

## *Management Department*

### Diploma of Management – BDMS16

#### Curriculum Document

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*Curriculum approved by:*

ACK College Curriculum Committee

## ***Foreword***

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

The diploma program proposed here is a 60 Credit Hour (CH) program. These Credit Hours are distributed across 4 academic semesters and students will undertake 15 Credit Hours per semester. All units offered in this program are mandatory.

## **PROGRAM STUDENTS LEARNING OUTCOMES**

### **GENERAL BUSINESS LEARNING OUTCOMES**

**For the Business Diploma graduates will have the ability to:**

- a. **Demonstrate** knowledge of the management principles.
- b. Have a fundamental **understanding** of marketing mix.
- c. **Identify, extract** and **analyze** relevant data from given mathematical situations.
- d. **Demonstrate** a working knowledge of computer basics.
- e. **Produce** coherent texts within written forms, revising and improving such texts.
- f. **Research** a topic, **develop** an argument and **organize** supporting details.
- g. **Develop** proficiency in oral speech and evaluate an oral presentation according to established criteria.
- h. **Identify** the principal areas of economics.
- i. **Develop** an understanding of basic accounting principles.
- j. **Identify** and **evaluate** local legislation's influence on an organization's strategies.
- k. **Identify** the knowledge and skills required to manage and improve own performance and professional development.
- l. **Develop** and **apply** academic knowledge in a professional setting.

### **TECHNICAL LEARNING OUTCOMES FOR MANAGEMENT**

1. **Reflect** upon the nature and challenges of service management.
2. **Apply** the concept of service process management across a range of situations.
3. **Identify** leadership characteristics, activities and skills.
4. **Recognize** the concept of change, the necessity of managing change in various situations.
5. **Identify** and **describe** the phases of team building.
6. **Implement** and **evaluate** the change management strategy.
7. **Apply** research based concepts concerning innovation and entrepreneurship.
8. **Manage** the development and improvement of products and services.
9. **Support** the planning, implementation and monitoring of the small business plan.
10. **Outline** and **assess** the components of the business plan.

The Diploma of Management includes (20) units, each equivalent to (3) Credit Hours (CH), distributed among four academic semesters as follows:

**Semester 1**

Unit Code	Unit Name	Pre-requisites	Credits	Delivery	
				Lecture	lab
16SMGB110	Business Computer Applications	N/A	3	0	3
16SFSP111	English for Business	N/A	3	0	3
16SMRB114	Marketing Principles	N/A	3	3	0
16SMGB112	Management Principles	N/A	3	3	0
16SMGB113	Business Communications	N/A	3	3	0

**Semester 2**

Unit Code	Unit Name	Pre-requisites	Credits	Delivery	
				Lecture	lab
16SMRB120	Economics I	16SMRB114 16SMGB112	3	3	0
16SMGB124	Event Management	16SMGB110 16SFSP111	3	0	3
16SMRB121	Accounting Principles	16SMGB110	3	3	0
16SMGB122	Introduction to Business Law	16SFSP111	3	3	0
16SMAT128	Business Mathematics	16SFSP111	3	3	0

**Semester 3**

Unit Code	Unit Name	Pre-requisites	Credits	Delivery	
				Lecture	lab
16SMGB215	Service Management	16SMGB124	3	3	0
16SMRB210	Business Research	16SMAT128	3	0	3
16SMGB214	Business Leadership	16SMRB120	3	3	0
16SMRB211	Business Planning	16SMGB122 16SMRB120	3	0	3
16SMGB212	Business Internship I	16SMRB120 16SMGB122 16SMGB124	3	0	3

**Semester 4**

Unit Code	Unit Name	Pre-requisites	Credits	Delivery	
				Lecture	lab
<b>16SMGB222</b>	International Business	16SMGB214 16SMRB211	3	3	0
<b>16SHRB221</b>	Change Management	16SMGB214	3	3	0
<b>16SMGB223</b>	Innovation & Entrepreneurship	16SMRB211	3	0	3
<b>16SMGB224</b>	Small Business Plan	16SMRB211 16SMRB210	3	0	3
<b>16SMGB220</b>	Business Internship II	16SMGB212	3	3	0

## **Units Description**

### **SEMESTER 1**

#### **1. 16SMGB110 - Business Computer Applications [3CH, 0 Lec, 3 Lab]**

In this unit, students learn about the role of technology in business. It is a practical unit conducted in the computer laboratory using the Microsoft Office Software. Students will be able to achieve operational competency in Word, Excel, Power-Point, Access and Outlook and demonstrate the application of the standard, as well as advanced features.

*Pre-requisites: None*

#### **2. 16SFSP111 - English for Business [3CH, 0 Lec, 3 Lab]**

This unit is designed to meet the needs of students in the School of Business to research, read and write extensively. It aims to equip them with the research, reading and writing skills and strategies that are necessary to determine relevant information in the genres common in their field; read them to identify and synthesise relevant ideas; and incorporate these ideas into an extended piece of writing that clearly shows the critical stance of the student/writer, while adhering to the formal requirements of text structure, format and referencing. This unit uses an integrated process writing and genre approach. The writing cycle begins with models of the genre, a description of the key linguistic features and joint negotiation of a text with the instructor. The student then independently writes the particular genre following the steps of pre-writing, writing, revising and editing the final product.

*Pre-requisites: None*

#### **3. 16SMRB114 - Marketing Principles [3CH, 3 Lec, 0 Lab]**

Students will learn about the role of marketing in domestic and international business and how marketing has influenced consumption of goods and services. This unit will provide an understanding of the historical development of the discipline of marketing as distinct from management. Students will be exposed to a range of marketing activities within large and SME firms and will be able to identify the principles and frameworks used to make better marketing decisions. Students will be able to apply the marketing concepts to profit and non-profit organizations and distinguish between the marketing of goods and services.

*Pre-requisites: None*

#### **4. 16SMGB112 - Management Principles [3CH, 3 Lec, 0 Lab]**

This unit provides an introduction to managing in organizations. The unit includes the analysis of the evolution of management as well as the analysis of current managerial practices, styles and approaches. Students will be exposed to approaches to the management of organizational operations, as well as the nature of managerial work such as planning, organizing, leading and controlling. The unit critically examines the management of the organization's internal and external environments and the structural control of organizations. Theories of management will be introduced.

***Pre-requisites: None***

#### **5. 16SMGB113 - Business Communications [3CH, 3 Lec, 0 Lab]**

Communication skills are essential to the realization of any employable person in today's competitive organizational environment. Those able to communicate an idea through interpersonal communication, technology, and writing will be better ready to manage themselves properly in an organizational setting. Students will be engaged in the business writing process, enabling them to plan, design, and ultimately author some documents applicable to today's organizational environment. Students will compose cover letters, resumes, routine and non-routine letters, and job acceptance letters in preparation for the job search process. Students will also learn how to function cohesively and communicate as a team through delivering a persuasive group presentation. Finally, unit members will learn how companies use technology such as social media and other tools to communicate better internally as well as with customers. By the completion of this unit, students will gain an understanding of business etiquette in domestic and international environments.

***Pre-requisites: None***

## **SEMESTER 2**

### **6. 16SMRB120 – Economics I [3CH, 3 Lec, 0 Lab]**

This unit is an introduction to economic concepts and basic economic theory. The unit is split between the study of microeconomics, which focuses on the decision making of individual consumers and firms and macroeconomics which focuses on aggregate level economic questions such as inflation, unemployment, and interest rate changes.

***Pre-requisites: 16SMGB112 - Management Principles  
16SMRB114 - Marketing Principles***

### **7. 16SMGB124 - Event Management [3CH, 0 Lec, 3 Lab]**

Events of all types are increasingly becoming an important part of corporate and social life. This unit provides a framework for the study of the discipline of event management. Students will be introduced to the history of events, an overview of the event industry, types of events, impacts of events, event stakeholders and event trends. Students will also develop the skills and knowledge required to research event trends and practices to develop an event concept. This unit applies to individuals managing events in any industry content and is particularly relevant to the cultural, community, sporting and hotel sectors.

***Pre-requisites: 16SMGB110 - Business Computer Applications  
16SFSP111 - English for Business***

### **8. 16SMRB121 – Accounting Principles [3CH, 3 Lec, 0 Lab]**

This unit is designed to help students develop an understanding of basic accounting principles in a business world. The unit will cover topics that provide the skills and knowledge required to record general journal, adjustment entries and to prepare the end of period financial reports as well simple ratio analysis in addition to prepare budgets. The unit is designed to not only provide a foundation for accounting and finance, but also to prepare students for further education, training and employment.

***Pre-requisite: 16SMGB110 - Business Computer Applications***

### **9. 16SMGB122 - Introduction to Business Law [3CH, 3 Lec, 0 Lab]**

A sound working knowledge of the legal environment in which managerial and marketing decisions are made essential to protect a business from litigation, and individuals in these roles must competently discuss compliance with legal issues that the organization faces. This unit describes the skills and knowledge required to comply with local legislation. The unit will provide an in-depth understanding of the legislative operating environment which informs the development of marketing strategies, recruitment strategies, and induction strategies. It applies to individuals in management, marketing, and human resource roles who are responsible for developing organizational policies, marketing strategies, and human resource management.

***Pre-requisite: 16SFSP111 - English for Business***

### **10. 16SMAT128 – Business Mathematics [3CH, 3 Lec, 0 Lab]**

This unit provides an introduction to quantitative methods for students who do not have a strong mathematical background. The primary objectives of the unit are to build students' confidence in engaging with mathematical ideas and develop an understanding of mathematical processes and techniques. The unit also provides a first acquaintance with the business study's applications of mathematical techniques.

***Pre-requisite: 16SFSP111 - English for Business***

## **SEMESTER 3**

### **11. 16SMRB210 - Business Research [3CH, 0 Lec, 3 Lab]**

This unit requires students to demonstrate research skills, analytical skills, and writing skills, as well as critical thinking, creative thinking, synthesis and contextualization. The unit critically examines how to determine the research question, what constitutes a literature review, research methods, and discussing research outcomes, report writing style, correct referencing and report compilation. The student is required to select a research topic relevant to the area of major and compile an original research report. Above all, the research report should demonstrate knowledge of the research process, use of various data sources and report preparation.

***Pre-requisite: 16SMAT128 - Business Mathematics***

### **12. 16SMGB214 - Business Leadership [3CH, 3 Lec, 0 Lab]**

This unit exposes students to theories and principles of leadership in business, government and the social environment. On completion of this unit students will be able to identify leadership characteristics, activities and career paths and determine what makes a good leader under various situations and conditions. The unit will cover topics such as entrepreneurship in business and society, the leadership of teams and groups, and cultural differences in leadership styles.

***Pre-requisite: 16SMRB120 – Economics I***

### **13. 16SMRB211 - Business Planning [3CH, 0 Lec, 3 Lab]**

This unit enables students to exercise their creativity, innovation, commercialization, entrepreneurship and business insight. It provides a structured opportunity to research, develop and present a business/strategic plan (or workplace project or plan) that will stand up to the standards expected by an angel investor or other funding providers. Students will learn how to create a professional business and operational plan that they can use in their company/workplace.

***Pre-requisites: 16SMRB120 – Economics I  
16SMGB122 – Introduction to Business Law***

#### **14. 16SMGB215 – Service Management [3CH, 3 Lec, 0 Lab]**

The goal of service management is to maximize service supply chains as they are typically more complex than the supply chain of finished goods. This unit explores the dimensions of successful service firms. It prepares students for enlightened management and suggests creative, entrepreneurial opportunities. Outstanding service organizations are managed differently than their "merely real" competitors. Actions are based on entirely different assumptions about the way success is achieved. The results show not only regarding conventional measures of performance but also in the way employees perform and deliver services that result in the quality of customer satisfaction. The unit will cover the service encounter, and how to blend marketing, technology, people, and information to achieve a distinctive competitive advantage.

***Pre-requisite: 16SMGB124 – Event Management***

#### **15. 16SMGB212 – Business Internship I [3CH, 0 Lec, 3 Lab]**

This unit defines the performance outcomes, skills and knowledge required to manage and improve own performance and professional development. Emphasis will be placed on setting and meeting priorities, analyzing information and using a range of strategies to develop competence. The unit also includes an understanding of job markets and trends, as well as an overview of the various sectors of the economy. Students will develop skills required to succeed as professionals, including critical thinking, analysis, personal development for job readiness and employability.

***Pre-requisites: 16SMRB120 – Economics I***

***16SMGB122 – Introduction to Business Law***

***16SMGB124 – Event Management***

## **SEMESTER 4**

### **16. 16SHRB221 – Change Management [3CH, 3 Lec, 0 Lab]**

This unit defines the performance outcomes, skills and knowledge required to address the importance of managing change in various settings. It is an introductory unit for students to gain an understanding of the concept of change, the necessity for change, and an awareness of the impacts of change on organizations and individuals. The unit also highlights the ways in which change can be successfully brought about in an organization and how to become a successful change agent.

***Pre-requisite: 16SMGB214 – Business Leadership***

### **17. 16SMGB222 - International Business [3CH, 3 Lec, 0 Lab]**

This is an introductory unit designed for business majors who will ultimately be engaged in business affected by global environment. Basic understanding of the global business environment is essential for business students, who will seek employment in both the private and public sectors. This unit will consist of the fundamental areas of international business. The unit explores the interrelation of government and business across borders and the economic dynamics of countries/regions, including a general overview of the international monetary system, international trade and foreign direct investment. Students will be exposed to the strategy of international business and review cases studies that characterize the issues involved in today's global world. The major topics of global business will be discussed to give students a working vocabulary and basic level of knowledge and skills involved in the current global business.

***Pre-requisites: 16SMGB214 – Business Leadership  
16SMRB211 – Business Planning***

### **18. 16SMGB224 - Small Business Plan [3CH, 0 Lec, 3 Lab]**

This unit teaches students how to develop a professional business plan for a new or existing small business. It addresses facets of the business plan such as the competitive environment, developing venture concepts and growth strategies, creating marketing approaches, building a cohesive management team, launching operations, and developing financial projections.

***Pre-requisites: 16SMRB210 - Business Research  
16SMRB211 - Business planning***

### **19. 16SMGB223 - Innovation and Entrepreneurship [3CH, 0 Lec, 3 Lab]**

This unit aims to provide students with entrepreneurial skills such as idea generation, opportunity identification; market and competitor analysis. It applies to students who wish to pursue a career focussed on managerial responsibilities that aim to build more efficient work environments and or create new businesses. The unit covers continuous improvement and innovation – both concepts support the model of a learning organization. Students will not only learn the theoretical aspects but will also cover topics such as building corporate culture and values.

***Pre-requisite: 16SMRB211 – Business Planning***

### **20. 16SMGB220 - Business Internship II [3CH, 3 Lec, 0 Lab]**

This unit covers the professional experience, through training in the execution of real-life business projects. The practical training aims to develop business skills for students to foster an awareness of job requirements and enabling them to identify and narrow down choices. It will also provide students with job placement opportunities after graduation if able to demonstrate competency during the internship. Students are expected to complete 80 hours of work at the internship site.

***Pre-requisite: 16SMGB212 – Business Internship I***

### **Assessment Framework**

The assessment framework for the Diploma of Marketing 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.

