

ARAB OPEN UNIVERSITY BAHRAIN BRANCH OUM-MBA Programme Structure

Programme:

Master of Business Administration (MBA).

Programme and Degree Provider:

Open University Malaysia (OUM).

Starting Date:

February 2005.

Programme Overview:

The student studies 10 core courses, and then chooses 4 elective courses from the field of interest, and finally completes a project work of 2 parts (each part is equivalent to one course).

Courses	No. of Courses	No. of Credits
Core Courses	10	30
Elective Courses	4	12
Project Work	2 Parts	6
Total	16	48

I. Programme Structure

Core Courses:

Course Code	Course Name	Credit
BMME5103	Managerial Economics	3
BMOM5203	Organization and Business Management	3
BMAC5203	Accounting for Business Decision Making	3
BMMK5103	Marketing Management	3
BMMF5103	Managerial Finance	3
BMET5103 *	Entrepreneurship	3
BMPM5103 *	Project Management	
BMCF5103 *	Corporate Finance	
BMOB5103	Organizational Behavior	3
BMBR5103	Business Research Methods	3
BMIT5103	Information Technology for Managers	3
BMST5103	Strategic Management	3
Total Credit hours		30

***Note:**

- The Entrepreneurship is core in General Management and Project Management fields.
- The Project Management is core in Entrepreneurship and, Strategic Human Resources Management, Supply Chain Management, Risk Management, Business Analysis and Marketing Management fields.
- The Corporate Finance is core in Islamic Finance field.

Elective Courses in the field of General Management:

Students can choose any four elective courses from any field for General MBA.

Elective Courses in the field of Entrepreneurship:

Course Code	Course Name	Credit
BMET5103	Entrepreneurship	3
BMNV5103	New Venture Development	3
BMSB5103	Small Business Management	3
BMED5103	Enterprise Development	3
Total Credit hours		12

Elective Courses in the field of Strategic Human Resource Management:

Course Code	Course Name	Credit
BMKM5103**	Foundation of Knowledge Management	3
BMHR5103	Human Resource Management	3
BMHR5203	Human Resource Development	3
BMHR5303	Human Capital	3
Total Credit hours		12

** The course Foundation of Knowledge Management replaces the course Entrepreneurship.

Elective Courses in the field of Islamic Finance:

Course Code	Course Name	Credit
BMIF5103	Basic Concepts in Islamic Finance	3
BMIF5203	Islamic Financial Management	3
BMIF5303	Contemporary Issues in Islamic Finance	3
BMIF5403*	Islamic Insurance*	3
BMIA5103	Investment Analysis	3
Total Credit hours		12

*Discontinued.

Elective Courses in the field of Project Management:

Course Code	Course Name	Credit
BMPM5103	Project Management	3
EMRM5103	Risk Management	3
EMPM5103	Project Implementation and Management	3
EMPP5103	Project Planning and Control	3
Total Credit hours		12

Elective Courses in the field of Supply Chain Management:

Course Code	Course Name	Credit
BMSC5103	Purchasing & Procurement Management	3
BMSC5203	International Logistics and Transport	3
BMSC5303	Supply Chain Strategy	3
BMSC5403	Risk Management in Supply Chain	3
Total Credit hours		12

Elective Courses in the field of Risk Management:

Course Code	Course Name	Credit
BMRM5103	Corporate Governance and Best Practices	3
BMRM5203	Financial Risk Management	3
BMRM5303	Environmental, Occupational Safety and Health Risk Management	3
BMRM5403	Enterprise Risk Management	3
Total Credit hours		12

Elective Courses in the field of Knowledge Management:

Course Code	Course Name	Credit
BMKM5103	Foundation of Knowledge Management	3
BMKM5203	Knowledge Management Technology	3
BMHR5303	Human Capital	3
BMKM5403	Organizational Learning	3
Total Credit hours		12

Elective Courses in the field of Business Analysis:

Course Code	Course Name	Credit
BMBA5103	Business Analysis: Collaboration for Success	3
BMBA5203	Requirements Management: Minimizing the Surprises	3
BMBA5303	Business Process Modeling and Improvement	3
BMBA5403	Negotiation and Influencing Skills for Business Analysts	3
Total Credit hours		12

Elective Courses in the field of Marketing Management:

Course Code	Course Name	Credit
BMCB5103	Consumer Behaviour	3
BMMR5103	Marketing Research	3
BMSV5103	Service Marketing	3
BMET5103	Entrepreneurship	3
Total Credit hours		12

The Oil and Gas Operations Management field has been phased out .

II. Courses Description

1. BMME5103: Managerial Economics

Objectives

At the end of the course, students should be able to apply economics theory together with decisions science methodology to business and administrative decision-making.

Synopsis

The course discusses economic concepts and decision science methodology, which are necessary to help make effective decision in business and administration organizations. The course focuses on the application of microeconomic analyses to business and administrative problems. Human Resource Development Topics include demand analysis, production and costs, and price-output determination under various market structures and pricing techniques.

2. BMOM5203: Organization and Business Management

Objectives

At the end of the course, the students will be able to understand the concepts of decision making, planning, organizing, leading and control in an organization. The students will also be able to apply key management concepts in analyzing organizational situations, and develop effective strategies to solve these problems.

Synopsis

This course is an introduction to an overview of key concepts in management and organization theory. Its goal is to enable participants to understand the manager's role, constraints, levers and opportunities within complex organizations. It stresses the use of behavioral science based on research and the formulation of systematic diagnoses, which in turn will lead to specific courses of action.

The purpose of the course is to introduce the students to the different aspects of organizational business management. As a clear understanding of management approaches is critical to effectively manage an organization, this course takes the perspective of a manager who needs to plan, organize, lead and control.

3. BMAC5203: Accounting for Business Decision Making

Objectives

The objective of this course is to assist students in understanding the importance and use of Accounting Information in business decisions. At the end of the course, students should be able to apply the Accounting concepts and techniques that are fundamental to effective and efficient business decisions. The course has two main objectives: to introduce the basic framework of Management Accounting Information Systems in relation to business decisions; to understand costing and pricing principles and their relationship to profit plans and business problem solving.

Synopsis

The course is designed for business students without previous in-depth exposure to managerial accounting. Internal or managerial accounting system provides a unique information environment to assist managers in handling the tasks of planning, control and decision-making. Today's Management Accountants focus on the advisory and consulting services related to strategic planning, organizational control and broad business decisions. Their roles are not only tailored to costing, product pricing, asset and liability management, and investment analysis and performance evaluation but also extended to financial and business reengineering.

The type and nature of information supplied by the internal system of Accounting is rather flexible and customized to the needs of managers. It is also a dynamic function that evolves consistently as organizational changes occur. Parallel to the current trend in business, issues of global significance are heavily discussed and explored in this course.

4. BMMK5103: Marketing Management

Objectives

At the end of the course, students should be able to appreciate the importance of marketing in ensuring continued success of business organizations; understand the marketing process and its underlying concepts; develop and implement marketing plans and programs.

Synopsis

The course will cover the major aspects of marketing decision-making: role of marketing in business organizations; analyzing marketing opportunities; developing marketing strategies; and implementing and controlling marketing effort. The course is interactive in nature: involving discussions, case analysis and assignments.

5. BMMF5103: Managerial Finance

Objectives

The objectives of the course are to understand the key concepts in financial management; to evaluate the financial performance and position of a company; to evaluate the value of stocks, bonds and company; and to analyze and determine the viability of a project.

Synopsis

This course has been divided into three units. Each unit represents a major area in finance and it contains 4-5 chapters.

6. BMET5103: Entrepreneurship

Objectives

At the end of the course, student should be able to understand the history, concept and entrepreneurship theory; develop entrepreneurial culture in any profession; understand the concept of creativity and innovation, risk taking and fundamentals of business management; identify entrepreneurship opportunity and approaches in establishing new ventures, and Identify contemporary mechanism to participate in the field of entrepreneurship.

Synopsis

The emphasis of this course is on the aspect of nurturing entrepreneurship culture among student so they can appreciate the value of entrepreneurship in their daily life. Students will be introduced to the fundamental of entrepreneurship: its historical perspective, concept and theory, and the individual entrepreneurial development. Students will also be exposed to creative and innovative development that will enhance them in identifying business opportunities. Emphasis will also be made on methods of starting a business.

7. BMOB5103: Organizational Behavior

Objectives

The course aims to (a) familiarize students with the basic concepts and principles of organizational behavior; (b) increase students' understanding of the influence of human behavior on organizational functioning; (c) provide students with the opportunity to integrate and apply what has been learned; and (d) develop students' managerial skills in the areas of communication, decision making, conflict resolution, negotiations, and teamwork

Synopsis

This course provides students with an understanding of the theory and practice of organizational behavior at three levels of analysis (individual, group and organizational) and the relevance of this field to managerial success. Topics to be covered include individual differences, motivation, team dynamics, communication, organizational power and politics, workplace conflict, leadership, and organizational change.

8. BMBR5103: Business Research Methods

Objectives

At the end of the course, students should be able to understand better on how to do research in the field of business studies. Students will also be able to understand better their understanding of the key elements and components in business research, processes of scientific research, research tools and techniques, and prepare research proposals and write research reports in the field of business studies

Synopsis

This course focuses on the research elements, components, and processes in scientific research, its purpose and importance. Various types of research, characteristics of scientific research, methods of reasoning, and hypothetic-deductive method are discussed. Formulating research problem, research objectives, theoretical framework, hypothesis, research design, data collection methods, scale and measurements, reliability and validity, data analysis methods, report writing and presentation are discussed

9. BMIT5103: Information Technology for Managers

Objectives

This subject will provide students with an understanding of managerial functions, Information Technology Infrastructure and how Management Information System can help managers in executing their tasks. Besides that, students will be exposed to the usage of Information System in a digital firm.

Synopsis

This course will discuss on organization and management, elements and infrastructure of Information Technology, Information System, types of computer based Information System and Organizational Information System used in organizational management. The concepts of knowledge management for building an effective Information System for digital firm also will be highlighted.

10. BMST5103: Strategic Management

Objectives

The focus of the course is the strategic management process. An understanding of the strategic management process will help in understanding competitive forces and in developing competitive advantages. The main objectives of the course are to expose the students to the concept of strategic competitiveness; to provide students with a framework to analyze an organization's external environment; to provide students with a framework to analyze an organization's internal environment; to equip students with tools and concepts to help develop appropriate strategies; and to expose students to issues relevant to the process of strategy implementation.

Synopsis

The course will start by discussing the concept of strategic competitiveness. It then will provide students with a framework to analyze an organization's external and internal environment. Students will then be exposed to tools and concepts to help develop appropriate strategies and expose students to issues relevant to the process of strategy implementation. A significant aspect of the course is case studies analysis where students, working in groups, will present their analysis of real problems faced by real companies in the area of strategic management.

11. BMIA5103: Investment Analysis

Objectives

This course aims to provide students with investment concepts, investment theories, techniques, analysis and valuations useful for successful investing. At the end of the course, students would be able to choose appropriate investment instruments available and manage for best return for possible.

Synopsis

This course discusses investment concepts, development of investment theory and pricing models, and analysis and valuations of securities.

12. BMIR5103: Industrial Relations

Objectives

This course aims to enable students to understand a broad range of employment and industrial relations matters based on relevant written laws; understand and identify employment and workplace relations laws, employee misconduct, industrial jurisdictions, role and functions of trade, unions, laws with regards to employee safety and health at the workplace; and explain legal problems with regards to relationship between employee and employer.

Synopsis

This course discusses issues pertaining to work and industrial law. Topics covered include employment contract, employer and employee obligations, terms and regulations of work as well as management prerogatives. Principles of wrongful behavior and domestic investigations are emphasized. Students are also highlighted to matters with regards to industrial relations, workers' union, collective bargaining and collective agreements. In this module, students will also be exposed to different types of industrial disputes and resolutions. Employees Provident Funds, Social Security Employee and functions of Industrial and Labor Court, to settle discrepancies between employer and employee will also be discussed.

13. BMHR5203: Human Resource Development

Objectives

This course aims to enable students to appreciate the importance of training and development towards improving individual and organization performance; understand the methods involved in planning and designing a training and development program; and evaluate employee training and development program in organizations.

Synopsis

Developing effective training program is a significant concern for today's managers. This course is designed to enable students to understand the theories and conceptual underpinnings of training and development. This module emphasized on structural considerations and processes vital for managers in planning training and development program at the micro level. Emphasis is also given to main methods used to train, develop and evaluate employees in a organization.

14. BMPM5103: Project Management

Objectives

By the end of this course, you should be able to understand the definition of Project Management, The Triple Constraint, Managing Projects using the Triple Constraint influences on a Project, Comprehend Project Management Process Groups and Professional Responsibilities; have comprehensive view of Project Initiation, Project Selection and Quantitative Tools; recognize the keys to Project Success, Building of WBS, Schedule Planning, Cost Planning and Resource Planning; understand Project Baselines, Project Performance, Earned Value, and Implementation of Project; comprehend proper Closeout, Scope Verification, Customer Acceptance, Administrative and Contract Closure.

Synopsis

This course provides practical skills, concepts and principles the students can take back to the job, along with insights needed to adapt them to specific project environments. The goal of this course is to achieve quality performance through effective planning and control. We use a process orientation and an analytical, systems-oriented approach to problem solving and decision making. Throughout the course, we integrate the need for collaboration and clear communications among people, often in multiple organizations.

15. BMNV5103: New Venture Development

Objectives

Upon completion of this course, students would be able to understand how to assess an entrepreneurial opportunity; what resources to start a new business; the costs, challenges and rewards of being entrepreneur; the mechanics of producing a sound business plan; the process of raising venture capital and other types of finance; and the problems and pitfalls encountered in building a new business.

Synopsis

The course encompasses virtually every business discipline, as each unit requires students to address issues in all areas involved in setting up and managing a business enterprise.

16. BMSB5103: Small Business Management

Objectives

Upon completion of this course, students would be able to gain insights into the management of a small business enterprise.

Synopsis

The course will focus on the effective management of small business venture. Among the topics to be covered are entrepreneurial strategy, business opportunities for small businesses, small business management, marketing and financing.

17. BMED5103: Enterprise Development

Objectives

To develop students' mindset in respect to innovative creation, including venture creation for the purpose of creating wealth for themselves and adding value to society.

Synopsis

This course introduces to the students Opportunity Identification, Feasibility & Planning; Assembling Resources for the New Venture; Managing the Entrepreneurial Venture; Measuring the Success of an Enterprise and Corporate Ventures; and Engaging in Entrepreneurship: the Vehicle of Economic Freedom.

18. BMHR5103: Human Resource Management

Objectives

This course emphasizes a pragmatic approach to the study of human resource management. Common themes include HRM's potential link to contributions to organizational success and employee well-being and the relationships that exist between employers and employees. This course aims to introduce learners to human resource activities such as HR planning, meeting the organizational people requirements through job planning and job design, employee recruitment, selection and termination.

Synopsis

This course focuses on the development of human resource through human resource development, career development and performance appraisal. It also focuses on employee rewards such as incentives and benefits; and concludes with labor and industrial relations.

19. BMHR5303: Human Capital

Objectives

This course covers the trends in human capital measurement; defines human capital analytics and present a complete set of processes that comprise it; provides an overview of a process and toolset to measure learning's impact on human capital; provides and discuss a diagnostic assessment to help pinpoint the human capital processes that need the most measurement intervention and provides definitions and standard templates to measure the following human capital processes.

Synopsis

This course provides will provide an opportunity to students to manage deployment of personnel, manage competencies and performance, develop and train employees, motivate and retain employees; Engage in interactive discussion on working with standard templates to measure human capital processes; Discuss the key tenants of performance measurement to present human capital metrics in actionable scorecards and dashboards; and Review change management implications associated with human capital.

20. BMIF5103: Islamic Financial Management

Objectives

This course aims to enable students to appreciate the difference in the objective of a firm from an Islamic perspective vis-a-vis the secular perspective; understand the appropriateness, or otherwise, of discounting process in various applications; and understand the financing tools in various applications.

Synopsis

The course focuses on the alternative Islamic financial management tools to conventional ones. It also focuses on products and financing methods from Islamic perspective.

21. BMIF5203: Basic Concepts in Islamic Finance

Objectives

This course aims to enable students to appreciate the differences of the basic framework of the Islamic Economic System vis-a-vis the Economic System of the Secular Economy; understand the elements of valid sale transactions from the Islamic Perspective; and understand what is meant by the term riba and its ramifications.

Synopsis

The course focuses on Islamic Economic system and its elements, elements of valid sale transactions from the Islamic perspective, riba and the alternative sale and trade methods, and financing methods from Islamic perspective.

22. BMIF5303: Contemporary Issues in Islamic Finance

Objectives

At the end of the course students should be able to identify various practices in Islamic Finance that are subject to recurring conflicts among various relevant stakeholders; identify sources of the conflict, especially with respect to varying interpretation among various schools of thought; and suggest prescriptions to reduce the conflicts.

Synopsis

The course focuses on Islamic Finance practices, and elaborates on various schools of Islamic thought, and how to resolve conflict between them. It also deals with recent cases in Islamic Finance and arising debates and shows the learners how to handle them.

23. EMRM5103: Risk Management

Objectives

This course will provide a general understanding of the risks and opportunity normally encountered in managing projects. Students will be introduced to tools and methods to identify, quantify, mitigate and control or reduce the impact of risks in a project.

Synopsis

The course would be designed with more illustrated of the technique together with practical examples. The students are expected to participate in the discussions. The course will highlight the role of owners in overcoming risks. The approach to identify, analyze and reduce risk will be discussed. Techniques to reduce the impact will be highlighted.

24. EMPM5103: Project Implementation and Management

Objectives

At the end of the course, students will be able to understand the concepts, objectives and functions of project management; have good knowledge of methods for implementing projects; administer contracts; acquire knowledge of site management and related issues; and evaluate, review and properly terminate project.

Synopsis

This subject is concerned with aspects of development, implementation and management of engineering projects. The topics covered are: Introduction to Project Management, Phases and Cycle of Project Management, Tendering Procedures, Contracts Administration, Project Site Management and Project Review and termination

25. EMPP5103: Project Planning and Control

Objectives

At the end of the course, students will be able to understand the concepts, objectives and functions of projects planning and control; plan projects; control project; apply knowledge of System Engineering and Value Engineering in their projects; and acquire basic skills in using planning and costing software.

Synopsis

This subject is concerned with aspects of planning, monitoring and control of engineering projects. The topics covered are: Introduction to project planning and control, Planning Types and Policies, the planning Process, Project Control,

System Engineering and Value Engineering. The subjects also include a laboratory practice on some of the planning and Costing Software Packages available in the market.

26. BMSC5103: Purchasing & Procurement Management

Objectives

The students after the completion of this course will be able to apply purchasing, procurement and contract management techniques, select the right sellers based upon a concise Request for Proposal (RFP), with clear selection criteria that lead to easy evaluation of proposals. They will also be able to develop and apply a procurement plan by choosing the right procurement strategy for the project situation and assigning the right responsibilities to the right people, describe the elements of a proposal and how they help you determine the most qualified seller, evaluate contracts to ensure that they contain sufficient information to accurately describe the agreement and enable effective control and close contracts effectively to address the relationship between client and supplier, termination, retention of information and lessons learned.

Synopsis

This subject covers the major issues in procurement including the evolution of purchasing, strategic purchasing and supply chain process models, SCM & logistics, lean organizations, cross functional purchasing, e-procurement models, models of supplier relationships, innovation and kaizen, TQM, 'push' & 'pull' inventories, JIT, MRP, ERP, VMI, outsourcing, and tendering.

27. BMSC5203: International Logistics and Transport

Objectives

The objective of this course is to enable the participants to increase their knowledge, skills and confidence in Logistics and Transport. The students will benefit from a comprehensive understanding and overview of key areas in logistics and transport; it is an excellent introductory qualification for new entrants to the logistics and transport sector.

Synopsis

The course will start with introducing to Managing the Logistics and Transport Environment. Then the course will focus on Customer Service & Quality Management and Managing Resources – Human and Finance.

28. BMSC5303: Supply Chain Strategy

Objectives

Good supply chain performance is essential in times of financial constraints and the unwillingness of your customers to hold stock. This unique course provides tools & techniques for understanding, resolving the issues, designing and implementing better supply chain management processes & an overview of modern trends and innovations in supply chain strategy.

Synopsis

This course aims to explode the myths, conventional wisdom and traditional approaches to managing stock levels and customer service; provide a deeper understanding of the issues affecting supply chain performance; and create an action plan for the implementation of improvements

29. BMSC5403: Risk Management in Supply Chain

Objectives

The students after the completion of this course will be able to identify the top five internal challenges in supply chain, supply Chain Management from a risk perspective, create a best practices policy tailored to your organization, and develop an action-plan checklist. They will also be able to understand the seven categories of risk management, consistent risk policies for your organization, how to use quantifying methodologies to determine risk, save time and money on costly overlooked risks, and drive risk management activities across supply chain operations.

Synopsis

The course will take the students through the steps to Identify and overcome the top five internal challenges impeding the development of an effective supply chain risk management strategy; Ensuring that the students understand the seven categories of supply chain management risk challenges, with ways to identify and address those risks; through to having an interactive case study to help the students identify and make recommendations in addressing a risk situation; and utilize a five-step framework to address the management and mitigation of supply chain risks.

30. BMRM5103: Corporate Governance and Best Practices

Objectives

This course deals with the complex set of relationships between the corporation and its board of directors, management, shareholders, and other stakeholders. In the recent years, the regulators and legislators have intensified their focus on

how businesses are being run. They are endeavoring to create a template for new corporate governance and disclosure measures, which is beneficial for both the stakeholders and controllers to adopt the appropriate mechanism for effective governance.

Synopsis

This course provides an opportunity for the student to understand the Value of the shareholder and stakeholder rights and responsibilities; Adhere to sound principles of direction and management; Understand the significance of audit committee, its composition and responsibilities; and Implement best practices on corporate management

31. BMRM5203: Financial Risk Management

Objectives

This course introduces students to the understanding and management of financial risk. Its objective is to familiarize students with the risks faced by financial and nonfinancial firms, particularly the former, and with the tools practitioners use to measure and control risks. We will study the benefits and pitfalls of contemporary risk measurement models. Much of the course will be devoted to detailed examples of how particular tools and techniques are applied to particular problems.

Synopsis

This course deals with the ways in which risks are quantified and managed by financial and non financial institutions. Among the topics covered are the nature of financial institutions and their regulation, market risk, credit risk, operational risk, liquidity risk, and the credit crisis.

32. BMRM5303: Environmental, Occupational Safety and Health Risk Management

Objectives

This unique and distinctive course is for health and safety professionals who want to enhance their understanding and knowledge of the subject area. The course is designed to meet students' ongoing requirements for continuing personal and professional development. Through a strong and committed focus on managerial and professional practice, the course equips students with a range of transferable skills, including: a capacity for independent and critical thought; numerical proficiency; and abilities in problem-solving and decision-making.

Synopsis

This course with an emphasis on risk-based strategic approaches and reflects developments in the subject area at national and international levels. The course content will challenge student's perceptions and interpretation of issues affecting a wide range of organisations. The course aims to produce multi-skilled,

interdisciplinary health and safety professionals equipped for more senior management roles in a variety of employment sectors.

33. BMRM5403: Enterprise Risk Management

Objectives

This Enterprise Risk Management course describes the many benefits implementing the ERM framework has brought to their organization and the audit process. Through lectures, case studies, group discussions, practical exercises, self-assessments, and feedback the students participants will improve their understanding of ERM and the COSO ERM Framework, while coming up to speed with current issues, challenges, and emerging practices regarding risk management, control, and governance processes.

Synopsis

This dynamic course introduces to the students the enterprise risk management process, as well as ERM implementation team leaders and members, and auditors at all levels who are interested in or contemplating implementation of ERM.

34. BMKM5103: Foundation of Knowledge Management

Objectives

This course will provide definition and distinction of knowledge management from information management; the knowledge management process: knowledge creation, codification, and transfer; applications of information technologies in knowledge management; the role of information professionals in the knowledge management process; ethical issues and problems inherent in knowledge management.

Synopsis

This course will provide an opportunity for the students to identify, select, acquire, organize, describe, and provide access to knowledge in a variety of formats; employ appropriate technologies in managing knowledge; apply contemporary management and business principles in managing knowledge

35. BMKM5203: Knowledge Management Technology

Objectives

This course discusses the organizational context of the unique sets of issues, goals, work processes and staffing which are needed to yield the expected results. This course provides extensive information about the influences which determine how organizations align KM technology and knowledge management

initiatives are conceived and launched to address a wide variety of organizational issues or goals.

Synopsis

This course provides to the students in the context of KM technology, frequently-cited organizational goals which include the need to eliminate work redundancy, cut operational costs, minimize time looking for information, learn new skills and add to their knowledge continuously, deliberately manage information and knowledge, manage and access documents, information about people, programs within and outside the organization, track employee skills and training, track and assist customers and suppliers, capture best practices and lessons learned.

36. BMOL5103: Organizational Learning

Objectives

The learning objectives of this course are to define organizational learning; explain Senge's disciplines of organizational learning; and to discuss specific organizational situations in the context of organizational learning.

Synopsis

What does it mean to say that an organization learns? What is necessary for learning to occur? What inhibits organizational learning? Why do organizational change initiatives often fail to live up to their potential? This course addresses these questions using theory set forth by Peter Senge. This course also considers three topics through the lens of the competencies: organizational considerations to promote effective collaboration and learning; exploring and shifting underlying assumptions that can impede learning and change; and addressing organizational issues with a long-term rather than quick-fix perspective.

37. BMBA5103: Business Analysis: Collaboration for Success

Objectives

This is a comprehensive course designed to provide the core skills, knowledge and hands-on experience needed to succeed as a Business Analyst in today's global marketplace.

Synopsis

This course teaches participants the overall process of Business Analysis and where it fits in the bigger picture of the project life cycle and the business context. The course is interactive and combines discussion, active workshops and demonstrations of techniques. One goal of this course is to teach participants how to achieve bottom-line results that cut through real-world problems. Other goals include improving operations to develop new systems and products and maximizing results through project performance.

38. BMBA5203: Requirements Management: Minimizing the Surprises

Objectives

The students after the completion of this course will be able to write an understood requirements document that is approvable and acceptable, validate a requirements document and manage the changes to requirements documents through the SDLC.

Synopsis

Once a business analyst has completed the information gathering and analysis to produce the solution to a business problem, the results must be documented for all stakeholders to see and understand. This course will enhance the skill set needed for writing and managing the complex readership that business analysts interact with on a day-to-day basis.

39. BMBA5303: Business Process Modeling and Improvement

Objectives

The students after the completion of this course will be able to identify business processes and their components, work with UML diagrams, use process modeling in business diagramming and diagram and model business processes.

Synopsis

This course teaches the technique of process modeling and ties together the core methods of process, behavior and data modeling to enable Business Analysts to fully describe business processes in levels of detail from multiple perspectives.

40. BMBA5403: Negotiation and Influencing Skills for Business Analysts

Objectives

The students after the completion of this course will be able to acquire information necessary to the definition of requirements, conduct a requirements information gathering session, identify alternate solutions to business problems for effective negotiation and obtain agreement that the solution is usable in the business.

Synopsis

This course teaches the methods needed to organize and run information-gathering events. It combines the basics of graphic decision making and modeling with facilitation, negotiation, communication and meeting management skills.

41. BMCB5103: Consumer Behaviour

Objectives

The objectives of this course are to develop an understanding of consumer behavior from a variety of perspectives (multicultural, interdisciplinary, etc.); to develop and appreciation for and understanding of how marketing research, marketing strategy, and basic research on intra- and interpersonal processes play multiple roles in the discipline of marketing; and to develop an understanding of peoples' consumption-related behaviors and to develop and evaluate marketing strategies intended to influence those behaviors.

Synopsis

This course provides to the students an introduction consumer behavior in the intrinsic influences in terms of cognitive learning and memory; motivation and affect; tripartite model; attitude measurement and extrinsic influences in terms of environment and situational influences; cultural and international issues.

42. BMMR5103: Marketing Research

Objectives

The purpose of this course is to introduce students to the basic concepts of marketing research; to develop an appreciation of the role of marketing; to instill practical marketing research skills; and to make them intelligent seekers and users of marketing research services and reports.

Synopsis

The course topics to be covered include: The nature and scope of Marketing Research, Role of research in the marketing management; objectives of marketing research; nature and scope of marketing research; scientific method and research designs; approaches to gathering marketing intelligence; research designs; the marketing research process; problem formulation; primary and secondary data; types of data data collection methods; data collection forms; data collection procedures; population (Demand measurement and sales forecasting, and sampling; data analysis; descriptive statistics, chi-square, ANOVA, use of software packages marketing research reports; working with consultants; and ethical considerations in marketing research.

43. BMSV5103: Service Marketing

Objectives

This course in Service Marketing is intended to broaden your view on marketing, to give you an understanding of how marketing is practiced in service organizations, and how it will be managed in the future. The course is intended to encourage you to question the convectional view of marketing as it has been studied and applied over the past 50 years or so. The course will examine

marketing in industries that deal primarily in services but also from the perspective of all organizations, in recognition of the fact that service is an integral part of the offering of every company and organization, regardless of the sector in which it operates.

The course will apply the principles of service marketing to organizations in the private, public and not for profit sectors. It will examine marketing in service organization and the issues that arise from the differences between the market of tangible products and the marketing of services. It will also address the need for understanding consumer behavior as it applies to the purchase of services and to the interaction between customers and service providers. Consequently, a good understand of consumer behavior will be helpful in this course.

Synopsis

The course is designed to help the students gain a comprehensive understanding of services and how they are marketed. Successful marketing of services and delivery of excellent service are critical element in the development of customer satisfaction and the long term success of an organization. In this regard service quality and its measurement will be discussed and the link between service quality and customers satisfaction. Factors that contribute to perceived service quality are the responsibility of virtually all employees of an organization. The provision of superior service is, therefore, the responsibility of other departments of the organization in partnership with marketing.

44. BMPP5103-I: Project Work I

45. BMPP5103-II: Project Work II

Programme Duration: 48 credit hours over 2 years

Fees: Tuition Fees: BD 4000 + Learning Resources Fees

For more information:

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