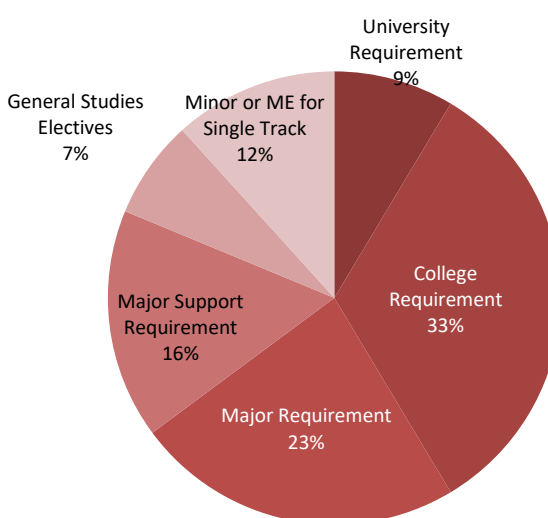


B.Sc. in Marketing 2020

Program Components

Course Type	CRD
University Requirement (UR)	11
College Requirement (CR)	42
Major Requirement (MR)	30
Major Support Requirement (MSR)	21
General Studies Electives (GSE) ¹	9
Minor Requirements (Minor) ² or Single Track (ME)	15
Total Credit (CRD)	128
MR- Training (Yes)	3



¹ 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.

² A Student can register in Minor courses after completing 84 Credit.

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 & FIN220	No
ISLM 101	Islamic Culture	3-0-3	UR	-----	No
LAW 238	Commercial Law	3-0-3	MSR	-----	No
MKT 264	Intermediate Marketing	3-0-3	CR	MKT 261	Yes
MGT 437	Business Ethics	3-0-3	CR	MGT 233	No
GSE XXX	General Studies Elective	3-0-3	GSE	-----	No

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
MKT 263	Promotion Management	3-0-3	MR	MKT 261	Yes
MKT 362	Marketing Research	3-0-3	MR	MKT 261 & QM250	Yes
QM 350	Operations Research	3-0-3	CR	QM 250	No
ENGL 341	Report Writing for Business	3-0-3	MSR	ENGL 146	No

Year 3 - Semester 6

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
MKT 367	Marketing Channels	3-0-3	MR	MKT 261	Yes
MKT 460	Electronic Commerce and Marketing	3-0-3	MR	MKT 264	Yes
MKT 461	Consumer Behavior	3-0-3	MR	MKT 264	Yes
SBF 270	Islamic Banking and Finance	3-0-3	CR	FIN 220	No
GSE XXX	General Studies Elective	3-0-3	GSE	-----	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 264	Yes
Single Track or Minor	Major Elective or Minor	3-0-3	ME Minor	As per list A /Completion of 84 Credits	Yes No
GSE XXX	General Studies Elective	3-0-3	GSE	-----	No

Year 4 - Semester 8

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Major GPA
MKT 498	Internship and Graduation Project	3-0-3	MR	Completion of 111 credits	Yes
Single Track or Minor	Major Elective or Minor	3-0-3	ME Minor	As per list A /Completion of 84 Credits	Yes No
Single Track or Minor	Major Elective or Minor	3-0-3	ME Minor	As per list A /Completion of 84 Credits	Yes No
Single Track or Minor	Major Elective or Minor	3-0-3	ME Minor	As per list A /Completion of 84 Credits	Yes No
Single Track or Minor	Major Elective or Minor	3-0-3	ME Minor	As per list A /Completion of 84 Credits	Yes No

List A - 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 463	International Marketing	3-0-3	ME	MKT 261	Yes
MKT 466	Marketing for Tourism and Hospitality	3-0-3	ME	MKT 264	Yes
MKT 468	Pricing Strategies	3-0-3	ME	MKT 264	Yes
MKT 469	Current Issues in Marketing	3-0-3	ME	MKT 264 and 90 credit hours	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

Minor in Economics (15 Credits)

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Minor GPA
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 427	Seminar in Economics	3-0-3	Minor	ECON 141 & FIN 221	Yes
ECON 440	International Economics	3-0-3	Minor	ECON 141 & FIN 221	Yes
ECON 441	Econometrics	3-0-3	Minor	QM 350	Yes

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
BANK 323	Commercial Banking	3-0-3	Minor	FIN 221	Yes
BANK 411	Islamic Financial Institutions	3-0-3	Minor	FIN 221	Yes
FIN 424	Investment Management	3-0-3	Minor	FIN 320	Yes

Minor in International Business (15 Credits)

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Minor GPA
ECON 440	International Economics	3-0-3	Minor	ECON 141 & FIN 221	Yes
FIN 426	International Financial Management	3-0-3	Minor	FIN 221	Yes
MGT 439	International Business	3-0-3	Minor	MGT 233	Yes
ACC 402	International Accounting Issues	3-0-3	Minor	ACC 113	Yes
MKT 463	International Marketing	3-0-3	Minor	MKT 261	Yes

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 340	Supply Chain Management	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

Minor in Islamic Finance (15 Credits)

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Minor GPA
SBF271	Islamic Law of Contracts	3-0-3	Minor	SBF270	Yes
SBF272	Islamic Financial Services	3-0-3	Minor	SBF271	Yes
SBF369	Islamic Commercial Jurisprudence I	3-0-3	Minor	SBF271	Yes
SBF469	Riba and Forbidden Sales	3-0-3	Minor	SBF271	Yes
SBF472	Islamic Insurance and Risk Management	3-0-3	Minor	SBF271	Yes

Minor in Entrepreneurship (15 Credits)

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Minor GPA
ENTR401	Introduction to Entrepreneurship	3-0-3	Minor	MGT230	Yes
ENTR402	Financing Entrepreneurship	3-0-3	Minor	ENTR401	Yes
ENTR403	Entrepreneurial Strategies	3-0-3	Minor	ENTR401	Yes
ENTR404	Contemporary Issues of Entrepreneurship	3-0-3	Minor	ENTR401	Yes
ENTR405	New Venture Creation	3-0-3	Minor	ENTR401	Yes

Minor in Business Analytics (15 Credits)

Course Code	Course Title	Course Hours	Course Type	Pre requisite	Minor GPA
QM353	Business Statistics	3-0-3	Minor	QM350	Yes
QM354	Data Visualization	3-0-3	Minor	QM250	Yes
QM455	Data Mining	3-2-3	Minor	BIS202, QM250	Yes
QM456	Business Intelligence	3-2-3	Minor	QM455	Yes
QM457	Big Data Applications and Analytics	3-2-3	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	-----
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	-----

Course Code	Course Title	Course Hours			Course Type	Pre requisite
		Lec	Prac	CRD		
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

Major Requirement Courses Descriptions

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 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 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 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 498 **Course Title:** Internship and Graduation Project in Marketing

The course offers students the opportunity to participate in real-life work experience in the Marketing field. Students will be responsible for their own placement in an internship approved by the course instructor. Students will work under the supervision of the course instructor and the guidance of the trainer on a topic relevant to the Marketing field. The final written report should include the final project, the internship performance review, the attendance sheet, Trainer evaluation form and the updated CV.

Elective Courses (Single Track)

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 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 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 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 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.

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.

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 Management (15 Credits)

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 340 **Course Title:** Supply Chain Management

An overview of supply chain management (SCM); purchasing and e-procurement; managing supplier relationship; demand forecasting; capacity planning and inventory management; enterprise resource planning, transportation and distribution; customer relationship management; e-supply chain process integration, and recent issues in SCM.

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.

Minor in Islamic Finance (15 Credits)

Course Code: SBF 271 **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: SBF 272 **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: SBF 369 **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: SBF 469 **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: SBF 472 **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 Entrepreneurship (15 Credits)

Course Code: ENTR 401 **Course Title:** Introduction to 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: ENTR 402 **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: ENTR 403 **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 in 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.

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 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.

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: 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: البيوع التجارية (القواعد العامة- بيوع المزداد والتصفية والتقسيم، بيع، الإيجار، بيع الأوراق المالية)، عقود الوساطة التجارية (الوكالة التجارية، الوكالة بالعمولة، السمسرة، وكالات السفر والسياحة)، عقد النقل.

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

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.