



Program Matrix

Faculty	Business
Program	Management
Award	Bachelor of Management
Credit Hours	131
Academic Year	Cohort 2026/2027 Onwards

Level	Semester 1					Semester 2					Semester 3				
	Course Code	Course Name	Pre-requisite	Core/Elective	Credit Hours	Course Code	Course Name	Pre-requisite	Core/Elective	Credit Hours	Course Code	Course Name	Pre-requisite	Core/Elective	Credit Hours
1	BUMG1110	Principles of Management	N/A	Core	4	BUMK1201	Principles of Marketing	N/A	Core	4					
	BUMG1105	Business Statistics	N/A	Core	4	BULA1201	Introduction to Business Law	N/A	Core	4					
	BUMG1104	Introduction to Microeconomics	N/A	Core	4	BUMG1202	Introduction to Macroeconomics	N/A	Core	4					
	BUAC1101	Principles of Accounting	N/A	Core	4	UNIR1100	Communication Skills I	N/A	Core	3					
	UNIR1002	Arabic Language Skills	N/A	Core	2	UNIR1003	Oman the State and People	N/A	Core	2					
2	BUAC2101	Financial Accounting	BUAC1101	Core	4	BUMG2201	Human Resource Management	BUMG1110	Core	4					
	BUMG2110	Organizational Behavior	BUMG1110	Core	4	BUAC2203	Managerial Accounting	BUAC1101	Core	4					
	BUMG2112	Public Relations	BUMG1110	Core	4	BUMG2202	Business Ethics	BUMG1110	Core	4					
	UNIR2100	Communication Skills II	UNIR1100	Core	3	BUIS2201	Management Information System	NA	Core	4					
	UNIR2001	Entrepreneurship	NA	Core	2										

Diploma Exit Award:

Internship course (or an equivalent) is a mandatory requirement for students exiting at Diploma level. The internship course is non-credit-bearing and must be successfully completed to fulfill program requirements.



3	BUAC2102	Financial Management	NA	Core	4	BUMG3201	Leadership	BUMG1110	Core	The student is allowed to register 2 courses (not exceeding 9 credit hours)
	BUIS3103	Digital Business	NA	Core	4	BUMG3202	International Business	BUMG1110	Core	
	BUMG3101	Operations Research	BUMG1110	Core	4	BUMG3203	Operations Management	BUMG1110	Core	
	UNIR3100	Communication Skills III	UNIR2100	Core	3	BUMK2211	Marketing Management	BUMK1201	Core	
4	BUMG4110	Supply Chain Management	BUMG1110	Core	4	BUMG4201	Strategic Management	BUMG1110	Core	The student is allowed to register 2 courses (not exceeding 9 credit hours)
	BUMG4112	Project Management	BUMG1110	Core	4	BUMG4205	Innovation & Change Management	BUMG1110	Core	
	BUMG4113	Performance Management	BUMG1110	Core	4	BUMG4203	Managerial Decision Making	BUMG1110	Core	
	BUMG4104	Business Research Methods	BUMG1110	Core	4	BUMG4204	Research Project	BUMG4104	Core	
Bachelor Award: Internship course (or an equivalent) is a mandatory requirement for students exiting at Bachelor level (and haven't completed it at Diploma level). The internship course is non-credit-bearing and must be successfully completed to fulfill program requirements.										



Level 1	
BUMG1110	Introduction to management principles, concepts and techniques, management process and functions including: 1) Planning and decision-making, organizing, staffing, leadership, motivation, communication and control. 2) Nature and importance of business and its objectives, development of a fundamental understanding of some basic functions in business such as production and operations, marketing, finance, and human resource management.
BUMG1105	Basic statistical concepts and techniques such as sample, population, parameter, statistic, descriptive statistics, probability concepts, theoretical discrete and continuous probability distributions (Binomial, Poisson, and Normal), inferential statistics (confidence intervals and Hypothesis testing) as applied in business and economics.
BUMG1104	Fundamental economics concepts, opportunity cost, scarcity, demand, supply, price mechanisms, household behavior, government role, utility, market structure, profit maximization, theory of the firm, income, applied microeconomics
BUAC1101	Accounting as a source of information for decision makers in profit and non-profit organizations. The basic concepts of accounting such as revenues, expenses, assets, liabilities, profit and capital. Introduction to double entry and elementary bookkeeping. Recording simple transactions, adjusting the accounts for prepayments and accruals, completing the accounting cycle and preparing elementary financial statements. Accounting for a complete cycle for merchandising enterprises (perpetual inventory systems) and preparing bank reconciliation.
UNIR1002	يتناول هذا المقرر عددًا من القضايا النحوية والصرفية والإملائية والبلاغية التي تسهم في إكساب المهارات اللغوية. هذه القضايا تتعلق بأقسام الكلام، وأنواع الإعراب، والجملة الاسمية، والجملة الفعلية، ومكملات الجملة، والخبر، والإنشاء. ويتوصل الطالب إلى فهم هذه القضايا عن طريق نصوص تطبيقية مختارة، مع التركيز على تنمية المهارات اللغوية الأساسية (الاستماع، والقراءة، والكتابة، والتحدث).
BUMK1201	Introduction to marketing principles from conceptual, analytical and managerial points of view; Marketing mix; Marketing Environment; Consumer Markets and Consumer Buyer behavior and their application; Business Markets and e-marketing.
BULA1201	The course focuses on the introduction to legal systems and principles, sources of law, business law in Oman, essential elements of contract law, basic business structures in Oman, and the law of agency. The final part of the course will introduce students with alternative dispute resolutions in business.
BUMG1202	The main areas, which will be covered in this course, are the objectives of macroeconomic policies, GDP, economic growth, Inflation, employment, Interest rate, Investment, taxation, government expenditure, fiscal and monetary policies, balance of payments, relations with International economy and contemporary issues.
UNIR1100	



This course is designed to provide students with the performance-based skills required to communicate effectively and efficiently in their future workplace. Team Based Learning is introduced to actively engage students in a learning process, to have better learning outcomes and to develop their collaborative skills and build up their confidence in communicating in English.	
UNIR1003	يشتمل هذا المقرر على نطاق عريض من المعارف والمهارات والقيم التي تعزز وعي الطلبة بهوية المجتمع العماني وقيمه، وفهم دور المتغيرات التراثية والتاريخية والديمقراطية والثقافية والمؤسسية في تشكيل الهوية العمانية وتحديد سماتها. ويركز المقرر على التنظيم الإداري للدولة، ومنطلقات النهضة العمانية المعاصرة ومؤشراتها من خلال تسليط الضوء على فكر حضرة صاحب الجلالة السلطان هيثم بن طارق المعظم، ويركز المقرر أيضا على تعزيز قيم الانتماء والولاء والمواطنة وعلاقتها بحقوق الإنسان، والتعريف بعلاقة السلطنة بمحيطها الخليجي والعربي والإقليمي والدولي بما في ذلك المواثيق الدولية، بالإضافة إلى تسليط الضوء على الأمن الفكري والتحديات المعاصرة، ودور مؤسسات الدولة المدنية والعسكرية في خدمة الوطن.
Level 2	
BUAC2101	This course is compulsory for all business students who pursue a diploma in all business streams. The students will be introduced to Accounting for Receivables, Accounting for Plant assets; Natural resources and Intangibles; Accounting for Liabilities; Accounting for Partnerships and Corporations; Financial Statements preparation, Cash Flow Statement in particular.
BUMG2110	To explore the nature of Organizational Behavior, Individual Behavior, Values and Personality, Perception and learning in organizations, Emotions & Attitudes, Foundations of group behavior, Power and Politics, Organizational Culture and Change.
BUMG2112	This course aims to provide students with a thorough knowledge and understanding of public relations practices and a detailed insight into the practices of public relations at a professional level.
UNIR2100	The purpose of the course is to equip students with the necessary language skills that are required in communicating in an effective way. A major focus of the course will be on writing skills including paragraph organization, structure and using appropriate language for oral communication. This course also aims to familiarize students with the use of relevant language elements for describing graphs, charts and their trends. Team Based Learning instructional strategies are used in this course.
UNIR2001	This course is an introductory course in entrepreneurship and innovation. The course aims to expose undergraduate students of various academic backgrounds to business venturing and entrepreneurial activity. Students will apply themselves through developing their own business ideas and assessing them using knowledge and skills acquired during the course.
BUMG2201	Introduction and overview of the theory and practice of Human Resources Management including strategic and international HRM. Student gain an appreciation of the breadth and scope of HRM.
BUAC2203	The main aim of management accounting course is learning students how to use management accounting techniques for planning, controlling, and performance evaluation. The course focuses on management accounting concepts and techniques. It will explain the differences between various costing systems, cost-volume-profit analysis, incremental analysis, and capital investment evaluation.

BUMG2202	The course is designed to educate students with the legal, moral and ethical issues in business and to create sensitivity to the possible consequences of decisions made by businesses in achieving their profit objectives.
BUIS2201	Foundation concepts of technology, applications, development, and management. Computer hardware, software, telecommunication and database. Business applications of IS in business operations, decision making and strategic advantage. Management issues such as security, ethics, IS management, IS planning, Knowledge management
Level 3	
BUAC2102	The main aim of this course is to develop a foundation of financial management concepts. The objectives of the course are to: Enable students to analyze the financial statements, mainly income statements and balance sheet using ratio and trend analysis, make students understand the concept of time value of money and how to use it for decision-making, Acquaint students with the risk and rates of return on investment in financial assets, Enhance students understanding to classify and rate capital projects using financial techniques.
BUIS3103	This course is designed to introduce the concepts and nature of E-Business, doing business in the digital economy, B2B applications, and major models of E-business. Understanding the enterprise systems and the supply chain, global and inter-organizational information systems, building an E-Business, network computing for collaboration practical cases, impact on business, EB strategy.
BUMG3101	It aims to introduce the linear programming models, transportation and assignment models, CPM, and PERT. The objectives of the course are to: • Provide students with an understanding of the basic concepts of operations research. • Understand different decision-making situations and help them in contemplating optimum solutions under constraints. • Understand the process of modeling and apply some basic tools and software for problem solving. • Develop within them project management skills using network-based techniques and analysis.
UNIR3100	The purpose of the course is to enhance students' performance-based competence, reinforce essay composition skills and introduce students to the practices and finer points of writing for academic purposes. It further develops academic writing skills including: note taking, paraphrasing, summarizing, direct quotation and Harvard style citation. The course will place equal or greater emphasis on composition skills such as: essay structure, paragraph structure, coherence and general language skills
BUMG3201	This course focuses on raising the student's conscious awareness of the successful leadership skills and managerial effectiveness in formal organizations. This course aims to offer recommendations for improving managerial effectiveness and skill development

	required to inspire, motivate and lead others. It also helps the students understand the implications of their decisions and determine the best courses of action specific to the situation.
BUMG3202	The overall aim of this course is to focus on developing students' knowledge of international business so that they understand how business function in international context. In particular, the course will focus on various aspects of international business such as trends in the international marketplace, international business environment issues, theories of international trade, internationalization factors, internationalization process, market entry modes, cultural aspects of international management, globalization, international investment mobilization and international financial institutions.
BUMG3203	The course aims to introduce operations management tools to increase productivity of services and productions. The objectives of the course are to: • Provide students with an understanding of the basic concepts of operations management. • Equip students with the concepts and tools to understand and solve different operations challenges. • Outline to the students the process of solving different challenges of Operations Management.
BUMK2211	The course is structured around the steps involved in the analytical and decision-making processes involved in formulating, implementing, and controlling a marketing management program for a given product entry. This course provides students with students a broad, complete, and realistic view of marketing management roles as well as its relationships within today's organizations.
Level 4	
BUMG4110	As global competition in both goods and services intensifies, an organization's growth and sustainability depends upon how well it integrates the supply chain function into its overall planning and strategy. Thus, it is imperative for all business professionals to acquire an understanding of supply chains. Supply Chain Management deals with the chain of functions and organizations that create values for customers and shareholders. It involves designing and producing goods and services, the physical distribution of goods and services, and the streamlining of the supply chain components to achieve maximum efficiency and sustainability.
BUMG4112	This course aims to develop the competencies and skills for planning and controlling projects. It covers the project management process spanning project selection, planning, implementation, monitoring and controlling. The course provides students with a thorough discussion of the managerial skills requisite to project managers, as well as the technical skills needed for the effective management of the various aspects of the project.
BUMG4113	This course introduces the students to the theory and practice of performance management with a view to developing the capacity to plan, facilitate, assess, and improve individual and organizational performance. In addition, the course emphasizes the importance of measuring the effectiveness of human resource activities that are designed to enhance individual and organizational performance.
BUMG4104	

	The course is designed to equip students with skills to develop a research proposal. The course covers the fundamentals of a research project such as research objectives and research questions, literature review, various elements of qualitative and quantitative methods, negotiating access, ethical issues, data collection and data analysis.
BUMG4201	This course introduces the students to the theory and practice of strategic management with a view to building and applying skills in conceptualizing strategic planning and developing actual strategic plans for various organizational settings.
BUMG4205	This course discusses and applies principles, tools, and methods to successfully implement change and innovation within organizations. Using several perspectives to assess organizational performance ensure that students are not trapped by a single-best approach to change management. Topics outlined in this course include: strategies to design, implement, communicate and sustain change; techniques for mapping and assessing when and where change is needed in an organization; organizational development techniques; as well as barriers and enablers to fostering an environment conducive to change and innovation.
BUMG4203	This course examines the individual and collective factors that affect the decisions that managers make in their everyday work lives. The approach is descriptive and prescriptive, that is, the focus is on how managers actually make decisions, as well as how they ought to make decisions to maximize organizational and personal outcomes. The course is divided into two main sections. The first section deals with individual-level processes that influence managers' decisions. The second section considers collective (that is, group or organizational) forces that affect managers' decisions.
BUMG4204	This course is built on the fundamentals of Business Research Methods course; students are expected to conduct independent research through which they are expected to demonstrate a command of the research process including identification of business problems, data collection, interpretation, and presentation. The area of focus will be accounting and finance.
Internship Course: This course provides students with the opportunity to apply the knowledge and skills acquired during their studies in a workplace environment, enhance their career readiness, and develop their professional and practical competencies in alignment with the program learning outcomes and labour market requirements. The course is a compulsory component of the academic program, where applicable, depending on the nature of the program. It is governed by the University's approved policies and procedures and is supervised by academic staff in collaboration with the host training organisations. The specific requirements, duration, and assessment methods vary according to the academic program.	