

Academic Programs Booklet

College of Business Administration

2025



Prepared By: VP For Academic Programs and Graduate Studies Office

College of Business Administration

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College of Business Administration

List of B.Sc. Programs

- 1- B.Sc. in Business Management
- 2- B.Sc. in Marketing
- 3- B.Sc. in Entrepreneurship**
- 4- B.Sc. in Business Analytics
- 5- B.Sc. in Accounting
- 6- B.Sc. in Finance
- 7- B.Sc. in International Business and Economics
- 8- B.Sc. in Islamic Banking

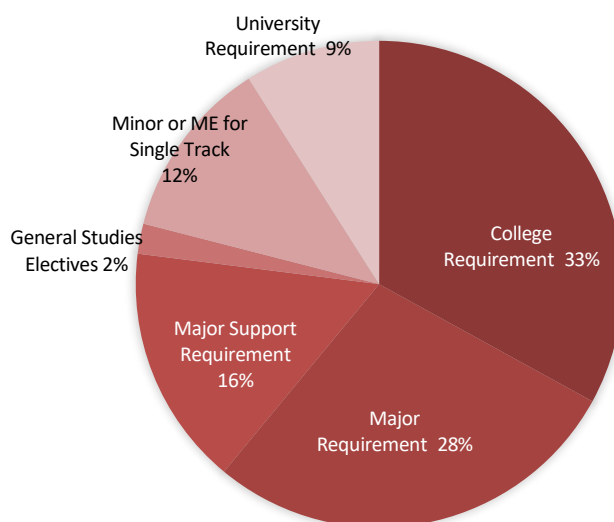
List of College Requirement Courses

Course Code	Course Title	Course Hours			Course Type	Pre requisite
		LEC	PRAC	CRD		
ACC112	Financial Accounting I	3	0	3	Study Course	None
ECON140	Microeconomics	3	0	3	Study Course	None
MGT230	Organization and Management	3	0	3	Study Course	None
ACC113	Financial Accounting II	3	0	3	Study Course	ACC112
ECON141	Macroeconomics	3	0	3	Study Course	ECON140
MGT233	Organizational Behavior	3	0	3	Study Course	MGT230
FIN220	Financial Management I	3	0	3	Study Course	ACC113
MKT250	Marketing Management I	3	0	3	Study Course	MGT230
QM250	Introduction to Statistics	3	0	3	Study Course	MATHS104
FIN221	Financial Markets and Institutions	3	0	3	Study Course	ECON141 & FIN220
MKT255	Marketing Management II	3	0	3	Study Course	MKT250
QM350	Operations Research	3	0	3	Study Course	QM250
SBF270	Islamic Banking and Finance	3	0	3	Study Course	ACC112
MGT437	Business Ethics	3	0	3	Study Course	MGT233

B.Sc. in Entrepreneurship 2025

Program Components

Course Type	CRD
University Requirement (UR)	11
College Requirement (CR)	42
Major Support Requirement (MSR)	21
Major Requirement (MR)	33
Single Track (ME) ¹	15
Or Minor Requirements (Minor) ²	3
General Studies Elective (GSE) ³	3
Training (Internship) Yes	3
Total Credit (CRD)	128



¹ Major Elective as per list (A).

² A Student can register in Minor courses after completing 66 Credits, in addition to achieving a minimum [C] grade in the minor's fundamental course, as per list (B).

Teaching Language: English

Detailed Study Plan

Year 1- Semester 1

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Major CGPA
		LEC	PRAC	CRD			
ACC112	Financial Accounting I	3	0	3	CR	None	No
ECON140	Microeconomics	3	0	3	CR	None	No
ENGL145	English for Business I	3	0	3	MSR	None	No
MATHS103	Mathematics for Business Management I	3	0	3	MSR	None	No
HRLC107	Human Rights	2	0	2	UR	None	No

Year 1- Semester 2

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Major CGPA
		LEC	PRAC	CRD			
ACC113	Financial Accounting II	3	0	3	CR	ACC112	No
ARAB110	Arabic Language Skills	3	0	3	UR	None	No
ECON141	Macroeconomics	3	0	3	CR	ECON140	No
ENGL146	English for Business II	3	0	3	MSR	ENGL145	No
MGT230	Organization and Management	3	0	3	CR	None	No
MATHS104	Mathematics for Business Management II	3	0	3	MSR	MATHS103	No

Year 2- Semester 3

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Major CGPA
		LEC	PRAC	CRD			
ITIS204	Fundamentals of IT	3	0	3	MSR	None	No
HIST122	Modern History of Bahrain and Citizenship	3	0	3	UR	None	No
FIN220	Financial Management I	3	0	3	CR	ACC113	No
MGT233	Organizational Behavior	3	0	3	CR	MGT230	No
MKT250	Marketing Management I	3	0	3	CR	MGT230	No
QM250	Introduction to Statistics	3	0	3	CR	MATHS104	No

Year 2- Semester 4

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Major CGPA
		LEC	PRAC	CRD			
FIN221	Financial Markets and Institutions	3	0	3	CR	ECON141 & FIN220	No
LAW238	Commercial Law	3	0	3	MSR	None	No
ISLM101	Islamic Culture	3	0	3	UR	None	No
ENTR301	Fundamentals of Entrepreneurship	3	0	3	MR	MGT230	Yes
MKT255	Marketing Management II	3	0	3	CR	MKT250	No
GSEXXX	General Studies Elective	3	0	3	GSE	None	No

Year 3- Semester 5

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Major CGPA
		LEC	PRAC	CRD			
ENTR402	Financing Entrepreneurship	3	0	3	MR	ENTR301	Yes
ENTR403	Entrepreneurial Strategies	3	0	3	MR	ENTR301	Yes
QM350	Operations Research	3	0	3	CR	QM250	No
Single Track or Minor	Major Elective or Minor*	3	0	3	ME/Minor	66 Credits	Yes
ENGL341	Report Writing for Business	3	0	3	MSR	ENGL146	No

** Major Elective as per list (A) / Minimum [C] grade in the minor's fundamental course, as per list (B).*

Year 3- Semester 6

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Major CGPA
		LEC	PRAC	CRD			
ENTR404	Contemporary Issues of Entrepreneurship	3	0	3	MR	ENTR301	Yes
ENTR405	New Venture Creation	3	0	3	MR	ENTR301	Yes
MKT461	Consumer Behavior	3	0	3	MR	MKT255	Yes
SBF270	Islamic Banking and Finance	3	0	3	CR	ACC112	No
Single Track or Minor	Major Elective or Minor*	3	0	3	ME/Minor	66 Credits	Yes

** Major Elective as per list (A) / Minimum [C] grade in the minor's fundamental course, as per list (B).*

Year 4- Semester 7

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Major CGPA
		LEC	PRAC	CRD			
MGT331	Project Management	3	0	3	MR	MGT230	Yes
ENTR450	Digital Entrepreneurship	3	0	3	MR	MGT230	Yes
MGT445	Creativity and Innovation Management	3	0	3	MR	MGT233	Yes
ENTR451	Leadership and Entrepreneurial Mindset	3	0	3	MR	ENTR301	Yes
Single Track or Minor	Major Elective or Minor*	3	0	3	ME/Minor	66 Credits	Yes

** Major Elective as per list (A) / Minimum [C] grade in the minor's fundamental course, as per list (B).*

Year 4- Semester 8

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Major CGPA
		LEC	PRAC	CRD			
ENTR495	Applied Research in Entrepreneurship	0	9	3	MR	107 credits & QM350	Yes
Single Track or Minor	Major Elective or Minor*	3	0	3	ME/Minor	66 Credits	Yes
Single Track or Minor	Major Elective or Minor*	3	0	3	ME/Minor	66 Credits	Yes
MGT437	Business Ethics	3	0	3	CR	MGT233	No

** Major Elective as per list (A) / Minimum [C] grade in the minor's fundamental course, as per list (B).*

Training Requirement

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Major CGPA
		LEC	PRAC	CRD			
ENTR496	Industrial Training	0	6	3	MR	107 credits	Yes

List A - Major Elective Courses

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Major CGPA
		LEC	PRAC	CRD			
ENTR470	Business Opportunity Recognition	3	0	3	ME	ENTR301	Yes
ENTR474	Social Entrepreneurship	3	0	3	ME	ENTR301	Yes
ENTR475	Franchising	3	0	3	ME	MKT255	Yes
ENTR476	Entrepreneurship and Sustainability	3	0	3	ME	ENTR301	Yes
ENTR477	Startup Sales	3	0	3	ME	ENTR301	Yes
ENTR478	International Entrepreneurship	3	0	3	ME	ENTR301	Yes
QM475	Data Analytics for Business Decisions	3	0	3	ME	MGT233 & QM350	Yes
MKT473	Entrepreneurial Marketing	3	0	3	ME	MKT255	Yes
ENTR497	Extended Industrial Training	0	12	6	ME	Department Approval	Yes

List B - Minor Fundamental Courses

Course Code	Course Title	Grade Minimum Required	Desired Minor
ACC113	Financial Accounting II	C	Minor in Accounting
QM350	Operations Research	C	Minor in Business Analytics
ECON141	Macroeconomics	C	Minor in Economics
MGT230	Organization and Management	C	Minor in Management
FIN220	Financial Management I	C	Minor in Finance
ECON141	Macroeconomics	C	Minor in International Business
SBF270	Islamic Banking and Finance	C	Minor in Islamic Finance
MKT255	Marketing Management II	C	Minor in Marketing

Minor Tracks

Minor in Accounting (15 Credits)

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Minor CGPA
		LEC	PRAC	CRD			
ACC211	Intermediate Accounting I	3	0	3	Minor	ACC113	Yes
ACC221	Cost Accounting	3	0	3	Minor	ACC113	Yes
ACC335	Auditing and Assurance Services	3	0	3	Minor	ACC113	Yes
ACC330	Managerial Accounting and Decision Making	3	0	3	Minor	ACC221	Yes
ACC444	Accounting Information System	3	0	3	Minor	ACC211 & ACC221	Yes

Minor in Economics (15 Credits)

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Minor CGPA
		LEC	PRAC	CRD			
ECON441	Econometrics	3	0	3	Minor	QM350	Yes
ECON340	Managerial Economics	3	0	3	Minor	QM250 & ECON140	Yes
ECON460	Digital Economy	3	0	3	Minor	ECON141	Yes
ECON449	Economic Forecasting	3	0	3	Minor	ECON441	Yes
ECON351	Environmental Economics & Sustainable Development	3	0	3	Minor	ECON141	Yes

Minor in Finance (15 Credits)

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Minor CGPA
		LEC	PRAC	CRD			
FIN320	Financial Management II	3	0	3	Minor	FIN 220	Yes
BANK323	Commercial Banking	3	0	3	Minor	FIN 221	Yes
ECON441	Econometrics	3	0	3	Minor	QM 350	Yes
FIN435	Portfolio Management and International Investment	3	0	3	Minor	ECON441	Yes
FIN330	Sustainable Finance	3	0	3	Minor	FIN320	Yes

Minor in International Business (15 Credits)

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Minor CGPA
		LEC	PRAC	CRD			
MGT439	International Business	3	0	3	Minor	FIN220	Yes
MKT463	International Marketing	3	0	3	Minor	MKT255	Yes
ECON460	Economic Practices in Business Strategy	3	0	3	Minor	ECON141	Yes
FIN426	International Financial Management	3	0	3	Minor	FIN221	Yes
ECON440	International Economics	3	0	3	Minor	ECON141	Yes

Minor in Marketing (15 Credits)

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Minor CGPA
		LEC	PRAC	CRD			
MKT461	Consumer Behavior	3	0	3	Minor	MKT255	Yes
MKT470	Digital Marketing	3	0	3	Minor	MKT255 & ITIS204	Yes
MKT362	Marketing Research	3	0	3	Minor	MKT250 & QM250	Yes
MKT463	International Marketing	3	0	3	Minor	MKT255	Yes
MKT465	Services Marketing	3	0	3	Minor	MKT255	Yes

Minor in Islamic Finance (15 Credits)

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Minor CGPA
		LEC	PRAC	CRD			
SBF 271	Islamic Law of Contracts	3	0	3	Minor	SBF270	Yes
SBF273	Islamic Commercial Jurisprudence I	3	0	3	Minor	SBF271	Yes
SBF370	Islamic Capital Markets	3	0	3	Minor	SBF271	Yes
SBF470	Islamic Accounting Standards	3	0	3	Minor	ACC113	Yes
SBF472	Islamic Insurance and Risk Management	3	0	3	Minor	SBF271	Yes

Minor in Management (15 Credits)

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Minor CGPA
		LEC	PRAC	CRD			
MGT365	Production and Operations Management	3	0	3	Minor	MGT230 & QM250	Yes
MGT239	Managing Small Businesses	3	0	3	Minor	MGT230	Yes
MGT450	Leadership in Modern Organizations	3	0	3	Minor	MGT233	Yes
MGT440	Human Resources Management	3	0	3	Minor	MGT233	Yes
MGT434	Strategic Management	3	0	3	Minor	MGT230 & 96 credits	Yes

Minor in Business Analytics (15 Credits)

Course Code	Course Title	Course Hours			Course Type (as shown in credit hours distribution)	Pre-Requisite: specify if there is grade for completion	Minor CGPA
		LEC	PRAC	CRD			
QM320	Programming for Business Analytics	2	2	3	Minor	ITIS204	Yes
QM353	Business Statistics	3	0	3	Minor	QM250	Yes
QM354	Data Visualization	2	2	3	Minor	QM350	Yes
QM455	Data Mining	2	2	3	Minor	QM250 & QM320	Yes
QM456	Business Intelligence	2	2	3	Minor	QM455	Yes

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
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	-----

Course Code	Course Title	Course Hours			Course Type	Pre requisite
		Lec	Prac	CRD		
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 I	3	0	3	GSE	-----
KL 102	Korean Language II	3	0	3	GSE	KL 101
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	-----
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	-----
PHYCS 181	Elementary Astronomy	2	3	3	GSE	-----
GSE XXX	Other electives	X	X	3	GSE	Department Approval

Course Description

Major Requirement Courses Descriptions

Course Code: ENTR301 **Course Title:** Fundamentals of Entrepreneurship

This course develops students' abilities to identify business opportunities, understanding the venture capital process and the "know-how" in building a successful startup team. This course focuses on the foundations of entrepreneurship by discussing the concepts of entrepreneurship; entrepreneurship ecosystem; role of entrepreneurs in the economy; challenges of entrepreneurs; and legal in an entrepreneurial environment.

Course Code: ENTR402 **Course Title:** Financing Entrepreneurship

This course focuses on the various funding options available for a business venture in different stages in a company's life and developing students' skills on business pitching and managing working capital. This course covers bootstrapping, crowd-funding, friends and family lending, bank loans, venture capital funding, angel investing, grants, crowdfunding and other sources of capital investment.

Course Code: ENTR403 **Course Title:** Entrepreneur Strategies

This course discusses managerial issues in an enterprise environment. The course aims to develop students' abilities to recommend solution to a problem, necessary skills in implementing the solution within the organization, the skills in cultivating intrapreneurship among enterprising employees in the organization as well as the "know-how" to construct the elements of an entrepreneurial ecosystem.

Course Code: ENTR404 **Course Title:** Contemporary Issues of Entrepreneurship

This course provides deep understanding of contemporary issues of entrepreneurship and new business creation. The course covers: Entrepreneurship Technology and Innovation where students look at emerging digital strategies for the design and delivery of products and services in the entrepreneurial domain; Social Entrepreneurship where students

learn different concepts of social innovation, social entrepreneurship and social impact; Sustainable Entrepreneurship in the context of Bahrain; Negotiation for Entrepreneurs where students are exposed to various negotiation strategies in entrepreneurial context.

Course Code: ENTR405 **Course Title:** New Venture Creation

This course provides practical experience on the process of developing a proper business plan for a start-up venture. This includes moving beyond the creative processes at the initiation 'ideas' stage, to the entrepreneurially distinct requirements in terms of sales and marketing, finance, human resources, operations management.

Course Code: MKT461 **Course Title:** Consumer Behavior

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: MGT331 **Course Title:** Project Management

Fundamental concepts, techniques, and tools for managing time, cost, and quality of projects; project life cycle; project selection, planning, budgeting, monitoring, control, and termination; hands-on computer sessions using project management software.

Course Code: MGT445 **Course Title:** Innovation and Creativity Management

Creativity and innovation in the new economy driven by change; creative thinking for leveraging corporate competencies; systems approach to creativity and innovation; creative attitude; managing creative professionals; creative process; group creativity; creative organization; managing creativity; managing for innovation; role of knowledge in creative thinking and strategy formulation.

Course Code: ENTR450 **Course Title:** Digital Entrepreneurship

This course provides a comprehensive introduction to the dynamic field of digital entrepreneurship. Students will explore the unique opportunities and challenges presented by the digital economy, learning how to identify, develop, and launch successful online ventures. The course covers topics such as digital business strategy, platform business models, disruptive innovation, digital transformation, and the impact of emerging technologies on entrepreneurship.

Course Code: ENTR451 **Course Title:** Leadership and Entrepreneurial Mindset

The course will explore essential leadership theories and their application in contemporary organizations. It covers topics such as transformational and ethical leadership, decision-making, team dynamics, and managing change in complex environments. Students will analyze case studies, engage in self-assessment activities, and develop practical skills for motivating teams, communicating effectively, and navigating leadership challenges in diverse workplaces. The course aims to equip students with adaptive strategies and a strong ethical foundation to lead confidently in today's evolving business landscape.

Course Code: ENTR 495 **Course Title:** Applied Research in Entrepreneurship

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

Course Code: ENTR 496 **Course Title:** Industrial Training

The course provides students with a hands-on, practical internship experience in relevant industry institutions over a two-month period. This course emphasizes the development of professional skills and workplace competencies. Students will participate in an Injaz session focused on crafting a professional CV, followed by an 8-week internship.

Major Elective Courses (Single Track)

Course Code: ENTR470 **Course Title:** Business Opportunity Recognition

This course helps students develop skills in opportunity recognition, a critical part of the entrepreneurial process. It involves three steps: creativity, innovation (refining the idea), and commercialization. Entrepreneurs start with an idea, often identifying a market gap. They then evaluate the opportunity, assessing market potential through intuition, a business plan, or an opportunity model. Finally, intellectual property protections, such as patents and trademarks, safeguard the idea.

Course Code: ENTR474 **Course Title:** Social Entrepreneurship

Social Entrepreneurship introduces students to the principles, theories, models, and practices needed to generate innovative solutions and transform societal challenges into impactful social enterprises. Through real-world examples and business cases, the course illustrates how entrepreneurs worldwide are driving change in their communities. Students will develop their entrepreneurial skillset by learning the fundamentals of structuring, financing, marketing, and scaling social ventures that address pressing global issues. Emphasizing creative problem-solving, ethical leadership, and sustainable business models, the course combines case studies, practical frameworks, and hands-on activities to prepare students to become effective social innovators.

Course Code: ENTR475 **Course Title:** Franchising

This course focuses on franchising as a pathway for entrepreneurial ventures. Students will analyze the franchise model from both the franchisor and franchisee perspectives, examining the opportunities and challenges of building and operating a franchise business. Topics include franchise agreement analysis, market assessment, brand management, and strategies for maximizing franchise performance.

Course Code: ENTR476 **Course Title:** Entrepreneurship and Sustainability

This course provides a comprehensive exploration of the intersection between entrepreneurship and sustainability. Students will learn how to develop innovative business models that not only drive economic growth but also address environmental and social challenges. Key topics include sustainable business practices, green technology, corporate social responsibility, and the principles of sustainable economies.

Course Code: ENTR477 **Course Title:** Startup Sales

Sales for Startups equips students with the fundamentals of how Sales works as a function and the discipline of responsibly growing revenue at a startup. Class sessions are 2 hours each - covering core topics such as getting your first sale, tracking sales metrics, and hiring a sales team. We'll also discuss tools and processes used by entrepreneurs today, by bringing in current startups founders to understand real-world decisions and paths taken. Sales for Startups will start the discussion at the early stages of a tiny startup stages and discuss how things evolve over time along a startup's accelerated growth plan.

Course Code: ENTR478 **Course Title:** International Entrepreneurship

This course provides a comprehensive understanding of international entrepreneurship, focusing on Small and Medium-Sized Enterprises (SMEs) operating in emerging markets. It explores key contexts, behaviors, and strategies for successful market entry and expansion in the global business landscape. Students will examine the role of economic environments in supporting firms' internationalization efforts and analyze emerging markets' unique challenges and opportunities.

Course Code: MKT473 **Course Title:** Entrepreneurial Marketing

This course explores the critical role of marketing in launching innovative businesses. It covers key entrepreneurial principles, including effectuation, business model development, and marketing strategy. Participants will learn to identify market opportunities, define target segments, and position their products for maximum value. The course also delves into adoption and diffusion strategies, competitive analysis, market research, customer development, and sales techniques. By the end, students will have the tools to develop a marketing and sales program tailored to startups' unique challenges that support sustainable business growth.

Course Code: QM475 **Course Title:** Data Analytics for Business Decisions

The course introduces students to the principles and techniques of data analytics and their application in business decision-making. Students will explore data collection, processing, and visualization methods, learning to use analytical tools to interpret data and inform business strategies. Emphasis is placed on real-world case studies, statistical analysis, and data-driven decision-making to enhance problem-solving skills. At the end of the course, students will be equipped with the ability to leverage data to make informed business decisions and drive organizational success.

Course Code: ENTR497 **Course Title:** Extended Industrial Training

This course provides students with a six-month full-time industrial training experience in a relevant financial institution, allowing them to apply theoretical knowledge and technical skills to real-world banking, investment, and risk management practices. Students will engage in structured work environments, navigating economic, ethical, regulatory, and sustainability constraints while gaining exposure to corporate governance and financial decision-making. The training culminates in a comprehensive written report detailing their work experience and an analytical report on assigned projects, demonstrating their ability to integrate financial theories with practical applications.

Minor in Accounting (15 Credits)

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: 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 427 **Course Title:** Seminar in Economics

The objective of this course is to provide an overview of major topics and recent developments in Economics. The course will cover classic papers and research that represent some of the most frontier developments in the field. The course will prepare students to develop potential research topics and present a research paper in Economics as well as the different techniques researchers use to approach answering those questions.

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: 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: BANK 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: BANK 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: 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: ACC 402 **Course Title:** International Accounting Issues

This course will be introduced to some intermediate accounting topics such as the conceptual framework of reporting, the accounting information systems, and financial statement related information. Also, students will be introduced to the need and scope of international accounting; international diversity in accounting and comparative accounting practices; the accounting values related to measurement and disclosure and their association with national societal values. Students will also be exposed to some analysis of foreign financial statements; IASB and international accounting standards.

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 Marketing (15 Credits)

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 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 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.

Minor in Islamic Finance (15 Credits)

Course Code: SBF271 **Course Title:** Islamic Law of Contracts

Money and property in Islamic Sharia, contract being the reason for property, contract divisions and effects, a comparative study of sale contracts, the legitimate and forbidden contracts, contract cancellation choices, types of companies, and law of contracts in common Law.

Course Code: SBF272 **Course Title:** Islamic Financial Services

Services provided by commercial banks and the alternatives provided by Islamic banks such as: credit cards, transfer of debt, letters of guarantee, letters of credit, documentary credit, and agency and loan.

Course Code: SBF273 **Course Title:** Islamic Commercial Jurisprudence I

Islamic financial contracts of sale (Albai'), Murabaha, Salam, Istisna', Sarf (money exchange), Sukuk (Islamic bonds), Iqala (cancellation), and Muzara'a; role of Islamic ethics in financial contracts; and comparison of Islamic financial contracts with Shari'a standards such as that of Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI).

Course Code: SBF469 **Course Title:** Riba and Forbidden Sales

Definitions, types, causes of prohibition, socio-economic consequences, and the negative impact of Riba (usury) and other prohibited sale contracts in Islam compared to interest-based economic systems.

Course Code: SBF472 **Course Title:** Islamic Insurance and Risk Management

Conventional insurance and re-insurance; Islamic insurance and re-insurance (Takaful) concept, principles, types, operational modes, applications, market structure, undertakings, constraints, opportunities, subscription, claims management, surplus distribution, risk management, and actuarial concepts and practices.

Minor in Management (15 Credits)

Course Code: MGT365 **Course Title:** Production and Operations 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: MGT239 **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: MGT450 **Course Title:** Leadership in Modern Organizations

The course will explore essential leadership theories and their application in contemporary organizations. It covers topics such as transformational and ethical leadership, decision-making, team dynamics, and managing change in complex environments. Students will analyze case studies, engage in self-assessment activities, and develop practical skills for motivating teams, communicating effectively, and navigating leadership challenges in diverse workplaces. The course aims to equip students with adaptive strategies and a strong ethical foundation to lead confidently in today's evolving business landscape.

Course Code: MGT440 **Course Title:** Human Resources 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: MGT434 **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.

Minor in Business Analytics (15 Credits)

Course Code: QM353 **Course Title:** Business Statistics

Review of probability concepts; Probability functions and distributions; Statistical estimation; Tests of significance; Hypothesis tests of population means, proportions and variances; Analysis of variance; multiple linear regression analysis; Time series analysis and forecasting.

Course Code: QM354 **Course Title:** Data Visualization

Introduction to data visualization; Data for data graphics; Tableau introduction Design principles; Categorical, time series, and statistical data graphics; Storytelling; Multivariate displays, Geospatial displays, Dashboards, interactive and animated Displays; Project presentations

Course Code: QM455 **Course Title:** Data Mining

Advanced data analysis techniques; nature and purpose of Data Mining (DM); the relationship between DM and data warehousing; design issues related to DM tools; data processing techniques; classification and predictions; clustering; DM applications.

Course Code: QM456 **Course Title:** Business Intelligence

Business Intelligence (BI) components; BI technologies; data gathering; storing; accessing and analysis; BI application to the organization; data quality and validity; data privacy and security; data warehousing; analytical reporting; data visualization; ethical and legal issues.

Course Code: QM457

Course Title: Big Data Applications and Analytics

Big data systems and data analysis; the emerging technologies; software and tools; the current and the future role of big data; role of the cloud in big data; information management and analytics in organizations; deployment and maintenance of these technologies; evaluation of the deployment.

College Requirement (CR) Courses Descriptions

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: 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, morale reasoning, moral dilemmas, equity, justice and fairness, ethical standards and moral development.

Course Code: MKT 250 **Course Title:** Marketing Management I

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 255 **Course Title:** Marketing Management II

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.

Course Code: SBF 270 **Course Title:** Islamic Banking and Finance

Principles of Islamic banking, alternatives of interest-free banking; application of alternative methods of investment; a comparative study of conventional banking; current issues and future of Islamic banking; structure of the industry; regulation of Islamic banks; accounting standards for Islamic banking; role of Islamic banks in the development of an economy and challenges facing Islamic banks.

Major Support Courses Descriptions

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: ITIS204

Course Title: Fundamentals of IT

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

This course introduces the scope and different sources of commercial law, the types of business structures, the merchant's theory and commercial transactions theory, and the trader's obligations. Including commercial contracts such as, contracts of sale, sale of securities, rent, instalments and liquidation. In addition to other commercial contracts such as, commercial agency, commission agency, brokerage, travel and tourism agencies, and contracts of carriage.

University Requirements Courses Descriptions

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 Principles

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.
