanding of marketing strategy planning process within firms; marketing management problems encountered by senior marketing managers; marketing opportunity assessment segmentation; competitive positioning and integration of product service, price, promotion, distribution.

**Course Code:** MKT 465    **Course Title:** Services Marketing

Some key issues of services marketing; ethical issues in services marketing; services marketing management; marketing planning for services; defining and measuring customer satisfaction; service quality and the application of the marketing mix to services marketing.

**Course Code:** MKT 468    **Course Title:** Pricing Strategies

Management approach to pricing goods and services; bargaining tactics; bidding strategies; pricing product lines for complex channels of distribution; life cycle and learning curve pricing; intrafirm transfer pricing.

**Course Code:** MKT 469    **Course Title:** Current Issues in Marketing

In-depth review and analysis of the most current issues in marketing. Examples: internet and electronic commerce in channels; strategic partnerships and distribution alliances; ethics in marketing with particular emphasis on promotion; computer applications and qualitative data analysis.

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**Course Code:** MKT 466    **Course Title:** Marketing for Tourism and Hospitality

To appreciate, develop, and manage marketing in the hospitality and travel industry sectors; introduce basic concepts and skills in tourism marketing and the differences between tourism and other industries; how marketing managers can position their products or destinations to capture customers.

**Course Code:** MKT 499    **Course Title:** Graduation Project in Marketing

The course aims to introduce students to the application of research skills in marketing in the form of a written project. Students will work under the supervision of the course instructor on one of the recent marketing issues and prepare a proposal of topic. The final written report should be submitted to the instructor and presented in the class at the end of the semester.

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## College Requirement Courses Descriptions

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**Course Code:** ACC 112      **Course Title:** Financial Accounting I

A survey of the accounting cycle; recording changes in financial position; ledger; journal; trial balance; income measurement; adjusting and closing entries; accounting for merchandising operations; special journals and subsidiary ledgers; accounting for cash; receivables; inventories; plant and equipment.

**Course Code:** ACC 113      **Course Title:** Financial Accounting II

Accounting for partnerships and corporations: capital stock; dividends and retained earnings; long term liabilities and investment; statement of changes in financial position; cash flows, analysis and interpretation of financial statements, manufacturing accounts.

**Course Code:** ECON 140      **Course Title:** Microeconomics

Introduction to economic concepts, the economic way of thinking, decision-making, the study of scarcity, opportunity cost, how prices are determined and why they change, factors determining cost and the nature of costs, and how firms, under different market conditions, make price and output decisions in short run and long run.

**Course Code:** ECON 141      **Course Title:** Macroeconomics

The study of the determination and systematic movement of broad aggregates such as total output, national economic growth, unemployment and inflation. How macroeconomic policies such as fiscal and monetary policies affect the economic aggregates. The measurement of macroeconomic variables, unemployment, determinants of real GDP and price level, fiscal policy, money, banking and monetary policy.

**Course Code:** FIN 220      **Course Title:** Financial Management I

Functions of finance, legal and tax environments, role of financial markets, compound interest and present value, theory of financial valuation, basics of capital budgeting, financial analysis and planning, working capital management, short-term financing.

**Course Code:** FIN 221      **Course Title:** Financial Markets and Institutions

Introductory analysis of financial intermediation: the flow of funds in the economy, determination of interest rates, money and capital markets, commercial banking, thrift institutions, savings banks, credit unions and money market funds, and many other financial intermediaries including brokers and dealers.

**Course Code:** MGT 230      **Course Title:** Organization and Management

Overview of management theories and practices; introduction to the study of organizational structures; management functions and processes within an action frame of reference; organization design, planning and control systems; leadership and employee motivation; decision-making models, the management of change.

**Course Code:** MGT 233      **Course Title:** Organizational Behavior

Human factors in management: organizational and personal goals; job satisfaction and productivity, contribution of the behavioral sciences to management functions and processes with special reference to employee motivation; management of change and organizational development.

**Course Code:** MKT 261      **Course Title:** Marketing Management

Elements of marketing management: the marketing system and the marketing environment; analysis of consumer and industrial markets; marketing research and marketing information systems; market segmentation. The marketing mix: product decisions, pricing decisions, distribution decisions and promotion decisions, international marketing in non-profit organizations.

**Course Code:** MKT 264      **Course Title:** Intermediate Marketing

Major issues in the marketing philosophy and orientation; managing the marketing mix; buyer-seller relationship; managerial implications of various decisions paradigms and models used in business marketing management.

**Course Code:** QM 250      **Course Title:** Introduction to Statistics  
Introduction to descriptive statistics; measures of central tendency; measures of variation; probability theory; probability distributions; discrete population probability distribution; binomial; poisson; normal and standard normal distributions; estimation; and confidence interval testing hypotheses, simple linear correlation and regression analysis.

**Course Code:** QM 350      **Course Title:** Operations Research  
Linear programming; sensitivity analysis; transportation and assignment models; network analysis; PERT/CPM techniques; decision analysis and simulation.

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## Major Support Courses Descriptions

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**Course Code:** ENGL 145      **Course Title:** English for Business I  
ENGL 145 is an English for Academic Purposes (EAP) program within the Business Administration discipline. Its focus is to develop students' reading and writing skills and build their business-related vocabulary.

**Course Code:** ENGL 146      **Course Title:** English for Business II  
This course emphasis on reading skills, vocabulary building, grammar, and writing in a business context. The course aims to improve and develop students' language skills to enable them to communicate effectively in various business contexts.

**Course Code:** ENGL 341      **Course Title:** Report Writing for Business  
English 341 offers a theoretical and practical experience of academic report writing within the discipline of Business Administration. It uses a step by step approach to develop students' skills in research (primary and secondary), analysis, writing and presentation.

**Course Code:** MATHS 103      **Course Title:** Mathematics for Business Management I  
This course covers: Review of Algebra. Fractions, Exponents, Fractional Algebraic operations, Factors, Linear Equations, Quadratic Equations. Straight Lines, Functions and their graphs, Logarithms and Exponentials, Arithmetic Progressions and simple Interest, Geometric Progressions and Compound Interest. Permutations and Combinations. The Binomial Theorem, Matrices, Multiplication of Matrices, the Inverse of a Matrix, Determinants.

**Course Code:** MATHS 104      **Course Title:** Mathematics for Business Management II  
This course covers: The Derivative: Limits, Continuity and Differentiability, Calculation of Derivatives, Optimization and Curve Sketching, More on Derivatives, Integration, Method of Substitution, Integration by Parts, Definite Integral, Areas under a Curve, Applications to Business and Economics.

**Course Code:** BIS 202      **Course Title:** Computers and Business Information Systems  
Provide the student with basic understanding of computers and information systems. Show how and why information technology is critical to solving information systems related problems. Introduce MS-Windows environment and Windows-based applications.

**Course Code:** LAW 238      **Course Title:** Commercial Law  
نطاق القانون التجاري ومصادره، نظرية الأعمال التجارية، أنواع الأعمال التجارية، نظرية التاجر، التزامات التاجر. العقود التجارية: البيع التجارية (القواعد العامة- بيع المزاد والتصفية والتقسيم، بيع، الإيجار، بيع الأوراق المالية)، عقود الوساطة التجارية (الوكالة التجارية، الوكالة بالعمولة، السمسرة، وكالات السفر والسياحة)، عقد النقل.

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## University Requirements Courses Descriptions

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**Course Code:** ARAB 110

**Course Title:** Arabic Language Skills

This course focuses on basic Arabic skills including form, function, and meaning. It also helps the student to appreciate and understand structures and approach them from a critical point of view, through various genres in literature.

**Course Code:** HIST 122

**Course Title:** Modern History of Bahrain and Citizenship

Spatial identity of Bahrain: Brief history of Bahrain until the 18th century; the historical roots of the formation of the national identity of Bahrain since the 18th century; the modern state and evolution of constitutional life in Bahrain; the Arabic and Islamic dimensions of the identity of Bahrain; the core values of Bahrain's society and citizenship rights (legal, political, civil and economic); duties; responsibilities and community participation; economic change and development in Bahrain; Bahrain's Gulf, Arab and international relations.

**Course Code:** HRLC 107

**Course Title:** Human Rights

This course deals with the principles of human rights in terms of the definition of human rights, scope, sources with a focus on the International Bill of Human Rights; The Charter of the United Nations; Universal Declaration of Human Rights; The International Covenant on Economics, Social and Culture rights; Convention against Torture and other Cruel, Inhuman or Degrading Treatment or Punishment; Mechanics and the Constitutional Protection of Rights and Public Freedoms in Kingdom of Bahrain.

**Course Code:** ISLM 101

**Course Title:** Islamic Culture

An introduction to the general outline and principles of Islamic culture, its general characteristics, its relationships with other cultures, general principles of Islam in beliefs, worship, legislation and ethics.