

Management Department

Bachelor of Business (Management) – BMGS20

Curriculum Document

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Curriculum approved by:

ACK College Curriculum Committee

Foreword

In this document, a curriculum for a revised degree entitled: “Bachelor of Business (Management)” is proposed and explained. This degree is designed to be offered by the Management Department of the School of Business at the Australian College of Kuwait – ACK.

The bachelor degree is a 20-units program of 60 Credit Hours (CH) including two elective units. These 60 Credit Hours are distributed among the four academic semesters, 15 CH each.

PROGRAM STUDENTS LEARNING OUTCOMES

GENERAL BUSINESS LEARNING OUTCOMES

For the Bachelor of Business (Management) graduates will have the ability to:

- a. **Demonstrate** an understanding of the importance of ethics and the legal environment of contemporary business.
- b. **Explain** the major concepts in the functional areas of accounting.
- c. **Use** quantitative skills to facilitate management decision making and problem-solving.
- d. **Evaluate** a number of theories that explain human behavior.
- e. **Evaluate** the economic environments of business.
- f. **Demonstrate** an understanding of basic concepts, principles, and theories of management.
- g. **Analyze** the key concepts and tools of marketing and their respective roles in business.
- h. **Describe** the role of information technology and information systems in business.
- i. **Apply** knowledge of business concepts and functions in a strategic manner.
- j. **Develop** and **apply** academic knowledge in a professional setting.
- k. **Obtain** through electives in-depth knowledge and understanding in more specific related areas.

TECHNICAL LEARNING OUTCOMES FOR MANAGEMENT

1. **Discuss** the importance of the global business environment and its interconnection with core management processes, systems, and structures.
2. **Demonstrate** an understanding of human resource management and its impact on organizational culture, change, and diversity.
3. **Identify, compare** and **contrast** the main theories, methods and techniques of organizational change management.
4. **Contribute** to an organization's success through increasing the effectiveness of its workforce.
5. **Recognize** the dimensions of the entrepreneurial behaviors of innovation, creativity, and risk-taking.
6. **Know** the principles of quality management and peculiarities of their implementation.
7. **Identify** and **evaluate** the role of operations management in the overall business strategy of the organization.
8. **Explain** and **apply** methods of valuing companies, using discounted cash flow models and other commonly used methods.
9. **Review** various options for the marketing and management of product and service innovation using both theoretical and practical approaches.

Units Distribution

Semester 1

Unit Code	Unit Name	Pre-requisite	Credits	Delivery	
				Lec.	Lab.
20SMGB310	Management Information System	N/A	3	3	0
20SMGB311	Accounting for Decision Making	N/A	3	3	0
20SMGB312	Management Principles II	N/A	3	3	0
20SMRB313	Marketing Principles II	N/A	3	3	0
-	Elective	N/A	3	3	0

Semester 2

Unit Code	Unit Name	Pre-requisite	Credits	Delivery	
				Lec.	Lab.
20SMGB320	Economics II	20SMGB311	3	3	0
20SHRB321	Organizational Behavior	20SMGB312	3	3	0
20SMGB322	Contract Law	N/A	3	3	0
20SMRB323	HR in Organizations	20SMGB312	3	3	0
20SMGB324	Statistics for Business	20SMGB310	3	3	0

Semester 3

Unit Code	Unit Name	Pre-requisite	Credits	Delivery	
				Lec.	Lab.
20SMRB410	Business Finance	20SMGB324	3	3	0
20SHRB411	Managing Organizational Change	20SHRB321	3	3	0
20SMGB412	Entrepreneurship, Innovation and New Ventures	20SHRB321	3	3	0
20SMGB413	Product and Service Innovation	20SMGB320	3	3	0
-	Elective	N/A	3	3	0

Semester 4

Unit Code	Unit Name	Pre-requisite	Credits	Delivery	
				Lec.	Lab.
20SMGB420	Production and Operations Management	20SMGB413	3	3	0
20SHRB421	Contemporary Issues in HR	20SHRB411	3	3	0
20SMGB422	Quality Management	20SMGB413	3	3	0
20SMGB423	Strategic Management	20SMGB412	3	3	0
20SMGB424	Graduation Project	20SMRB410 20SMGB412	3	3	0

Elective Units

Students may choose to take any of the Units listed below.

Bachelor of Business (Management): Electives

Unit Code	Unit name	Cr Hrs	Pre-Requisite
English Dept.	Reading and Writing for Business	3	N/A
20SMGB314	Business Ethics	3	N/A
20SMGB315	Professional Development and Communication	3	N/A
20SMGB316	Social Innovation	3	N/A
20SMRB317	Emotional Intelligence in Leadership	3	N/A
20SMRB415	Management Accounting	3	N/A
20SMRB421	International Marketing	3	N/A
20SMRB416	Wealth Management	3	N/A
20SMGB416	E-Business	3	N/A
20SMGB417	Macroeconomics	3	N/A
20SMRB418	Internship	3	N/A

Units Description

SEMESTER 1

1. 20SMGB310 – Management Information Systems [3CH, 3 Lec, 0 Lab]

This unit examines the applications of information technology to the management of organizations as one of the key factors in helping organizations to achieve competitive advantage. Students will learn how to think strategically about information systems and advancing technologies. This unit explores how organizations determine and implement information systems to meet organizational needs and goals.

Pre-requisite: N/A

2. 20SMGB311 - Accounting for Decision Making [3CH, 3 Lec, 0 Lab]

This unit introduces students to the role of accounting in measuring progress and meeting targets required to achieve organizational objectives. Students will perform basic analysis using financial statements to make recommendations relating to performance criteria such as profitability, liquidity, efficiency and solvency. In addition, students will apply concepts relating to the basic types of accounts; behavior of costs; cost-volume profit analysis; short-term decision making; budgeting and capital budgeting.

Pre-requisite: N/A

3. 20SMGB312 – Management Principles II [3CH, 3 Lec, 0 Lab]

The aim of this unit is to enable students to gain knowledge and understanding of management functions by examining the roles and responsibilities of a manager. Students should acquire comprehensive knowledge of a wide range of management concepts. Particular emphasis is placed on the management process, its dynamic nature and its key elements of planning, organizing, directing, coordinating and controlling.

Pre-requisite: N/A

4. 20SMRB313 - Marketing Principles II [3CH, 3 Lec, 0 Lab]

This unit provides students with a sound knowledge of the origins of trading goods and services and the development of modern marketing practice and theory. Emphasis is placed on developing an understanding of marketing principles and their application. After successful completion of this unit, students will have a basic knowledge of the marketing concept, the marketing mix (product, place, promotion and price), segmentation, targeting, positioning, customer value, branding. In addition to services marketing, consumer and business behavior, ethics and social responsibility in marketing, market planning, market research and competitive analysis. Furthermore, students will have the opportunity to evaluate and formulate marketing strategies.

Pre-requisite: N/A

5. Elective – Students can select any unit from electives' list.

SEMESTER 2

6. 20SMGB320 - Economics II [3CH, 3 Lec, 0 Lab]

This unit in economics covers basic microeconomic theory and some macroeconomics. Examples of the application of theory within the context of the contemporary economy are provided throughout, and students should be left with a subtle taste of what political economy is about. From the onset, economics is engaged as a framework for dealing with scarcity. The main topics are demand and supply, price theory, elasticity, costs and intervention analysis. Which in turn lead into to an understanding of the various market structures: perfect competition, monopoly and monopolistic competition. Oligopoly is addressed via Applied Game Theory. The final part of the unit moves to shape students understanding of the macro economy: National income, growth, inflation, unemployment and macroeconomic policy.

Pre-requisite: 20SMGB311 Accounting for Decision Making

7. 20SHRB321 - Organizational Behavior [3CH, 3 Lec, 0 Lab]

This unit examines three dimensions that assist in the understanding of human behavior at work: individual, group and organization. It looks at the theories and research base that inform the way in which individual level factors (e.g. personality and motivation), group level factors (e.g. leadership and group dynamics) and organizational differences (e.g. structure and culture) combine to explain behavior. It seeks to frame the behavior of organizations in terms of how employees interact intra-personally and interpersonally through their heads, hearts and hands.

Pre-requisite: 20SMGB312 Management Principles II

8. 20SMGB322 – Contract Law [3CH, 3 Lec, 0 Lab]

This unit is an introduction to business law in Australia, Kuwait and the law of contract. Topics include the origins of the Australian legal system, the current legal environment of business and the law of contracts as it regulates business transactions. The unit emphasizes areas of law relevant to business operations, legal concepts, and social environment with emphasis on business ethics; role of contracts in business; and Kuwait specific employment contract legislation. Furthermore, the unit provides the student with techniques on how to resolve conflicts of law and the different forms of dispute resolution. This is followed by a detailed study of contracts including basic elements, interpretation, remedies for breach, assignment and discharge. A particular study is made of the nature, terms, validity, operation and discharge of contracts.

Pre-requisite: N/A

9. 20SMRB323 – HR in Organizations [3CH, 3 Lec, 0 Lab]

This unit introduces students to the study of Human Resources Management and its importance in the management of people within organizations. Throughout the unit, the importance of managing human resources effectively in both increasingly competitive environments and in the international context will be addressed. Specific areas of study to be covered include: the environment for HRM; Equal Employment Opportunity and Affirmative Action; Job Analysis; Human Resources Planning; Recruitment, Selection and Induction; Performance Appraisal; Human Resources Development; Compensation Management; Termination of the Employment Relationship; Human Resources Research and International HRM. Contemporary issues in HRM will be discussed during the term, as will other environmental forces likely to affect the field of HRM in the near future.

Pre-requisite: 20SMGB312 Management Principles II

10. 20SMGB324 – Statistics for Business [3CH, 3 Lec, 0 Lab]

This unit introduces students to the concepts and applications of probability and statistical modeling. Topics covered include descriptive statistics, measures of central tendency and dispersion, probability and probability distributions (binomial, Poisson, normal), confidence intervals, one and two sample hypothesis tests, one way analysis of variance, chi-square tests, linear regression and correlation. The use of a calculator and a statistical/spreadsheet computer package for data analysis is also covered.

Pre-requisite: 20SMGB310 Management Information Sys.

SEMESTER 3

11. 20SMRB410 – Business Finance [3CH, 3 Lec, 0 Lab]

This unit covers key concepts, tools and techniques that financial managers use to maximise shareholder wealth. The main financial topics that will be covered include investment, financing and dividends using practical applications. Within these three main financial decision-making areas, the unit defines the goal of the firm, discusses how investments are evaluated, how sources and the mix of capital are determined and how the retention and distribution of earnings is reached.

Pre-requisite: 20SMGB324 Statistics for Business

12. 20SHRB411 - Managing Organizational Change [3CH, 3 Lec, 0 Lab]

This unit will commence with an overview of the various theories of organizations and the interrelatedness of the internal and external environment factors such as structure, technology, size, and function. The unit will then cover the various theories and models of organizational development including the role of change agents, intervention strategies and the various approaches to both diagnosis and evaluation of organizational interventions.

Pre-requisite: 20SHRB321 Organizational Behavior

13. 20SMGB412 – Entrepreneurship, Innovation and New Ventures [3CH, 3 Lec, 0 Lab]

This unit explores the functions of entrepreneurship and innovation in the development of new business ventures focusing on small to medium enterprises (SMEs). Students work in teams to generate new business ideas in various industries based on critical thinking and problem solving skills. They conduct real market research and competitor analysis for their new business ideas. Topics covered in this unit include risk assessment, SWOT analysis as well as operational, marketing, financial and resource planning. This unit is designed for students who wish to develop their entrepreneurial skills to commercialize innovative ideas and start successful and sustainable businesses.

Pre-requisite: 20SHRB321 Organizational Behavior

14. 20SMGB413 – Product and Service Innovation [3CH, 3 Lec, 0 Lab]

This unit combines innovation, new product and service development, management and marketing; such that it enables students to learn how companies can strategically deliver better value to customers. Students will study the process from innovation to implementation, considering the viability of different products and/or services to be delivered to the market. The theory and practice of managing and marketing new products and services will be thoroughly examined using different approaches.

Pre-requisite: 20SMGB320 Economics II

15. Elective – Students can select any unit electives' list.

SEMESTER 4

16. 20SMGB420 - Production and Operations Management [3CH, 3 Lec, 0 Lab]

This unit serves as an introduction to the management of many practical issues to be dealt with specifically in the production of goods and services and generally in the multitude of operations that provide for the needs of humanity in our modern globalized world. All organizations whether they be manufacturers or service providers are involved in some form of operations management. This unit will select areas of interest and importance from a vast area of knowledge and skills that have been developed since the industrial revolution. In particular, the areas of productivity management, quality control, facilities management and project management will be points of focus. The material presented will provide managers with assistance in the development and design of production and operating systems, while also equating students with a number of generic problem solving techniques.

Pre-requisite: 20SMGB413 Product and Service Innovation

17. 20SHRB421 - Contemporary Issues in HR [3CH, 3 Lec, 0 Lab]

In this unit, students examine the contemporary issues effecting human resource management practice. The unit introduces students to changing context of work and the impact these changes on an organization's ability to effectively and strategically attract, recruit, retain and manage its human resources in an increasingly global and dynamic environment. The unit applies human resource management theory to critically analyze these contemporary human resource management issues.

Pre-requisite: 20SHRB411 Manage Organization Change

18. 20SMGB422 - Quality Management [3CH, 3 Lec, 0 Lab]

This unit provides an overview of all the quality dimensions in achieving organizational excellence. It focuses on the theories of quality management and the principal of ‘total quality management’ within a practical real world setting. It includes global perspectives of competition, quality in strategic management, ethics, corporate social responsibility, strategic alliances, organizational culture, customer satisfaction, the ISO9000 system and various other quality tools and techniques. It seeks to frame quality within the total quality management approach to ensure that every element in the supply chain management process is comprehensively covered.

Pre-requisite: 20SMGB413 Product and Service Innovation

19. 20SMGB423 – Strategic Management [3CH, 3 Lec, 0 Lab]

This unit covers the main concepts and techniques of strategic analysis and implementation at the organizational, business and corporate levels. The areas covered include industry and environment analysis, capabilities analysis, strategic decision-making and implementation. Formal strategic formulation and emergent strategy under conditions of rapid change, uncertainty and complexity are addressed.

Pre-requisite: 20SMGB412 Entrepreneurship, Innovation and New Ventures

20. 20SMGB424 – Graduation Project [3CH, 3 Lec, 0 Lab]

A graduate project thesis represents the culminating experience resulting from your graduate study. Your thesis is the most important artifact you create in earning your degree. It will persist in perpetuity, long after your graduation. Students shall complete their projects under the direction and supervision of faculty members. It is the thesis that proves your ability to apply, analyze, synthesize and evaluate information related to a particular subject matter. The thesis demonstrates that you are capable of finding solutions to significant problems. It shows that you can perform critical analysis and make sound technical decisions based on the findings.

***Pre-requisites: 20SMRB410 Business Finance
20SMGB412 Entrepreneurship, Innovation and New Ventures***

Assessment Framework

The assessment framework for the Bachelor of Business (Management) is based on the following principles:

1. An Academic semester at ACK is 16 weeks.
2. The number of teaching weeks in an academic semester at ACK is 13 weeks.
3. There are two weeks devoted to midterm assessments “at week 5 and 10” and one week devoted for final assessments.
4. The final semester exams will be spread over two weeks according to the departmental plans and schedule logistics.
5. Unit delivery approach (e.g. PBL, lectures, etc.)

Based on the above principles, the assessment framework and weight will be different from course to course and depends on the team members who will teach the course.



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School of Business
Bachelor of Business (Management)
Flowchart of Prerequisites

