

The Bachelor of Business program at the Australian College of Kuwait (ACK) is delivered under the auspices of the University of Tasmania in Australia, endorsed by the Private Universities Council of Kuwait and is recognised in many countries around the world.

## COURSE OBJECTIVES

The course is designed to produce well educated and adaptable graduates with a broad range of management skills to meet the existing and future needs, demands of business and related professions. The course specifically prepares students for management and/or marketing careers.

## ADMISSION and PREREQUISITES

Students must have a two-year Diploma of Management or Marketing from the Australian College of Kuwait with a GPA of 2.67 or higher. Students who have gained equivalent qualifications from other institutions are also welcome to apply. Applicants must also have undertaken and passed the unit *BEA109 Introduction to Quantitative Methods*, which is one of the program units, before acceptance into the course. Students with either diploma who have obtained a pass in BEA109, with a GPA of at least 2.4 but less than 2.67, may be accepted into the degree program with a *conditional enrolment*: this requires a student to successfully complete the first three scheduled units of their program to continue in the course.

Students must have English equivalent to IELTS 6 with no band less than 5.5 or completion of a two-year diploma delivered entirely in English.

## BACHELOR OF BUSINESS SUBJECTS

### Management Major

BEA109	<b>Introduction to Quantitative Methods</b> Compulsory pre-requisite unit successfully completed prior to the degree
BEA111	<b>Principles of Economics 1</b>
BEA140	<b>Quantitative Methods</b>
BEA325	<b>Prices and Profits</b>
BFA141*	<b>Commercial Transactions</b>
BFA241*	<b>Corporate Regulation and Accountability</b>
BFA281	<b>Financial Management</b>
BMA201	<b>Organisational Behaviour</b>
BMA205	<b>Business Research Methods</b>
BMA211	<b>Business Communication</b>
BMA255	<b>Marketing Communications</b>
BMA258	<b>Services Marketing</b>
BMA302	<b>Strategic Management</b>
BMA208	<b>Electronic Marketing</b>
BMA251	<b>Principles of Marketing</b>
BMA391	<b>Managerial Social Responsibility</b>

### Marketing Major

BEA109	<b>Introduction to Quantitative Methods</b> Compulsory pre-requisite unit successfully completed prior to the degree
BEA111	<b>Principles of Economics 1</b>
BEA140	<b>Quantitative Methods</b>
BEA325	<b>Prices and Profits</b>
BFA141*	<b>Commercial Transactions</b>
BFA281	<b>Financial Management</b>
BMA201	<b>Organisational Behaviour</b>
BMA205	<b>Business Research Methods</b>
BMA255	<b>Marketing Communications</b>
BMA258	<b>Services Marketing</b>
BMA302	<b>Strategic Management</b>
BMA208	<b>Electronic Marketing</b>
BMA391	<b>Managerial Social Responsibility</b>
BMA252	<b>Consumer Behavior</b>
BMA351	<b>Marketing Management</b>
BMA382	<b>International Marketing</b>

Note: Units marked with an asterisk \* are based on Australian law. ACK, in conjunction with UTAS, reserves the right to change units of study within university programs

## ARTICULATION/CREDIT

Applicants wishing to obtain credit for study undertaken in another faculty (or subject area) and/or at an Australian or overseas tertiary institution may apply for credit towards their course at ACK.

## AWARD

This is an Australian accredited course and, on successful completion of all requirements, a student will be awarded the degree with the title (nomenclature) Bachelor of Business.

## FEES

Fees for the Bachelor of Business are KD650 per unit as per the ACK Fee Payment Schedule. An Amenities Fee of KD70 must be paid each semester. Please note that ACK reserves the right to increase fees for future academic years.

## HOW TO APPLY

Student Admissions

West Mishref - Mubarak Al-Abdulla Al-Jaber Area - Block 5 - Al-Aqsa Mosque Street - Building 1

Telephone: 2537 6111 ext: 4018