

جامعة صحر
Sohar University



Faculty of Business Program Booklet

Academic Year
2025-2026

Table of Contents

Message from the Dean	2
Vision and Mission	3
Our Vision	3
Our Mission	3
About the Faculty	3
Graduate attributes	4
Grading System and Policy	4
Withdrawal Policy	5
Students Support Services	5
Faculty Executive Management Committee	7
Staff Directory	8
Program Policy	13
Quality Assurance and Continuous Improvement	13
Bachelor of Accountancy Program	16
Bachelor of Management Program	25
Bachelor of Business and Commercial Law	34
Program	34
Internship Training	36
Bachelor of Management Information Systems Program	44
.....	53
Master of Business Administration (MBA) Program	53
Career Opportunities	66



Message from the Dean

Welcome to the Faculty of Business (FB) at Sohar University (SU)!

As dean of the faculty, I am extremely proud of the rich tradition of providing practical, experientially based business education that our faculty has upheld since its founding. The business faculty has both undergraduate and graduate business programs to help prepare our students to be morally and intellectually strong global leaders who can meet the challenges of a time when society is going through a big change.

The content of our coursework and experiential learning is supported by faculty and staff, which creates the perfect environment for students to succeed. We ensure that from day one through graduation, our students experience global real-world business issues in classes and projects. The success of our students is largely due to the hard work of our faculty, staff, alumni, and members of our advisory boards. All these people work hard to help our students learn and grow into global business leaders who will make a positive difference in the world.

The FB is a member of the prestigious global business accreditation from the Association to Advance Collegiate Schools of Business (AACSB), which correlates with the growth and skillsets required across diverse business degrees, both at the undergraduate and postgraduate levels. In addition, our accounting graduates are well connected with the Association of Chartered Certified Accountants (ACCA), which places our graduates on a professional pathway in their careers. Sohar University is located near the Port of Sohar in the Al-Batinah region of Oman, which gives our students unique chances to work with companies and communities and learn from them.

The years of leadership and expert knowledge that our diverse faculty members have offered to the curriculum have been vital to the success of our students and alumni. As leaders in their fields, the knowledge of our faculty and research continues to drive change and have a positive effect on society at the university, in the community, and around the world.

I invite all of you who are interested in expanding your knowledge and enriching your careers to explore our faculty further, either online or through a campus visit. I hope that you will join our community of life-long learners.



Prof. Nur Naha Abu Mansor, Ph.D., University of Bradford, UK
Dean, Faculty of Business

Vision and Mission

Our Vision

A distinguished Omani university harmonizes national aspirations and global prominence through excellence and innovation.

Our Mission

Engaging minds, prospering lives, and serving the community through outstanding education, research opportunities, and partnerships.

About the Faculty

The Faculty of Business (FB) is dedicated to imparting the best quality of training and exposure to develop the succeeding generation of business leaders with an acumen of international outlook and the potential to embrace the fast-changing business paradigm of Oman and the world at large. Thriving businesses in the future will be those that can self-reliantly and efficiently manoeuvre a path through a world marked by staunch competition, breakthrough technological advancement, and social and commercial crises. Businesses need visionary managers, who can anticipate and act prudently in an ever-changing environment, manage risks and challenges, and also identify and capitalize on opportunities for efficiency, innovation, and new business models. Businesses further need leaders who will act responsibly in giving value to collaborators.

1. **Bachelor of Accountancy:** This program is designed to provide students with accounting tools and knowledge through a range of well-designed courses that prepare students for a future accounting profession. After graduation, students can apply for professional certifications such as Certified Public Accountant (CPA), Certified Management Accountant (CMA) and Association of Chartered Certified Accountants (ACCA).
2. **Bachelor of Management:** This program provides students with the appropriate managerial skills that are required by all business sections and prepares them for a unique managerial career. After graduation, students can use tools for planning and managerial decision-making.
3. **Bachelor of Business and Commercial Law:** This program is structured to equip students with knowledge in the commercial legal aspects in Oman, GCC Countries, and internationally. This knowledge helps graduates to develop their decision-making skills in corporate legal matters.
4. **Bachelor of Management Information Systems:** On successful completion of the Management Information Systems program, students can implement and use cost-effective and reliable management information systems that support organizations to plan for and direct operational activities.
5. **Master of Business Administration (MBA):** On successful completion of their MBA, graduates will be able to develop self-confidence, build professional skills, and strengthen their ability to make managerial decisions to work effectively in modern organizations.
6. **Doctorate of Business Administration (DBA):** The program aims to provide an advanced level academic platform for Business Executives to foster their state-of-the-art skills in research and knowledge development to enhance their professional capabilities in leading and managing organizations with a clear focus in serving the business community for its sustainable contribution, considering the local, regional, and even global aspirations.
7. **Bachelor of Marketing:** The Marketing program aims to develop students' strategic and analytical capabilities to build, manage, and evaluate

comprehensive marketing strategies that drive brand growth, create customer value, and deliver a sustainable competitive advantage in the marketplace.

Graduate attributes

The University has identified a set of generic skills referred to as graduate attributes. Graduate attributes are taken seriously when developing and reviewing programs, and they are considered when determining teaching methods, measurement, and evaluation methods. The purpose of the attributes is to familiarize students, faculty, and future employers with the skills and competencies expected of university graduates and their achievement of the educational outcomes of the academic program they are studying.

Measurement and Evaluation Methods	Teaching and Learning	Characteristic	(Graduate Attributes)
Group reports, assignments, and lab work.	Lectures, hands-on training, lab experiments, group assignments, presentations, and problem-based learning.	Skills	Communication Skills
Reports and assignments were solved using computer software.	Work in the lab using computer programs to solve problems.	Skills/Knowledge	IT Skills
Homework, quizzes, and final exams.	Lectures, hands-on training, lab experiments, group1 assignments,2 presentations, and problem-based learning	Skills/Knowledge	Numeracy Skills
Classroom and integrative assignments, final exams.	Lectures, hands-on training, lab experiments, group assignments, presentations, and problem-based learning.	Knowledge	Creativity and problem-solving skills
Reports and group assignments.	Laboratory work and hands-on training.	Skills/ Behaviour	Teamwork Skills
Quizzes, assignments, as well as discussions students during lectures.	Lectures, taking relevant topics and examples contained in the curriculum, in addition to covering some important historical developments.	Conduct	Social and ethical responsibility skills
Assignments, lab work, presentations, dissertations.	Lectures, hands-on, and active learning.	Skills/Knowledge	Critical Judgement skills

Grading System and Policy

The University's grading system is uniform and is used in all academic programs, and this system applies to diplomas, bachelor's degrees, and graduate studies. It is also applied in the

evaluation of individual works, and the scores are calculated according to the relative weights prescribed for the evaluation of all courses.

The grading system is based on a scale of 0 to 4 and is used as shown in the following table.

Note: The university adopts a standards-based assessment approach, so the required specifications for students should be clarified about what is expected of them.

Range of marks	Range of Grade	Description
85 - < 100	4	Exceptional performance: The student provided an exceptionally high quality of performance and through this demonstrated an exceptionally high standard of learning achievement in relation to the course learning outcomes.
75 - < 85	3.5 - <4	Excellent Performance: The student provided a high quality of performance and through this demonstrated a high standard of learning achievement in relation to the course learning outcomes.
65 - < 75	3 - <3.5	Very good Performance: The student provided a very good quality of performance and through this demonstrated a sound standard of learning achievement in relation to the course learning outcomes.
57.5 - < 65	2.5 - 3	Good Performance: The student provided good quality of performance and through this demonstrated an acceptable standard of learning achievement in relation to the course learning outcomes.
50 - < 57.5	2 - <2.5	Satisfactory Performance: The student provided an acceptable quality of performance and through this demonstrated an acceptable standard of learning achievement in relation to the course learning outcomes.
0 - < 50	0 - <2	Fail: The student did not provide a quality of performance that demonstrated an acceptable standard of learning achievement in relation to the course learning outcomes.

Withdrawal Policy

A student must submit a request to withdraw from the University. The student will be liable for that semester's course fees unless they withdraw in the first two weeks of the semester. Before withdrawal, a student must complete the release form to make sure that there are no outstanding financial obligations, such as accommodation, transportation, library, or etc. fees.

Students Support Services

Academic Service:

SU is committed to making students academically capable through providing them with enough support during their educational journey. Sohar University offers a range of academic and holistic co-curricular support for students to enable them progress and succeed in their academic life.

The student academic support unit is committed to assisting students, who are looking for help with a specific course or seeking to improve their study skills, during their study journey. Our team, which comprises academics and peer tutors, is also committed to providing the guidance and the support needed to students so that they can academically thrive.

The university's priority is to make students successful. The university cooperates with students in their academic endeavors, and keeps encouraging them to take full advantage of the resources to enable them reach their highest potential. Students are also encouraged to feel free to ask whenever they have any questions.

The academic support unit is located in the Learning Resource Center (LRC), 2nd floor.

Learning Resources Centre:

The Learning Resources Centre is located in the heart of the campus. It provides world-class facilities to support students, academics and researchers to enable them to achieve success and academic excellence. The Centre provides high-quality resources for all users who can benefit from a large number of databases and search engines available to enhance their academic studies and research experiences. The Centre also provides quiet study spaces for individuals and/or groups. Trained and specialized library staff assist during opening hours.

Information Technology Services (ITS):

ITS Department works closely with all faculties and departments to provide a wide range of services that support students in both on and off-campus activities. It is located on the second floor of the LRC building and considered the first student point of contact for all IT support needs.

Non-Academic Services:

Mahatat Al Talaba, located in the Shinas Building, is the student hub on campus. Students can access many services, including the main restaurant, stationery store, SU Clinic, fitness room, fine arts studio, Student Majlis, gym, and other designated social spaces.

Mahatat Al Talaba also has the office of the Pro Vice Chancellor for Student Affairs, offices of Student Activities, offices of Student Services, and the office of the Student Advisory Council.

Medical Services:

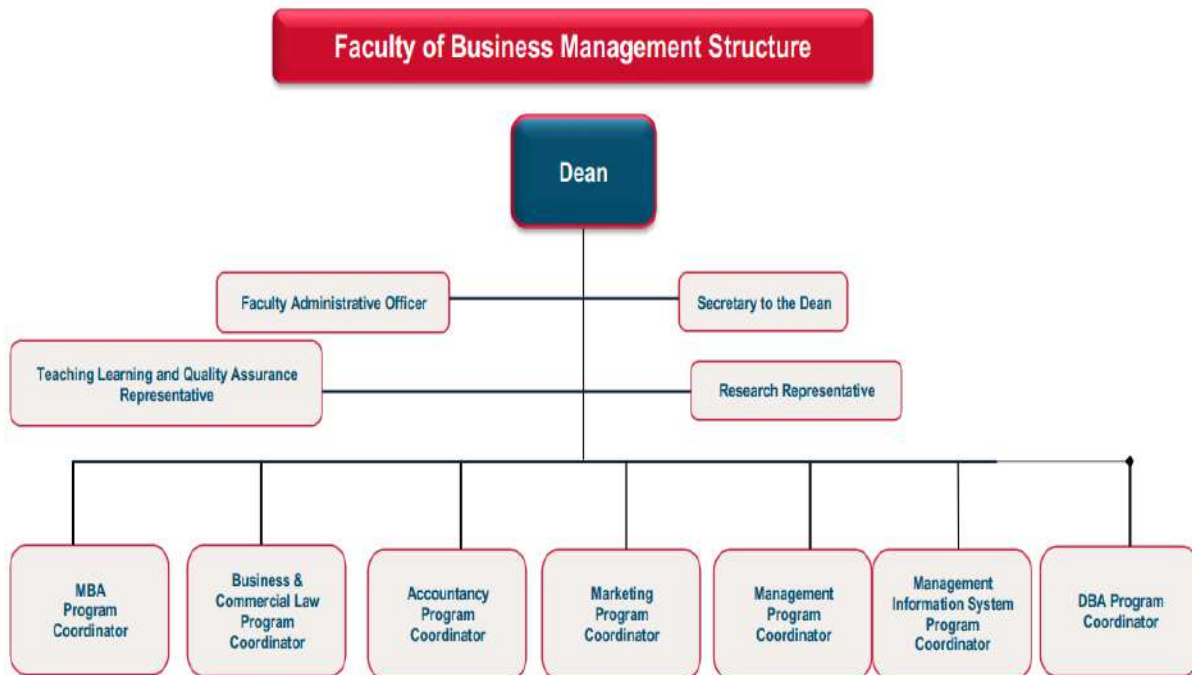
The Sohar University Clinic is located in Mahatat Al Talabah to provide primary and immediate health care to students and staff. Patients who require additional medical attention are referred to the nearest health center. The ambulance service is on call 24/7 to take patients to the hospital if needed. A nurse is on the night shift except on Thursday and Friday.

Student Activities:

The Student Activities Department is the body to supervises student activities at the university, motivates and encourages students, and refines their skills to create and innovate in various religious, cultural, scientific, artistic, sports, and social activities. It aims to prepare students for internal and external competitions and participation and to achieve an effective partnership with the local community.



Faculty of Business Management and Governance Structure



Faculty Executive Management Committee

Position	Details
Dean	Name: <i>Prof. Dr. Nur Naha Binti Abu Mansor</i> Email: Nurnaha@su.edu.om Ext: 418
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Management Information System Program Coordinator	Name: <i>Dr. Amitabh Verma</i> Email: Averma@su.edu.om Ext: 261

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Evening Program Coordinator	Name: <i>Ms. Karima Khalifa Al Qartooopi</i> Email: Kqartooopi@su.edu.om Ext: 579
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Program Policy

- [Academic Integrity Policy v4](#) سياسة النزاهة الأكاديمية.pdf
- [Assessment Marking Policy V2.0.pdf](#) سياسة تصحيح التقييمات
- [Refund Policy for Study Fees V3.0 \(002\).pdf](#) سياسة استرداد الرسوم الدراسية
- [Similarity Checking Software Policy](#)
- [Academic Advising Policy](#)
- [Learning Resources Centre Collection Development and Maintenance Policy](#)
- [Examination Procedures, Security and Invigilation Policy](#) سياسة وإجراءات الامتحانات والأمن
- [V7.0.pdf](#) والمراقبة
- [Final Year Project Policy v1](#) سياسة مشروع التخرج.pdf
- [Graduate Attributes \(GAs\) Policy](#) سياسة سمات الخريج.pdf
- [Recognition of Prior Learning Policy v3.0.pdf](#) سياسة الاعتراف بالتعلم المسبق
- [Special Examination Policy v3.0.pdf](#) سياسة الامتحانات الخاصة
- [Student Academic Misconduct Policy V5.0](#) سياسة سوء السلوك الأكاديمي للطلاب
- [Student Admission Policy v9.pdf](#)
- [Student Internship Policy v2.0.pdf](#)
- [Student under Academic Probation Policy v2.0 \(1\).pdf](#) الطالب تحت الملاحظة الأكاديمية
- [Student under Academic Probation Policy v2.0.pdf](#) الطالب تحت الملاحظة الأكاديمية

Quality Assurance and Continuous Improvement

Methods for evaluating program effectiveness (student feedback, graduate surveys)

The Faculty of Business employs a structured and student-centered approach to evaluating program effectiveness. In each semester, a comprehensive Teaching and Learning Student Satisfaction Survey is conducted by the university to gather feedback on course content, delivery, and teaching effectiveness. The collected data is analyzed, and a detailed report is generated, leading to the development of faculty action plans aimed at addressing the feedback. To ensure transparency and student engagement, a "You Said, We Did" poster is prominently displayed, showcasing key concerns raised by students and the corresponding actions taken by the faculty.

Additionally, after every course delivery, course coordinators are required to complete a formal course review reflecting on the strengths and areas for improvement in both content and instructional methods. These reviews are not merely procedural but are actively integrated into the planning and delivery of subsequent course iterations. This reflective cycle ensures that continuous improvements are data-driven and aligned with student expectations, ultimately contributing to the ongoing enhancement of academic quality and learner satisfaction.

Procedures for program updates and review systems

At the Faculty of Business, robust mechanisms are in place to ensure academic excellence through regular and systematic program and course reviews. Three core procedures are followed: periodic program reviews, external reviews, and peer reviews. Periodic program reviews occur every five years and involve a comprehensive evaluation guided by the ADRI model (Approach–Deploy–Review–Improve), incorporating input from internal stakeholders and external academic experts. External reviews are conducted annually, providing objective feedback on programs by senior academics from other institutions, ensuring alignment with national and international standards. Course materials are moderated by the program coordinators and the faculty quality assurance committee to ensure error-free study material distribution. Peer reviews are conducted every semester at the individual faculty level, promoting reflective teaching practice in a collegial setting.

These review mechanisms not only assess academic quality and teaching effectiveness but also feed into actionable improvement plans. The outcomes are deliberated by the QA committees and forwarded to the DVC Academic Affairs and the Academic Board for strategic decision-making. These ongoing efforts reflect the faculty's strong commitment to quality assurance and continuous improvement in program delivery and learning outcomes.

Professional accreditation details

The Bachelor's in Accounting program has received professional accreditation from the Association of Chartered Certified Accountants (ACCA), granting students exemptions from four foundational ACCA modules: Business and Technology (BT), Management Accounting (MA), Financial Accounting (FA), and Corporate and Business Law (LW). These exemptions are valid for graduates from January 1, 2022, to December 31, 2026.

Additional ACCA exemptions are available for students graduating from 2024 onwards upon completion of specific courses. These include Audit and Assurance (AA) for those completing Auditing (BUAC3302); Financial Management (FM) for those completing Financial Management (BUFN2701) and Financial Institutions & Market (BUFN4702); and Financial Reporting (FR) for students completing International Accounting Standards (BUAC4101), Financial Reporting & Analysis (BUAC3202), Intermediate Accounting II (BUAC3101), and

Advanced Accounting (BUAC4201). These exemptions help streamline the path toward full ACCA qualification.

Bachelor of Accountancy Program

General Information about the Program:

Program Name	Accountancy
Award	Bachelor of Accountancy
Exit point	Diploma and Bachelor
Language of Instruction	English
Mode of Study	Full Time
Study Scheme	Full Time
Study Duration	4 Years
Credit Units/Credit Hours	68 Units / 131 Hours
Professional Body Accreditation	ACCA Program Accreditation with Module Exemption
Admission Requirements	1. Completed the General Diploma Formerly Secondary School Completion Certificate in Oman, or equivalent, and have passed Math. Achieved a score at least equal to the entry score outlined in the HEAC Guidelines for student admission, published annually. 2. Passed the General Foundation Program (GFP). Passing the English components of the GFP is a must before entering the program (Faculty), whereas passing the math and IC3 components can be done either before or after entering the first year of the program. All students progressing to the Faculty without having completed all components of the GFP are only eligible to take a half load until the GFP components have been fully completed.
Entry Requirement	<i>From the policy – Version 2024/2025</i>

Program Aim

This program is designed to provide students with accounting tools and knowledge through a range of well-designed courses that prepare students for a future accounting profession. After graduation, students can apply for professional certifications such as CPA and CMA.

Graduate Attributes and Career Prospects

Potential career paths and industries

Graduates of the Accounting program open doors to a wide range of career paths across various industries. Graduates can pursue roles such as Certified Public Accountant (CPA), financial analyst, auditor, tax consultant, forensic accountant, or management accountant. Industries heavily relying on accounting professionals include banking, finance, government agencies, healthcare, retail, and technology. Additionally, many accountants work in corporate finance departments, public accounting firms, or as independent consultants. With experience, accountants can advance to leadership positions such as Chief Financial Officer (CFO) or financial controller. The demand for skilled accountants remains strong, making it a stable and rewarding career choice.

Opportunities for further study or professional certification

Graduates of an accounting program have numerous opportunities for further study and professional certification to enhance their expertise and career prospects. Many pursue advanced degrees, such as a Master's in Accounting or an MBA with a focus on finance. Additionally, professional certifications like the Certified Public Accountant (CPA), Certified Management Accountant (CMA), Association of Chartered Certified Accountants (ACCA), Certified Internal Auditor (CIA), Certified Fraud Examiner (CFE), and Chartered Financial Analyst (CFA) can significantly boost career opportunities and earning potential. These certifications require passing rigorous exams and meeting work experience requirements, but they provide a competitive edge in the job market. Continuing education and specialized training also allow accountants to stay updated with evolving financial regulations and industry trends.

Program Objectives

Program Objectives (POs)	
PO1	Provide students with an understanding of advanced principles and theories in the core and cross-functional areas of business.
PO2	Enable students to demonstrate the general oral and written communication, presentation, analytical, critical thinking, ethics, and advanced IT skills (such as the use of legacy and cloud computing) necessary in the modern business environment.
PO3	Enhance students' critical thinking and develop their general analytical, decision-making, teamwork, and entrepreneurial skills.
PO4	Provide students with knowledge of advanced quantitative tools for business analysis and decision-making to understand the environmental impact on organizations.
PO5	Develop students' engagement in research to find solutions to contemporary problems affecting accounting and financial management.
PO6	Prepare students with the skills to engage in life-long learning and continuous professional development.

Program Learning Outcomes for Diploma Exit Award

Program Learning Outcomes (PLOs)	
PLO 1.	Explain theories, techniques, and concepts related to accounting.
PLO 2.	Discuss basic computing techniques required for accounting
PLO 3.	Communicate skilfully basic knowledge orally and in writing to a broad range of audiences.
PLO 4.	Utilize numerical techniques to propose solutions to financial and accounting problems.
PLO 5.	Define accounting problems using contemporary methodologies
PLO 6.	Evaluate ethical considerations in accounting.
PLO 7.	Function independently and as an active member of a team to perform and supervise the required tasks.
PLO 8.	Apply entrepreneurial skills to assess the impacts of accounting on the financial, services, manufacturing, and extractive industries.
PLO 9.	Solve accounting problems independently using basic accounting principles, methodologies, and approaches.



Program Learning Outcomes for Bachelor's

Program Learning Outcomes (PLOs)						
PLO 1.	Defend theories, techniques, and concepts related to financial reporting and accounting.					
PLO 2.	Employ contemporary computing techniques, skills, and modern IT tools required for financial and accounting reporting.					
PLO 3.	Communicate skilfully advanced knowledge orally and in writing to a broad range of audiences.					
PLO 4.	Administer numerical techniques to propose solutions to financial and advanced accounting problems					
PLO 5.	Evaluate financial market problems using advanced information technology and techniques.					
PLO 6.	Integrate ethical considerations in accounting and finance.					
PLO 7.	Function independently and as an active member of a team to perform and supervise the required tasks.					
PLO 8.	Apply entrepreneurial skills to assess the national and international impacts of accounting on the financial, services, manufacturing, and extractive industries					
PLO 9.	Conduct accounting and finance research assignments through rigorous application of appropriate principles, methodologies, and approaches.					

Study Plan

	Course Code	Course Name	Pre-requisite	Course Type	Units	Hours
Level 1	Semester 1					
	BUMG1110	Principles of Management	NA	Core	2	4
	BUMG1105	Business Statistics	NA	Core	2	4
	BUMG1104	Introduction to Microeconomics	NA	Core	2	4
	BUAC1101	Principles of Accounting	NA	Core	2	4
	UNIR1002	Arabic Language Skill	NA	Core	1	2
	Semester 2					
	BUMK1201	Principles of Marketing	NA	Core	2	4
	BULA1201	Introduction to Business Law	NA	Core	2	4
	BUMG1202	Introduction to Macroeconomics	NA	Core	2	4
	UNIR1100	Communications Skills I	NA	Core	2	3
	UNIR1001	Oman and Islamic Culture	NA	Core	1	2
Level 2	Semester 1					
	BUAC2101	Financial Accounting	BUAC1101	Core	2	4
	BUAC2102	Financial Management	BUAC1101	Core	2	4
	BUAC2103	Cost Accounting	BUAC1101	Core	2	4
	UNIR2100	Communication Skills II	UNIR1100	Core	2	3
	UNIR2001	Entrepreneurship		Core	2	2
	Semester 2					
	BUAC2201	Intermediate Accounting, I	BUAC2101	Core	2	4



	BUAC2202	Fundamentals of Islamic Finance	BUAC2102	Core	2	4
	BUAC2204	Auditing I		Core	2	4
	BUAC2203	Managerial Accounting	BUAC2101	Core	2	4
Level 3	Semester 1					
	UNIR3100	Communication Skills III	UNIR2100	Core	2	3
	BUAC3101	Intermediate Accounting II	BUAC2201	Core	2	4
	BUAC3102	Auditing II	BUAC2101	Core	2	4
	BUMG3101	Operations Research	BUMG1110	Core	2	4
	Semester 2					
	BUAC3201	Accounting Information Systems	BUAC2101	Core	2	4
	BUAC3202	Tax Accounting		Core	2	4
	BUAC3203	Financial Reporting & Analysis	BUAC2101	Core	2	4
	BUMG3203	Operations Management	BUMG1110	Core	2	4
	Semester 1					
	BUAC4101	International Accounting Standards	BUAC2201	Core	2	4
Level 4	BUAC4102	Accounting Theory	BUAC2201	Core	2	4
	BUAC4103	Accounting for Extractive Industries	BUAC2201	Core	2	4
	BUMG4104	Business Research Methods	BUMG1110	Core	2	4
	Semester 2					
	BUAC4201	Advanced Accounting	BUAC2201	Core	2	4
	BUMG4202	Governance & Business Ethics	BUMG1110	Core	2	4
	BUMG4201	Strategic Management	BUMG1110	Core	2	4
	BUMG4204	Research Project	BUMG4104	Core	2	4

Course Description

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	يعتني هذا المقرر بتطور مهارات اللغة العربية لدى الطلبة، وما يتعلق بها من قواعد نحوية وإملائية، كما يعتني بتقنيات الكتابة في مجموعة من الأنماط الوظيفية، كالسيرة الذاتية، وعرض الكتاب وتقده، وكتابة التقرير.
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 the 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.
UNIR1001	يتضمن هذا المقرر عرضاً لمدخل دراسة الثقافة الإسلامية، وأهميتها، ومصادرها وخصائصها، ومقوماتها، والمعالم الثقافية التي امتازت، ودور الثقافة الإسلامية في بناء الشخصية المسلمة، وكيفية مواجهة التحديات المعاصرة التي تعصف بالامة المسلمة اليوم، وأساليب الغزو الفكري، كما يستعرض إسلام أهل عمان، وأبرز ملامح الثقافة الإسلامية في المجتمع العماني، ودور العمانيين في بناء الحضارة الإسلامية ونشر الإسلام، وإسهاماتهم في المجالين التجاري والحضاري.
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.
BUAC2102	Background to corporate financial decision-making and behavior of capital markets. Financial mathematics with emphasis on discounting techniques, capital budgeting, and investment appraisal. Short-term asset management, costs of funds.
BUAC2103	Relevant costs for decision-making. Different types of costing - job costing and process costing. Standard costing and calculation of variances. Cost estimation, activity-based costing, customer costing versus product costing.
UNIR2100	The purpose of the course is to equip students with the necessary language skills that are required to communicate an effectively. 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. 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.
BUAC2201	This course is the continuation of accounting courses in Level 1 of the program. It expands the scope of accounting topics to students aiming to major in accounting. The course focuses on income statements, inventory valuation, depreciation, intangibles, current and non-current liabilities, and financial reporting.
BUAC2202	This course provides an overview of the development and emergence of Islamic finance, accounting treatments and disclosures of various Islamic finance activities, and the differences between Islamic and conventional finance. It critically examines the role of regional and international standard-setting bodies (e.g. Accounting and Auditing Organization of Islamic Financial Institutions (AAOIFI)). The course also highlights other contemporary issues in specialized areas, such as governance of Islamic Financial Institutions, ethics, characteristics of Islamic banking system and insurance, and the underpinning regulatory framework.
BUMG2204	This course introduces audit procedures and processes by focusing on internal audit. The course shall cover topics that are relevant for students who wish to work as internal auditors and in industry. The relevant topics will include (but not be limited to): the definition of internal auditing and its standards, corporate governance and control issues, fraud risks, auditing techniques, and conducting internal audit engagements.
BUAC2203	Role of management accounting information for planning, controlling, and performance evaluation. Cost objects and cost accumulation, cost behavior, cost-volume-profit-analysis, incremental analysis, and planning for capital investments.
Level 3	
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
BUAC3101	Building up from students' knowledge and understanding from previous accounting courses, this course shall apply most of the concepts introduced by providing more challenging topics that are more relevant to students at Level 3. For instance, this course shall include: preparing financial statements with adjustments, describing and applying the method of determining a lease type (i.e. an operating or finance lease), explaining the effect of taxable temporary differences on accounting and taxable profits and calculating the earning per share (EPS) and diluted EPS in accordance with relevant accounting standards.
BUAC3102	Auditing course is offered basic orientation in accounting so that students can understand its connectivity among other courses of accounting program.
BUMG3101	It aims to introduce 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; and develop within them project management skills using network-based techniques and analysis.

BUAC3201	This course provides knowledge and understanding of the roles of accounting information systems and their emergence in current business processes in enhancing the quality of financial information and internal control systems. Students shall be introduced to different types of accounting software and their advantages and disadvantages. The course shall cover topics relating to transaction processing, system documentation, revenue cycle and expense cycle, and other related topics.
BUAC3202	This course introduces the concepts of income tax and the different types of taxation. The course shall cover the following topics: Introduction to taxation, personal and corporation income tax, capital gains tax, goods and services tax; jurisdiction to tax; assessable income, including taxation of capital gains and losses; non-assessable income; deductions; tax accounting; tax treatment of tax entities; and tax compliance process.
BUAC3203	This course provides students with the theoretical and technical knowledge required to conduct financial reporting and analysis. Topics covered in the course include the development of financial reporting, the reporting and analysis of financial statements (statement of cash flows, income statement, and balance sheet), and the limitations of relying on financial statements. The course also provides students with the techniques used to assess the quality of earnings and to predict the firm's financial failure.
BUMG3203	The course aims to introduce operations management tools to increase the 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; and outline to the students the process of solving different challenges of Operations Management.
Level 4	
BUAC4101	This course provides an overview of the accounting issues uniquely confronted by companies involved in international business. This includes how accounting is practiced by different countries around the world in comparison to the US. In addition, the focus will also be on Global rules and regulations issued by professional accounting bodies such as the International Financial Reporting Standards (IFRS) and the International Accounting Standards Board (IASB) which are evolving due to international entities requiring global standardization. This course provides accountants or graduates, possessing relevant country-specific qualifications or work experience with an up-to-date and relevant conversion course, providing a practical and detailed knowledge of the key international financial reporting standards (IFRSs) and how they are interpreted and applied.
BUAC4102	This course is an overview of the theory of accounting. It covers the Contrast between balance sheet and transactions-based approaches, Limitations of historical cost accounting and alternative approaches such as current cost accounting, Valuation of intangible assets and liabilities and Contemporary issues in accounting theory.
BUAC4103	This course will focus on oil and gas accounting and is based on International Accounting Standards. It will emphasize the acquisition, exploration, development, and production of oil and gas activities. The topics covered in this course include the successful efforts method, full cost method, reserve reporting, the unit of production method, take-or-pay arrangements, and joint interest accounting, as well as industry-specific controls that should be considered.
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.
BUAC4201	Mergers and acquisitions and joint ventures. Accounting for corporate group structures including basic consolidation and equity accounting. International operations and transfer pricing. Valuation of companies. Accounting for Goodwill, non-controlling interest, and other intangible assets such as trademarks and brands.
BUMG4202	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.
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."
BUMG4204	This course is built on the fundamentals of Business Research Methods course; students are expected to conduct an 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.

Bachelor of Management Program

General Information about the Program:

Program Name	Management
Award	Bachelor of Management
Exit point	Diploma / Bachelor
Language of Instruction	English
Mode of Study	Full Time
Study Scheme	Full Time
Study Duration	4 Years
Credit Units/Credit Hours	68 Units / 131 Hours
Professional Body Accreditation	NA
Admission Requirements	1. Completed the General Diploma formerly Secondary School Completion Certificate in Oman, or equivalent and having passed Math and at least one from Physics or Chemistry. 2. Achieved a score at least equal to the Entry Score to be determined by Sohar University Academic Board. 3. Passed the General Foundation Program (GFP). Passing the English components of the GFP is a must before entering the program (Faculty), whereas passing the math and IC3 components can be either before or after entering the first year of the program.
Entry Requirement	<i>From the policy – Version 2024/2025</i>

Program Aim

This program provides students with the appropriate managerial skills that are required by all business sections and prepares them for a unique managerial career. After graduation, students can use tools for planning and managerial decision-making.

Graduate Attributes and Career Prospects

Potential career paths and industries

A management degree prepares students for a business career, which can apply to any sector or industry. This program is designed for students seeking to move forward into business and management positions. Management students will be exposed to a breadth of management contemporary topics and issues through a thorough combination of theory and practical business models. Studying for a business management degree allows students to develop a broad understanding of business organizations and provides them with subject-specific knowledge in areas such as markets, customers, finance, operations, communication, information technology, and business policy and strategy.

Opportunities for further study or professional certification

- National and Multinational Firms.
- Banks and Financial Institutions.
- Insurance Companies.
- Telecommunications Companies.
- Public and Private Sector Employers.
- Opportunities in Small to Medium-Sized Enterprises.

Students can also be eligible for any further higher degrees in any institutions inside and outside Oman or any professional certificates in the areas of management.

Program Objectives

Program Objectives (POs)	
PO1	To prepare graduates for a successful business career.
PO2	To teach business, management, entrepreneurship, communication, teamwork, and ethical decision-making skills required in a diverse work environment.
PO3	To build graduates' ability to perform in Business organizations and communities.
PO4	To prepare students to engage in life-long learning and continuous professional development.

Program Learning Outcomes for Diploma Exit Award

Program Learning Outcomes (PLOs)	
PLO 1.	Explain theories, techniques, and concepts related to Business and Management.
PLO 2.	Define business problems in different functional areas and contemplate solutions for them.
PLO 3.	Communicate common knowledge orally and in writing to a limited range of audiences.
PLO 4.	Utilize numerical techniques to propose solutions for problems relating to different functional areas of management.
PLO 5.	Discuss relevant computer applications, tools, techniques, and skills required for decision-making in different functions of management.
PLO 6.	Evaluate ethical considerations in relation to Business and Management.
PLO 7.	Apply interpersonal skills to work effectively in groups or individually as an active member of a team to perform a required task.
PLO 8.	Identify the importance of entrepreneurial skills in developing a business plan.
PLO 9.	Develop research skills that help in continuous learning to deal with various situations and problems.

Program Learning Outcomes for Bachelor Exit Award

Program Learning Outcomes (PLOs)	
PLO 1.	Defend theories, techniques and concepts related to Business and Management.
PLO 2.	Utilize relevant computer applications based on tools, techniques, and skills for decision making in different functions of management.
PLO 3.	Communicate skilfully the advanced knowledge orally and in writing to a broad range of audiences.
PLO 4.	Apply numerical techniques to propose solutions for problems relating to different functional areas of management.



PLO 5. Evaluate business problems in different functional areas for developing a solution using appropriate technology.
PLO 6. Administer ethical considerations in relation to Business and Management.
PLO 7. Function independently as well as in groups to perform a required task.
PLO 8. Employ entrepreneurial skills in assessing the national and international impact of Management on different industries.
PLO 9. Conduct research in different disciplines of management through appropriate paradigms, methodologies, and approaches.

Study Plan

	Course Code	Course Name	Pre-requisite	Course Type	Units	Hours
Level 1	Semester 1					
	BUMG1110	Principles of Management	NA	Core	2	4
	BUMG1105	Business Statistics	NA	Core	2	4
	BUMG1104	Introduction to Microeconomics	NA	Core	2	4
	BUAC1101	Principles of Accounting	NA	Core	2	4
	UNIR1002	Arabic Language Skills	NA	Core	1	2
	Semester 2					
	BUMK1201	Principles of Marketing	NA	Core	2	4
	BULA1201	Introduction to Business Law	NA	Core	2	4
	BUMG1202	Introduction to Macroeconomics	NA	Core	2	4
	UNIR1100	Communication Skills I	NA	Core	2	3
	UNIR1001	Oman and Islamic Culture	NA	Core	1	2
Level 2	Semester 1					
	BUAC2101	Financial Accounting	BUAC1101	Core	2	4
	BUMG2110	Organizational Behavior	BUMG1110	Core	2	4
	BUMG2112	Public Relations	BUMG1110	Core	2	4
	UNIR2100	Communication Skills II	UNIR1100	Core	2	3
	UNIR2001	Entrepreneurship	NA	Core	2	2
	Semester 2					
	BUMG2201	Human Resource Management	BUMG1110	Core	2	4
	BUAC2203	Managerial Accounting	BUAC1101	Core	2	4
	BUMG2202	Business Ethics	BUMG1110	Core	2	4
	BUIS2201	Management Information System	NA	Core	2	4
Level 3	Semester 1					
	BUAC2102	Financial Management	NA	Core	2	4
	BUIS3103	Digital Business	NA	Core	2	4



Level 4	BUMG3101	Operations Research	BUMG1110	Core	2	4
	UNIR3100	Communication Skills III	UNIR2100	Core	2	3
	Semester 2					
	BUMG3201	Leadership	BUMG1110	Core	2	4
	BUMG3202	International Business	BUMG1110	Core	2	4
	BUMG3203	Operations Management	BUMG1110	Core	2	4
	BUMK2211	Marketing Management	BUMK1201	Core	2	4
	Semester 1					
	BUMG4110	Supply Chain Management	BUMG1110	Core	2	4
	BUMG4112	Project Management	BUMG1110	Core	2	4
	BUMG4113	Performance Management	BUMG1110	Core	2	4
	BUMG4104	Business Research Methods	BUMG1110	Core	2	4
	Semester 2					
	BUMG4201	Strategic Management	BUMG1110	Core	2	4

Course Description

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	يعتني هذا المقرر بتطور مهارات اللغة العربية لدى الطلبة، وما يتعلق بها من قواعد نحوية وإملائية، كما يعتني بتقنيات الكتابة في مجموعة من الأنماط الوظيفية، كالسيرة الذاتية، وعرض الكتاب وتقده، وكتابة التقرير.
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.
UNIR1001	يتضمن هذا المقرر عرضاً لمدخل دراسة الثقافة الإسلامية، وأهميتها، ومصادرها وخصائصها، ومقوماتها، والمعالم الثقافية التي امتازت، ودور الثقافة الإسلامية في بناء الشخصية المسلمة، وكيفية مواجهة التحديات المعاصرة التي تعصف بالامة المسلمة اليوم، وأساليب الغزو الفكري، كما يستعرض إسلام أهل عمان، وأبرز ملامح الثقافة الإسلامية في المجتمع العماني، ودور العمانيين في بناء الحضارة الإسلامية ونشر الإسلام، وإسهاماتهم في المجالين التجاري والحضاري.
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, and Cash Flow Statements 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 to communicate effectively. 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 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. Students gain an appreciation of the breadth and scope of HRM.

BUAC2203	The main aim of the management accounting course is to teach 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 financial statements, mainly income statements and balance sheets using ratio and trend analysis, make students understand the concept of the 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 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 contemplate optimum solutions under constraint; 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 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 functions in an 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 the 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; and 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 their relationships within today's organizations.
Level 4	
BUMG4110	As global competition in both goods and services intensifies, an organization's growth and sustainability depend 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 value 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.
BUMG4202	This course discusses and applies principles, tools, and methods to successfully implement change and innovation within organizations. Using several perspectives to assess organizational performance ensures 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 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 an 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.

Bachelor of Business and Commercial Law Program

General Information about the Program:

Program Name	Business and Commercial Law
Award	Bachelor of Business and Commercial Law
Exit point	Diploma / Bachelor
Language of Instruction	English
Mode of Study	Full Time
Study Scheme	Full Time
Study Duration	4 Years
Credit Units/Credit Hours	68 Units / 131 Hours
Professional Body Accreditation	NA
Admission Requirements	1. Completed the General Diploma (formerly the Secondary School Completion Certificate) in Oman, or equivalent, and passed Math. Achieved a score at least equal to the entry score outlined in the HEAC guidelines for student admission published annually. 2. Passed the General Foundation Program (GFP). Passing the English components of the GFP is mandatory prior to entering the program, whereas the Math and IC3 components can be passed either before or after entering the first year of the program. All students progressing to Faculty without having completed all components of the GFP are only eligible to undertake a half course load until the GFP components have been fully completed.
Entry Requirement	<i>From the policy – Version 2024/2025</i>

Program Aim

This program is structured to equip students with knowledge in the commercial legal aspects in Oman, GCC Countries, and internationally. This knowledge helps graduates to develop their decision-making skills in corporate legal matters.

Graduate Attributes and Career Prospects

Potential career paths and industries

Graduates of the Business and Commercial Law program are well-prepared for diverse career opportunities across multiple industries. With their expertise in legal and business principles, they can pursue roles in:

1. Corporate and Commercial Law: Legal consultant, compliance officer, contract analyst.
2. Banking and Finance: Regulatory compliance specialist, financial legal advisor, risk management officer.
3. Entrepreneurship and Business Development: Business consultant, startup advisor, corporate strategist.

4. Government and Regulatory Agencies: Policy analyst, trade compliance officer, legal researcher.
5. International Trade and Arbitration: Trade law specialist, arbitration consultant, customs compliance officer.
6. Real Estate and Property Law: Legal advisor for real estate firms, contract negotiator.
7. Human Resources and Employment Law: HR compliance officer, labor law consultant.
8. Intellectual Property and Technology Law: IP analyst, digital compliance officer, patent consultant.
9. Nonprofit and NGOs: Legal and regulatory advisor, policy development officer.

Graduates can work in corporations, law firms, financial institutions, multinational organizations, government agencies, and consulting firms.

Opportunities for further study or professional certification

1. Graduates of the program can pursue advanced degrees or professional certifications to enhance their expertise and career prospects. These include:
2. Postgraduate Degrees:
3. Master's in Business Law
4. Master's in Commercial Law
5. Master of Laws (LL.M.) with specialization in Corporate Law, Trade Law, or Financial Law
6. Master of Business Administration (MBA) with a focus on legal and regulatory affairs
7. Doctor of Philosophy (Ph.D.) in Business Law, Corporate Governance, or related areas
8. Professional Certifications:
9. Certified Compliance & Ethics Professional (CCEP)
10. Certified Commercial Contracts Manager (CCCM)
11. Certified Risk and Compliance Management Professional (CRCMP)
12. Chartered Institute of Arbitrators (CIArb) Membership
13. Certified Fraud Examiner (CFE)
14. International Trade Law Certification (from institutions such as ICC Academy)
15. Legal and Business Ethics Certifications (from various legal institutes and business schools)

Internship or Practical Training

Internship Training

As part of the Bachelor of Business and Commercial Law program, students are required to complete a mandatory internship training component, which provides practical exposure and industry experience.

Duration and Requirements

- The internship lasts 8 weeks.
- Students must have completed or be registered for at least 75% of their coursework before they can be considered eligible for the internship.

Assessment Criteria

Students will be evaluated based on the following:

- Weekly Activity Reports – Students will document their tasks, learning outcomes, and reflections throughout the internship.
- Presentations – Students will present summaries of key experiences and professional insights gained during the internship.
- Supervisor/Employer Evaluation Feedback – The host organization will assess the student's performance based on the following attributes:
 1. Communication skills
 2. Information technology skills
 3. Numeracy skills
 4. Creativity and problem-solving skills
 5. Teamwork skills
 6. Social and ethical responsibility skills
 7. Critical judgment skills

Supervision Details

- A dedicated Internship Coordinator, appointed under the Program Coordinator, will oversee each internship cycle.
- The Internship Coordinator is responsible for ensuring proper placement, monitoring progress, and serving as a liaison between students, faculty, and industry partners.

Program Objectives

Program Objectives (POs)	
PO1	Introduce students to the legal system, its principles, and sources of law.
PO2	Enhance students' understanding of the elements of contract law, contract terms, discharge of contract, and employment law.
PO3	Enable students to apply the principles of quantitative methods, information systems, and personnel development in a business law environment.
PO4	Enable students to apply the principles of the law of agency to business structures.
PO5	Enable students to identify and evaluate the economic, legal, social, political and ethical environment in which businesses operate.
PO6	Enable students to carry out research with a view to finding solutions to contemporary problems affecting the practice of business and commercial law.
PO7	Prepare students with the skills to engage in life-long learning and continuous professional development.

Program Learning Outcomes for Diploma Exit Award

Program Learning Outcomes (PLOs)	
PLO 1.	Explain theories, laws, and concepts related to business and commercial law.
PLO 2.	Identify business-related legal problems in different functional areas using appropriate technologies.
PLO 3.	Communicate basic knowledge both orally and in writing to a broad range of audiences.
PLO 4.	Practice numerical techniques for problems relating to different areas of business and commercial law.



PLO 5. Discuss relevant computer applications based on the tools, techniques, and skills required for decision-making in different functions of business and commercial law.
PLO 6. Identify ethical principles in relation to business and commercial law.
PLO 7. Function with minimum supervision as well as in group settings to perform a required task in business and commercial law.
PLO 8. Develop entrepreneurial skills in assessing the national and international impact of business and commercial law on different industries.
PLO 9. Apply critical thinking skills to solve complex legal and ethical issues in global business throughout their professional careers

Program Learning Outcomes for Bachelor Exit Award

Program Learning Outcomes (PLOs)
PLO 1. Discuss theories, laws and concepts related to business and commercial law.
PLO 2. Analyze business-related legal problems in different functional areas using appropriate technologies.
PLO 3. Communicate advanced knowledge, orally and in writing, to a broad range of audiences
PLO 4. Evaluate numerical techniques for problems related to different areas of business and commercial law.
PLO 5. Utilize relevant computer applications based on the tools, techniques, and skills required for decision-making in different functions of business and commercial law.
PLO 6. Defend ethical principles in relation to business and commercial law.
PLO 7. Function independently as well as in group settings to perform a required task in business and commercial law.
PLO 8. Employ entrepreneurial skills in assessing the national and international impact of business and commercial law on different industries.
PLO 9. Conduct research in different disciplines of business and commercial law using appropriate paradigms, methodologies, and approaches.

Study Plan

	Course Code	Course Name	Pre-requisite	Course Type	Units	Hours
Level 1	Semester 1					
	BUMG1110	Principles of Management	NA	Core	2	4
	BUMG1105	Business Statistics	NA	Core	2	4
	BUMG1104	Introduction to Microeconomics	NA	Core	2	4
	BUAC1101	Principles of Accounting	NA	Core	2	4
	UNIR1002	Arabic Language Skills	NA	Core	1	2
	Semester 2					
	BUMK1201	Principles of Marketing	NA	Core	2	4
	BULA1201	Introduction to Business Law	NA	Core	2	4
	BUMG1202	Introduction to Macroeconomics	NA	Core	2	4
	UNIR1100	Communication Skills I	NA	Core	2	3
	UNIR1001	Oman and Islamic Culture	NA	Core	1	2



Level 2	Semester 1					
	BULA2101	Legal Issues in Commercial Law	NA	Core	2	4
	BULA2102	Law of Organizations	NA	Core	2	4
	BUAC2102	Financial Management	BUAC1101	Core	2	4
	BUMG2110	Organizational Behavior	BUMG1110	Core	2	4
	UNIR2001	Entrepreneurship	NA	Core	2	2
	Semester 2					
	BULA2201	Employment Law	NA	Core	2	4
	BULA2202	Extractive Industry Law	NA	Core	2	4
	BUIS2201	Management Information Systems	NA	Core	2	4
	UNIR2100	Communication Skills II	UNIR1100	Core	2	3
Level 3	BINT2000	Internship	75% of the courses	Core	0	0
	Semester 1					
	BULA3101	Contract Law	NA	Core	2	4
	BULA3102	Consumer Protection Law	NA	Core	2	4
	BUIS3103	Digital Business	NA	Core	2	4
	UNIR3100	Communication Skills III	UNIR2100	Core	2	3
	Semester 2					
	BULA3201	Intellectual Property Law	NA	Core	2	4
	BULA3202	Air & Maritime Law	NA	Core	2	4
	BUMG3202	International Business	BUMG1110	Core	2	4
	BUMG4202	Governance & Business Ethics	BUMG1110	Core	2	4
Level 4	Semester 1					
	BULA4101	Information Technology Law	NA	Core	2	4
	BULA4102	Tourism & Hospitality Law	NA	Core	2	4
	BUMG4110	Supply Chain Management	BUMG1110	Core	2	4
	BUMG4104	Business Research Methods	BUMG1110	Core	2	4
	Semester 2					
	BULA4201	International Trade Law	NA	Core	2	4
	BULA4202	Alternative Dispute Resolution	NA	Core	2	4
	BUMG4201	Strategic Management	BUMG1110	Core	2	4
	BUMG4204	Research Project	BUMG4104	Core	2	4
	BINT4000	Internship	75% of the courses	Core	0	0



Course Description

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	يعتني هذا المقرر بتطوير مهارات اللغة العربية لدى الطلبة، وما يتعلق بها من قواعد نحوية وإملائية، كما يعتني بتقنيات الكتابة في مجموعة من الأنماط الوظيفية، كالسيرة الذاتية، وعرض الكتاب وتقده، وكتابة التقرير
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 will cover the torts of negligence and its relevance with the business activities or professionals in the business transactions; products liability and its implications in the business; commercial contracts, its formation, terms and how the contracts are discharged; and dispute resolution methods that would be relevant in business, in particular arbitration and intellectual property rights under the law of Sultanate of Oman.
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.
UNIR1001	يتضمن هذا المقرر عرضاً لمدخل دراسة الثقافة الإسلامية، وأهميتها، ومصادرها وخصائصها، ومقوماتها، والمعامل الثقافية التي امتازت، ودور الثقافة الإسلامية في بناء الشخصية المسلمة، وكيفية مواجهة التحديات المعاصرة التي تعصف بالأمّة المسلمة اليوم، وأساليب الغزو الفكري، كما يستعرض إسلام أهل عمان، وأبرز ملامح الثقافة الإسلامية في المجتمع العماني، ودور العمانيين في بناء الحضارة الإسلامية ونشر الإسلام، وإسهاماتهم في المجالين التجاري والحضاري.

Level 2

BULA2101	The course will cover the torts of negligence and its relevance with the business activities or professionals in the business transactions; products liability and its implications in the business; commercial contracts, its formation, terms and how the contracts are discharged; and dispute resolution methods that would be relevant in business, in particular arbitration and intellectual property rights under the law of Sultanate of Oman.
BULA2102	This course introduces the legal framework in which managers operate a business enterprise. It examines various business relationships and organizations including Agency relationships; Partnerships; Limited liability companies; Corporations; Duties of senior management; Rights of shareholders; Rights and duties in the context of transactions for corporate control; and Insider trading. Because the course focuses on the legal environment in which management decisions are made, legal cases are used in class discussions as per requirements.
BUAC2102	Background to corporate financial decision-making and behavior of capital markets. Financial mathematics with emphasis on discounting techniques, capital budgeting, investment appraisal. Short-term asset management, costs of funds.
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.
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.
BULA2201	This course will focus on the following issues in relation to employment law: Nature of employment, Duties of employees and employers, safe and secure work environment, and types of employee dismissal: fair, unfair and constructive. The role of Governmental Labor Offices and Labor Associations will also be discussed.
BULA2202	The course will expose students to a variety of academic perspectives on the course topic, ranging from organizational and technical planning aspects to law, economics, and political science. Based on a combination of lectures, a field visit to one of a few currently or prospective operating mines and a local settlement, and students' application of theoretical knowledge in a practical context, the interdisciplinary approach will enhance students' ability to act in a multidisciplinary context and stimulate their appreciation and understanding of how their own field interacts with other fields.
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
UNIR2100	The purpose of the course is to equip students with the necessary language skills that are required to communicate 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.
Level 3	
BULA3101	This course will cover in detail the nature of contracts in and their essential elements. The legality of contracts and the legal capacity of the parties involved.

	Conditions of contracts: implied and expressed terms, exclusion clauses, and trans-national terms. Discharge of contracts and remedies.
BULA3102	This course examines problems in the formation of consumer transactions, then moves to the element of the transaction and concludes with preparations. At each stage of the transaction, the first investigation is whether any intervention on behalf of consumers is warranted. The second inquiry is concerned with the extent to which intervention impacts upon the freedom of contract and the rights of the parties concerned, including the cost of such intervention.
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.
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.
BULA3201	Matters related to Intellectual Property Law is of growing concern among the business community across the world. As a member of the global community Oman needs to equip its students with proper knowledge of the subject matter to deal with Intellectual Property Rights related matters in maintaining a cohesive business competitiveness environment. It is in realization of this fact that this course has been added to the program.
BULA3202	Aviation and Maritime Law module is designed to impart information to commercial law graduates in national and international maritime and aviation laws which allow them to contribute to the shipping and aviation industry. The course involves the legal system for both aviation and maritime; basic principles of liability, safety and security in aviation and maritime industries, employment laws of both, and dispute settlement laws in aviation and maritime industries.
BUMG3202	The overall aim of this course is to focus on developing students' knowledge of international business so that they understand how business functions 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.
BUMG4202	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.
Level 4	
BULA4101	The course focuses on legal and regulatory aspects of the Internet and related technologies. It covers topics of concern to individuals as well as businesses and government, including protection of intellectual property in a digital environment, electronic contracts, computer and information security, and cyber-crime. IT Law examines the legal problems that have arisen due to the considerable increase in the use of computers in society since the last quarter of the 20th century.
BULA4102	This course describes tourism law for future tourism industry law professionals. The module offers a legal perspective on the three crucial aspects of tourism - business, the environment and the tourist/consumer.

BUMG4110	As global competition in both goods and services intensifies, an organization's growth and sustainability depend 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.
BUMG4104	The Research Project A 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.
BULA4201	This course is designed to advance the knowledge of business law students and further enable them to discuss complex issues of the international trading system. In this context, the course will impart lessons on the following topics: international trade transactions including international sale of goods which will focus on the Vienna Convention on the international sale of goods, international carriage of goods and international arbitration, types of arrangements for undertaking international business such as licensing agreements, franchise agreements, and distributorship agreement.
BULA4202	Conduct of business activities are often faced with rise of disputes of different magnitude. An amicable solution to such disputes not only saves time and cost compared to costly court procedures, but also helps maintain the confidentiality and business reputation of the parties in concern. Hence, this course is designed and proposed with a view to providing the students with knowledge about methods of alternative dispute resolution, their applicability and advantages.
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.
BUMG4204	This course is built on the fundamentals of the Business Research Methods course; students are expected to conduct an 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.
BINT2000/BINT4000	The course is designed to provide a short period of professional experience to students from the Business and Commercial Law program, so as to enhance their employability prospects. Furthermore, the internship will offer students the prospect to apply knowledge, concepts and skills learnt throughout the degree program to date in a real business setting thus enabling an experiential learning opportunity. Upon completing the fourth year of study, all students should undergo a mandatory eight weeks of professional training. Students can choose to undertake an internship within the public or private sector, or non-governmental organizations.

Bachelor of Management Information Systems Program

General Information about the Program:

Program Name	Management Information Systems
Award	Bachelor of Management Information Systems
Exit point	Diploma/ Bachelor
Language of Instruction	English
Mode of Study	Full Time
Study Scheme	Full Time
Study Duration	4 Years
Credit Units/Credit Hours	68 Units / 131 Hours
Admission Requirements	1. Completed the General Diploma Formerly Secondary School Completion Certificate in Oman, or equivalent and having passed Math. Achieved a score at least equal to the entry score outlined in the HEAC Guidelines for student's admission published annually. 2. Passed the General Foundation Program (GFP). Passing the English components of the GFP is a must before entering the program (Faculty), whereas passing the math and IC3 components can be either before or after entering the first year of the program. All students progressing to Faculty without having completed all components of the GFP are only eligible to take a half load until the GFP components have been fully completed.
Entry Requirement	<i>From the policy – Version 2024/2025</i>

Program Aim

The Bachelor of Management Information Systems program aims to transfer the knowledge and skills required to align business strategies with information system strategies. Therefore, the program aims to produce graduates capable of designing, developing, and evaluating information systems for business organizations using information technologies.

Graduate Attributes and Career Prospects

Potential career paths and industries

Graduates of the Management Information Systems (MIS) program at Sohar University, Oman, are equipped with the skills to bridge the gap between business and technology. They can pursue careers in various industries, including banking, healthcare, retail, logistics, government, and telecommunications. Common career paths include IT Business Analyst, Systems Analyst, Database Administrator, Cybersecurity Specialist, ERP Consultant, and Digital Transformation Manager. With the increasing reliance on data-driven decision-making, MIS professionals play a crucial role in enhancing business efficiency, security, and innovation.

Opportunities for further study or professional certification

MIS graduates have a strong foundation to pursue advanced studies, including Master's degrees in Information Systems, Data Analytics, Cybersecurity, or Business Administration (MBA). They can also enhance their credentials by obtaining professional certifications such as Certified Information Systems Auditor (CISA), Certified Business Analyst Professional (CBAP), Project Management Professional (PMP), and Microsoft Certified Solutions Expert (MCSE). These certifications boost career prospects and enable graduates to specialize in high-demand areas such as data analytics, IT governance, and cloud computing.

Program Objectives

Program Objectives (POs)	
PO1	Enable students to attain a deep understanding of how business organizations develop and manage information systems in a competitive business context.
PO2	Enable students to acquire the programming and web development skills to develop business solutions.
PO3	Enhance student's ability, knowledge and skills to facilitate the acquisition, development, and deployment of information systems.
PO4	Enhance students' professional skills and emphasize a practical approach to business information system analysis, design, integration, and implementation.
PO5	Enable students to conduct research with a view to finding solutions to contemporary problems affecting the management of information systems.
PO6	Prepare students with the skills to engage in life-long learning and continuous professional development.

Program Learning Outcomes for Diploma Exit Award

Program Learning Outcomes (PLOs)
PLO 1. Define theories, techniques, and concepts related to Management Information Systems.
PLO 2. Identify appropriate technology to investigate information systems applications for an organization.
PLO 3. Communicate skilfully, both orally and in writing, with basic knowledge to a broad range of audiences.
PLO 4. Use information systems to solve a range of quantitative business problems.
PLO 5. Utilize computer-based information systems and related technologies to solve real-world problems.
PLO 6. Explain ethical and privacy issues in relation to information systems in society and organizations.
PLO 7. Discuss interpersonal skills to work independently and as an active member of a team to perform a required task.
PLO 8. Identify the importance of entrepreneurial skills for developing a business plan.
PLO 9. Classify secondary data sources and refer to them by applying appropriate referencing styles.

Program Learning Outcomes for Bachelor Exit Award

Program Learning Outcomes (PLOs)
PLO 1. Discuss theories, techniques, and concepts related to Management Information Systems.
PLO 2. Use appropriate technology to investigate information systems applications for an organization.



PLO 3. Communicate skilfully, both orally and in writing, advanced knowledge to a broad range of audiences.
PLO 4. Evaluate information systems to solve a range of quantitative business problems.
PLO 5. Design computer-based information systems and related technologies to solve real world problems.
PLO 6. Defend ethical and privacy issues in relation to information systems in society and organizations.
PLO 7. Function independently and as an active member of a team to perform a required task.
PLO 8. Employ entrepreneurial skills in assessing the national and international impact of emerging technologies on a variety of industries.
PLO 9. Conduct information systems related research through planning and application of appropriate principles, methodologies, and approaches.

Study Plan

	Course Code	Course Name	Pre-requisite	Course Type	Units	Hours
Level 1	Semester 1					
	BUMG1110	Principles of Management	NA	Core	2	4
	BUMG1105	Business Statistics	NA	Core	2	4
	BUMG1104	Introduction to Microeconomics	NA	Core	2	4
	BUAC1101	Principles of Accounting	NA	Core	2	4
	UNIR1002	Arabic Language Skills	NA	Core	1	2
	Semester 2					
	BUMK1201	Principles of Marketing	NA	Core	2	4
	BULA1201	Introduction to Business Law	NA	Core	2	4
	BUMG1202	Introduction to Macroeconomics	NA	Core	2	4
Level 2	UNIR1100	Communication Skills I	NA	Core	2	3
	UNIR1001	Oman and Islamic Culture	NA	Core	1	2
	Semester 1					
	BUAC2101	Financial Accounting	BUAC1101	Core	2	4
	BUIS2101	Fundamentals of Web Design	NA	Core	2	3
	BUIS2102	Business Systems Analysis and Design	NA	Core	2	3
	BUMG2110	Organizational Behavior	BUMG1110	Core	2	4
	UNIR2001	Entrepreneurship	NA	Core	2	2
	Semester 2					
	BUIS2201	Management Information Systems	NA	Core	2	4
	BUIS2202	Introduction to Database	BUIS2102	Core	2	3
	BUIS2203	Business communication and network	NA	Core	2	3
	UNIR2100	Communication Skills II	UNIR1100	Core	2	3



Level 3	Semester 1					
	BUIS3101	Advanced Web Design	BUIS3101	Core	2	3
	BUIS3102	Database Management	BUIS3102	Core	2	3
	BUIS3103	Digital Business	NA	Core	2	4
	BUIS3104	Business Intelligence	NA	Core	2	3
	Semester 2					
	BUAC3201	Accounting Information Systems	BUAC2101	Core	2	4
	BUIS3201	Enterprise systems	BUIS2201	Core	2	3
	BUMG3202	International Business	BUMG1110	Core	2	4
	UNIR3100	Communication Skills III	UNIR2100	Core	2	3
Level 4	Semester 1					
	BUIS4101	Mobile Application Development	BUIS3103	Core	2	3
	BUIS4102	Information Systems Project Management	NA	Core	2	3
	BUIS4103	Digital Government	NA	Core	2	3
	BUMG4104	Business Research Methods	BUMG1110	Core	2	4
	Semester 2					
	BUMG4201	Strategic Management	BUMG1110	Core	2	4
	BUIS4201	Information systems Auditing	NA	Core	2	4
	BUIS4202	Digital Crimes and Ethics	NA	Core	2	3
	BUIS4203	Graduation Project	BUMG4104	Core	2	4

Course Description

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 behaviour, 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	يعتني هذا المقرر بتطور مهارات اللغة العربية لدى الطلبة، وما يتعلق بها من قواعد نحوية وإملائية، كما يعتني بتقنيات الكتابة في مجموعة من الأنماط الوظيفية، كالسيرة الذاتية، وعرض الكتاب وتقده، وكتابة التقرير.
BUMK1201	Introduction to marketing principles from conceptual, analytical and managerial points of view; marketing mix; marketing environment; consumer markets and consumer buyer behaviour 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.
UNIR1001	يتضمن هذا المقرر عرضاً لمدخل دراسة الثقافة الإسلامية، وأهميتها، ومصادرها وخصائصها، ومقوماتها، والمعامل الثقافية التي امتازت، ودور الثقافة الإسلامية في بناء الشخصية المسلمة، وكيفية مواجهة التحديات المعاصرة التي تعصف بالأمّة المسلمة اليوم، وأساليب الغزو الفكري، كما يستعرض إسلام أهل عمان، وأبرز ملامح الثقافة الإسلامية في المجتمع العماني، ودور العمانيين في بناء الحضارة الإسلامية ونشر الإسلام، وإسهاماتهم في المجالين التجاري والحضاري.
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.
BUIS2101	The aim of this course is to provide the students with the knowledge and skills required to develop Web sites for business or other use. The students will learn the basics of the Internet, the WWW (World Wide Web), and understand the architecture of a client/server model. They will get a hands-on experience on how to create web sites using HTML5, how to improve them using CSS3 (Cascading Style Sheets), how to make them interactive using a scripting language (JavaScript) and how to give them a dynamic character by using the client/server model through PHP. The team collaboration will be an essential part of the course as well as the implementation of a real web site.
BUIS2102	business systems analysis and design is an introduction course to systems analysis and design which aims to make students aware of the concepts of object-oriented (oo) analysis and design as the principal industry-proven method for developing reliable, modular, testable programs and systems. this course provides introductions in the latest of requirements gathering, analysis, design, and testing methods. intensive hands-on exercises offer a working knowledge that turns concepts into practice.
BUMG2110	To explore the nature of organizational behaviour, individual behaviour, values and personality, perception and learning in organizations, emotions & attitudes,

	foundations of group behaviour, power and politics, organizational culture and change.
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 the knowledge and skills acquired during the course.
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, and Knowledge management
BUIS2202	This course introduces the fundamental concepts of data, database, and management. The theoretical and practical content of the course will cover the conceptual data model, data architecture, the logical data model, and normalization associated with database management systems (DBMS).
BUIS2203	This course presents the foundations of data communications and takes a bottom-up approach to computer networks. The Physical Layer is presented in the form of basic Data communication concepts over various transmission media, wireless transmission, and the telephone system. The Data Link Layer presentation deals with design issues, multiple access protocols, IEEE standard 802 for LANs and WLANs, as well as bridges, switches, and high-speed LANs. The basic functions of the Network Layer are explained in the context of design issues, internetworking, and the network layer in the Internet. The Transport Layer includes the transport service and elements of transport protocols, as well as the TCP and UDP Internet transport protocols. The application layer issues cover the main distributed applications, such as electronic mail. the course concludes with an overview of basic network security and management concepts.
UNIR2100	The purpose of the course is to equip students with the necessary language skills that are required to communicate 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.
Level 3	
BUIS3101	The Advanced Web Design course is to prepare students for being able to work as an entry level professional with a professional web design team. The course will mix of theoretical and practical skills required for web content management and client-side/server-side functionality using HTML/CSS/JavaScript/PHP/My SQL.
BUIS3102	Introduction of database concepts, data architecture, model representations, DBMS, Normalization, SQL, Database development, database management, managerial issues, Business applications of database (using selected tools). Web databases, relation with EC.
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.
BUIS3104	This course delivers an introduction to Business Intelligence (BI) as a part of and functionality of Information Systems. It explores how business problems can be solved effectively through the use of data warehouses, and data mining and how to gain new insights into organizational operations and help improve enterprise decision-making. It also includes a discussion on the differences between types

	of reporting and analytics, enterprise data warehousing, data management systems, decision support systems, knowledge management systems, and big data. This course emphasizes the principles and best practices for how to use data to support fact-based decision-making within the enterprise.
BUAC3201	This course explores the fundamentals of business processes and transaction processing, AIS documentation, internal controls, AIS cycles, issues related to cybercrimes & threats and ethics, and the use of computer software as tool for AIS documentation and data processing.
BUIS3201	The scope of this course is to introduce the concept of Enterprise Systems and Enterprise Resource Processing (ERP). Business Functions and Business Processes. Topics include the development of enterprise resource planning systems, process modelling, and practical knowledge of ERP systems using SAP and Odoo applications.
BUMG3202	The overall aim of this course is to focus on developing students' knowledge of international business so that they understand how business functions in an 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.
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
Level 4	
BUIS4101	This course explores the current trend of using mobile applications to meet innovative public private and community information services and will describe the hardware and software involvement in developing mobile applications. The students will learn how to design and develop mobile applications using appropriate software.
BUIS4102	The Information Systems Project Management course focuses on the processes, tools, techniques, and areas of knowledge required to successfully manage Information Systems Projects. Central to the course is the concept of how to create Measurable Organizational Value (MOV) through Information Systems (IS) projects. The course uses the concept of MOV, combined with research results, to create a solid foundation for making decisions throughout the project's lifecycle.
BUIS4103	This course explores the adoption of information and communication technologies for digital transformation of government institutions' administration, interaction and delivery services to the citizens and other private/public sectors organizations electronically. Moreover, the course also focuses on current e-government initiatives, trends and challenges in the context of Oman.
BUMG4104	The Research Project A 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."

BUIS4201	Information Systems Auditing examines the management controls within an Information Technology infrastructure and the associated business applications. IS Auditing considers the concepts, importance, standards, safeguards, and guidelines of auditing an information system. Topics covered include the common Information Technology environment, as well as IS legislation, IS audit processes, and tools and techniques used for IS auditing. The course also considers the auditing profession, internal and external audit functions, IS crimes, and cyberattacks.
BUIS4202	Ethics is the systematic philosophical study of the moral domain, investigating the basic principles of right and wrong that individuals use to make choices to guide their behaviour. Digital ethics is the study of ethical behaviour in an online digital medium. This course investigates the philosophical foundations of morality and ethics, as related to privacy, security and anonymity, intellectual property rights, the social context of computing, software issues, Artificial Intelligence, online social networks, and mobile systems. While also considering computer crimes in general, including technology as the object and the means of crimes, investigating online behaviour, cyberbullying, fraud, identity theft, phishing, hacking, and the use of spam.
BUIS4203	This course is built on the fundamentals of the 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.

Master of Business Administration (MBA) Program

General Information about the Program:

Program Name	Master of Business Administration
Award	Master of Business Administrative
Language of Instruction	English
Mode of Study	Full time
Study Scheme	Full time
Study Duration	2 Years
Credit Units/Credit Hours	18 Units / 39 Hours
Admission Requirements	1. Hold a Bachelor's degree or equivalent in any field of specialization with: • Minimum GPA 2.75 out of 4.0 for fresh graduates and passing the program entry exam, or • Minimum GPA 2.5 for candidates with at least 2 years of relevant professional experience or • Minimum GPA 2.0 for candidates with at least 4 years of relevant professional experience 2. Satisfy the English language proficiency requirements: an IELTS score >6 or a TOEFL equivalent taken within the Last 2 years 3. All MBA candidates will be interviewed by the 'Admission and Selection Committee' at the Faculty of Business to assess their motivation, professional experience, communication, and leadership skills 4. Candidates who meet SU admission criteria and successfully pass the interviews will be granted admission based on the availability of seats 5. All admissions are subject to the approval of the Ministry of Higher Education, Research and Innovation in the Sultanate of Oman
Entry Requirement	<i>From the policy – Version 2024/2025</i>

Program Aim

The MBA program aims to engage students with key management disciplines, including financial and economic analysis, strategy and innovation, managing and developing people, marketing management, as well as operations and supply chain management.

Graduate Attributes and Career Prospects

Potential career paths and industries

- Management: General Manager, CEO, Operations Manager, Project Manager
- Finance: Financial Analyst, Investment Banker, Financial Manager
- Marketing: Marketing Manager, Brand Manager, Market Research Analyst
- Human Resources: HR Manager, Talent Acquisition Specialist, Training and Development Manager
- Consulting: Management Consultant, Business Analyst
- Entrepreneurship: Starting own business
- Oil and Gas
- Tourism
- Logistics and Supply Chain
- Banking and Finance
- Manufacturing Technology

Opportunities for further study or professional certification

- Doctoral Studies (PhD)
- Doctoral Studies (DBA)
- Project Management Professional (PMP)
- Certified Financial Analyst (CFA)
- Society for Human Resource Management Certified Professional (SHRM-CP)
- Certified Public Accountant (CPA) PRINCE2 Qualification

Program Objectives

Program Objectives (POs)	
PO1	Provide students with master's level applied business knowledge and skills in a multi-cultural learning environment aimed at formulating an integrative business project
PO2	Improve the decision-making capabilities of MBA students for designing effective organizational policies to maximize stakeholders' value.
PO3	Prepare students for research or further study in the field of business and management by developing their analytical, communication, and decision-making skills
PO4	Prepare students for career development in business and management by developing professional and managerial skills.

Program Learning Outcomes for Master Exit Award

Program Learning Outcomes (PLOs)	
PLO 1.	Interpret theories and concepts addressing the nature of business management and the creation of stakeholder value, decision-making, and challenges in uncertain business environments.
PLO 2.	Critically analyse the role of competitive advantage in relation to business operations and business strategy.
PLO 3.	Communicate skilfully advanced knowledge orally and in writing to a broad range of audiences.
PLO 4.	Employ appropriate financial, economic, and management concepts and techniques for decision-making at different managerial levels.



PLO 5. Apply the principles of information systems and quantitative methods for effective decision-making in a changing business environment.
PLO 6. Defend ethical considerations in the business and management domain.
PLO 7. Function independently and as an active member of a team to perform and supervise required tasks.
PLO 8. Integrate knowledge of cross-functional business areas from different managerial perspectives, including accounting, finance, management, R&D, human resources, marketing, and strategy, for decision-making.
PLO 9. Conduct independent research utilizing a variety of data sources, methodologies, and approaches.

Study Plan

	Course Code	Course Name	Pre-requisite	Course Type	Units	Hours
Level 1	Semester 1					
	MBA111	Corporate Finance	NA	Core	2	3
	MBA112	Managing People and Organizations	NA	Core	2	3
	MBA113	Economics for Managers	NA	Core	2	3
	Semester 2					
	MBA121	Marketing Management	NA	Core	2	3
	MBA122	Managerial Accounting for Decision Making	NA	Core	2	3
	MBA123	Business Research Methods	NA	Core	2	3
Level 2	Semester 1					
	MBA211	Operations and Supply Chain Management	NA	Core	2	3
	MBA212	Digital Business	NA	Core	2	3
	MBA213	Project Management	NA	Core	2	3
	Semester 2					
	MBA221	Entrepreneurship and Innovation	NA	Core	2	3
	MBA222	Strategic Management	NA	Core	2	3
	MBA223	Research Project	MBA123	Core	2	6

Course Description

Level 1	
MBA111	This course aims to provide the framework, concepts, and tools for analyzing financial decisions based on fundamental principles of modern financial theory. The course emphasizes understanding, analyzing, and integrating financial information as an aid to making financial decisions. The course discusses the impact of efficient capital structure, capital budgeting, and working capital policies for designing an optimal cost of capital, derivative decisions, taxation, and dividend policies by pursuing potential cash flows and other business considerations. It also examines the role of financial institutions and their institutional integration in the corporate business environment for prudent financial decision-making.

MBA112	This course introduces organizational concepts related to how to manage people and organizations. It also discusses all organizational functions and effectiveness, and human behavior factors in terms of the basis of psychology, sociology, and anthropology. The course describes how the understanding of organizations and people helps enhance managers' ability to achieve organizational objectives.
The MBA113	Economics for Managers course provides the economics knowledge and skills that are necessary to handle complex decisions facing modern business managers. It emphasizes the economic perspective of real-world business, by which future business managers can solve business-related problems. Topics in this course include tools, methods, and theories of microeconomics; consumer and producer behavior; market structure and its influence on competition; economic growth and business cycles; monetary and fiscal policy; international trading and the financial system.
MBA121	This course introduces students to the key concepts, tools, and techniques of marketing management. The aim is to orient students to gathering information by scanning the environment, conducting marketing research, and developing marketing strategies and plans. Special emphasis is placed on creating customer value, satisfaction, and loyalty; identifying market segments and targets; and devising marketing mix strategies.
MBA122	This course focuses on understanding the usefulness of management accounting information to businesses and managers to drive effective and efficient decisions. This course provides students with vital information on relevant costs and qualitative factors in the dynamic interaction of cost, volume, and profit analysis. This course includes studying costing systems to make operational decisions, such as costing and pricing in today's competitive environments. Profit planning, competitor analysis, customer profitability analysis, and ethical practices to evaluate decision-making outcomes. Moreover, accounting for control, performance evaluation, and appraisal is another key element for managers.
MBA123	This course is designed to assist students with mastering research skills as well as prepare students for writing their dissertations. It provides students with the knowledge and understanding of research design and the practical application of relevant business research methods. This course will equip students with an understanding of the variety and ways of application of qualitative, quantitative, and mixed methods to different research topics.
Level 2	
MBA211	This course covers advanced concepts and skills in designing and managing operations and supply chains. It also covers all functional areas of business that are devoted to the creation, planning, and management of the resource capabilities used by an organization to produce products or provide services.
MBA212	This course is designed to introduce the emergence of the digital economy that unlocked new opportunities for businesses, while simultaneously creating new modes of competition in both traditional and new business sectors of the economy. This course content will improve the students' learning about the different magnitudes of digital business, including digital marketing, digital inventory management, digital accounting management, digital compliance, and audit management alike. The course also covers the application of various digital models for supply chain management, inter-organizational information systems, sector-specific analysis, and global technology applications through practical case studies.
MBA213	This course aims to develop the competencies and skills for planning and controlling corporate projects and understanding interpersonal issues that drive successful project execution. This course focuses on the introduction of new products and processes and examines the project life cycle, its parameters, challenges of the

	project matrix, effective tools, and the role of a project manager and their team. It develops interpersonal skills in the project managers to identify project integration that supports the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful project completion and to meet the needs and expectations of stakeholders.
MBA221	This course aims to provide an understanding of enterprise and entrepreneurship, the role of an entrepreneur, and the role of technology and innovation in the entrepreneurial process. The course provides a framework for understanding the process of creating and managing innovative organizations. It involves "building something from the available resources" and managing and mitigating uncertainty and risk. The course contents are relevant to those individuals who want to start a business, or who are already engaged in business, those who are interested in commercializing their innovations (or those of others), or those who advise entrepreneurs or engage in policymaking in the area of entrepreneurship.
MBA222	This course is designed to expose students to different facets of strategy to understand why some business organizations are doing better compared to other competitors and have gained a sustainable competitive advantage. The main focus of this course is on strategy formulation and implementation. It serves as an opportunity for students to develop their skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration. Students will learn about corporate and business planning and the implementation of organizational change through structures, systems, and people.
MBA223	This course is a continuation of the Business Research Methods (MBA123) course. During this course, students will be expected to conduct independent research through which they are expected to demonstrate a good command of research processes, including identifying business problems, data collection, analysis, interpretation, and presentation. Ideally, students will be encouraged to work together with local industries and government organizations to forge applied research projects so that local cases are developed for experience sharing.

Doctorate of Business Administration (DBA) Program

General Information about the Program:

Program Name	Doctorate of Business Administration
Award	Doctorate of Business Administration
Language of Instruction	English
Mode of Study	Part-time
Study Scheme	Full-time
Study Duration	3-5 Years
Credit Units/Credit Hours	48 Units / 96 Hours
Admission Requirements	1- CGPA 2.75 out of 4 in a Master's degree from a recognized University 2- Minimum of 5 years of work experience in mid-level or higher-level management positions 3- IELTS score of ≥ 6, or equivalent (test result not more than 2 years old) 4- A research proposal and interview in the faculty
Entry Requirement	<i>From the policy – Version 2024/2025</i>

Program Aim

The program aims to provide an advanced-level academic platform for Business Executives to foster their state-of-the-art skills in research and knowledge development so as to enhance their professional capabilities in leading and managing organizations with a clear focus on serving the business community for its sustainable contribution, considering the local, regional, and even global aspirations.

Graduate Attributes and Career Prospects

Potential career paths and industries

The qualification of a DBA supports professionals both in the public and private sector organizations in advancing their careers substantially with the added capacity. It is for learning the advanced academic approach in addressing the issues in real business, and it leads to progressive lifelong learning skills that will help achieve higher career goals. The qualification of a DBA is equally valuable for individuals aspiring to work in academic institutions – it is a well-recognized qualification for starting or advancing a career in academics.

Opportunities for further study or professional certification

The DBA graduates can further pursue postdoctoral research in collaboration with universities or research institutions.

Program Objectives

Program Objectives (POs)	
PO1	Generate interest among business professionals in academic research to address practitioner problems, to develop a real understanding for gaining a competitive advantage in terms of innovation, sustainability, and application of emerging technologies.



PO2	Promote the culture of scientific research to develop state-of-the-art knowledge in business to function competitively in and outside the country.
PO3	Prepare Business Executives who are qualified to develop advanced research-based knowledge to address complex problems in their organizations.
PO4	Provide opportunities to open up connections and dialogues with the local and global communities of scholars and practitioners in business.
PO5	Encourage dissemination of knowledge through publications in international journals.
PO6	Inculcate moral and ethical values among the professionals for harmonious and sustainable business practices.

Program Learning Outcomes

Program Learning Outcomes (PLOs)	
PLO1.	Integrate comprehensive and advanced business knowledge on critical issues in business and management.
PLO2.	Develop innovative solutions to complex business problems.
PLO3.	Apply advanced and specialized research approaches to address real-life business issues.
PLO4.	Collaborate effectively in learning and working with industries, communities, and other stakeholders.
PLO5.	Utilize state-of-the-art digital technologies and appropriate analysis software competently.
PLO6.	Demonstrate leadership, autonomy, and responsibility in contributing to the technological, social, and cultural progress in academic and professional practices in business.
PLO7.	Integrate knowledge for lifelong learning with the development of new ideas in business.
PLO8.	Lead entrepreneurial ventures and projects.
PLO9.	Adhere to legal, ethical, and professional codes of practice.

Study Plan

	Course Code	Course Name	Pre-requisite	Course Type	Units	Hours
Year 1	Semester 1					
	DDBA6101	Advanced Business Research	NA	Compulsory	4	8
	DDBA6102	Accounting and Finance for Decision Making	NA	Compulsory	2	4
	DDBA6103	Marketing Innovation	NA	Compulsory	2	4
	Semester 2					
	DDBA6201	Research with Quantitative Methods	NA	Compulsory	4	8
	DDBA6202	Business Economics and Policy	NA	Compulsory	2	4
	DDBA6203	People Leadership	NA	Compulsory	2	4
	Semester 1					



	DDBA6301	Research with Qualitative Methods	NA	Compulsory	4	8
	DDBA6302	Consultancy for Change and Accelerators	NA	Compulsory	2	4
	DDBA6303	Advanced Decision Science and Data Analytics	NA	Compulsory	2	4
	Semester 2					
	DDBA6401	Developing Research for Business Applications	All the previous courses	Compulsory	8	16
Year 3	Semester 1					
	DDBA6512	Thesis/Dissertation	All the previous courses	Compulsory	8	16
	Semester 2					
	DDBA6512	Thesis/Dissertation	All the previous courses	Compulsory	8	16

Course Description

Year 1	
DDBA6101	The course gives an overview of the research process, including research problem definition, research design, data collection, data analysis, writing of reports, and ethical issues involved. This course is meant to be a foundation for Business Research Projects. The course will assist students to explore and applying in-depth knowledge to solve practical business problems. Students are expected to develop effective industry intervention plans.
DDBA6102	This course discusses contemporary accounting and finance issues that impact business operations and profitability. It aims to provide advanced knowledge and skills to analyze financial statements, cost concepts, and financial management strategies to make informed business decisions.
DDBA6103	This course integrates product innovations with business model innovations as well as innovations in marketing approaches. To create a sustainable competitive advantage, an innovation would require a distinctive approach to planning and implementing a marketing strategy based on its relevant marketing mix. The emphasis is on analyzing the impact of innovation on the target market, auditing the market environment, developing disruptive marketing strategies to win the target market, and expediting the adoption process of new technology innovations.
DDBA6201	The course is designed to prepare doctoral students to apply quantitative research methods to help investigate and provide solutions to business research problems. Students will be familiarized with basic and advanced research concepts and statistical skills. By the end of the course, students will be able to apply quantitative research methodologies and relevant statistical procedures (Descriptive, Bivariate, and Multivariate) to evaluate data, and test hypotheses using standard statistical software, and will complete an independent research project in their subject area of interest.
DDBA6202	The main objective of this course is to provide a comprehensive coverage of business economics and policies within the micro-macroeconomics theories and their application to business decision-making. This course also gives special attention to microeconomic and macroeconomic policies,

	GDP, economic growth, inflation, employment, interest rate, investment, taxation, government expenditure, fiscal and monetary policies, the balance of payments, relations with the international economy, and contemporary issues. The application to business decision-making facilitates the informed reading of economic media and achieves an understanding of the broader economic issues confronting businesses globally and in Oman in particular.
DDBA6203	Organizations need competent leadership groups to drive business agendas to meet the 3P (profit, people, and planet) indicators. This course is designed to equip aspiring and progressive executives with the key leadership principles and competencies to achieve sustainable business growth while at the same time understanding and emphasizing their people's needs. To achieve this aim, the course applies methodologies of leadership education that incorporate global case studies, external speakers, seminars/workshops, personalized coaching/mentoring opportunities, and experiential learning assignments that allow participants to fast-track their leadership development. The course is a highly structured yet deeply personalized learning experience that aims to unleash a full-scale leadership development of individuals to create and renew competitive advantage for their organizations along the business and societal objectives. The course shall enhance the performance of current leaders or increase the leadership readiness of future ones.
Year 2	
DDBA6301	The course is designed to deliver knowledge on general characteristics and logic behind qualitative research, with an understanding of the research process and the interrelationship between philosophy, design, and methods. Throughout the course, students will have the opportunity to analyze and use qualitative research data and assess their reliability, validity, and usefulness. This course will provide students with knowledge and skills to guide them through the research process, including a literature review, development of research question(s), and a theoretical perspective that will inform the methodology, selection of research strategy/design, and the application of research methods and techniques of data collection and analysis.
DDBA6302	Consulting is a human enterprise. It requires the arts and sciences of developing skills in business analysis, decision making, consultative business relationships, project management, communication (writing and oral), as well as teamwork. This course enables learners to harness all these skills against a real-world backdrop that revolves around the strengths, potentials, and positive achievements of organizations and communities. As the semester progresses, learners will explore how to empower themselves with ideas to design and facilitate a client-centered approach to solving organizational issues, creating change, as well as developing entrepreneurial accelerators through processes of collaboration. Learners will be exposed to visuals, dialogues, tools, and respective models to support sustainable consulting relationships.
DDBA6303	This course is designed to equip ambitious professionals with decision science and data analytics with a distinct set of skills needed to succeed in a digitized and globalized economy. Data-driven decisions become mission-critical in one vertical after the next. Many professions will face disruptive change, job descriptions will change significantly as data and algorithm-driven decisions are at the core of creating value for businesses, and new jobs will emerge. Tasks currently performed manually or supported by simple approaches will require specialized knowledge in Data Analytics and Decision Science. Moreover, with the advent of Artificial Intelligence

	(AI), its usage, especially machine learning, has become an integral part of decision science and data analytics of the future.
DDBA6401	In this course, the DBA student is required to prepare a Doctoral-level research proposal independently with the allocated Supervisor. Mainly, the student is required to develop and defend an understanding of the research problem and the appropriate research methodology. The successful proposal will lead the student to the main DBA dissertation research.
Year 3	
DDBA6512	In this course, the DBA candidate is required to undertake a Doctoral-level research dissertation independently with the allocated Supervisor. The dissertation develops the candidate's proficiency in undertaking advanced practitioner research for developing knowledge to address complex real-life business problems. This course also helps in enhancing communication skills for the implementation of research-informed interventions. The candidate will develop a deeper knowledge of the authorship and accountability of the undertaken research.

Marketing Program

General Information about the Program:

Program Name	Marketing
Award	Bachelor of Marketing
Exit point	Diploma and Bachelor's
Language of Instruction	English
Mode of Study	Full Time
Study Scheme	Full Time
Study Duration	4 Years
Credit Units/Credit Hours	68 Units / 131 Credit Hours
Professional Body Accreditation	NA
Admission Requirements	1. Completed the General Diploma Formerly Secondary School Completion Certificate in Oman, or equivalent, and have passed Math. Achieved a score at least equal to the entry score outlined in the HEAC Guidelines for student admission, published annually. 2. Passed the General Foundation Program (GFP). Passing the English components of the GFP is a must before entering the program (Faculty), whereas passing the math and IC3 components can be done either before or after entering the first year of the program. All students progressing to the Faculty without having completed all components of the GFP are only eligible to take a half load until the GFP components have been fully completed.
Entry Requirement	<i>From the policy</i>

Program Aim

This program aims to produce graduates who will be able to manage, run, guide, and assess business organizations.

Graduate Attributes and Career Prospects

The attributes or skills that the graduates are expected to develop during their undergraduate studies are built on the core values of the University and skills that are specific to the study program. A focus is set on developing entrepreneurial skills matching national priorities for profitable and sustainable growth. The generic skills that build on the core values of the University are the same for all offered programs.

Career Opportunities

Successful completion of the Bachelor of Marketing degree will produce graduates with the required contemporary skills and knowledge in designing, developing, and managing marketing systems for any business organization. The marketing program graduates can opt for the following entry-level careers:

- Assistant marketing manager
- Assistant advertising manager
- Assistant promotional manager

- Assistant market analyst
- Bank or financial institution marketing officer
- Marketing planning/advisor
- Government marketing officer (tourism)
- Public Relations Officers.
- Etc.,

Program Objectives (POs)

PO1	To develop graduates' capabilities to successfully generate sustainable marketing competitive advantage in organizations.
PO2	To enable marketing graduates to learn advanced business, marketing, entrepreneurial, communication, teamwork, and ethical decision-making skills that they can use in a diverse work environment.
PO3	To build marketing graduates' abilities to perform effectively and innovatively in business organizations and communities, by discerning leadership and problem-solving skills applicable within the marketing discipline
PO4	To equip marketing students with the skills to engage in life-long learning and continuous professional development.

Program Learning Outcomes for Diploma Exit Award

Program Learning Outcomes (PLOs)

- PLO1. Explain theories, techniques, and concepts related to Business and Marketing.
- PLO2. Discuss relevant computer applications, tools, techniques, and skills required for decision-making in different marketing functions.
- PLO3. Communicate common knowledge orally and in writing to a limited range of audiences.
- PLO 4. Apply numerical techniques to propose solutions for problems relating to different functional areas of marketing.
- PLO5. Classify business problems in different marketing areas and use information technology tools to contemplate solutions for them.
- PLO6. Identify ethical considerations about Business and Marketing.
- PLO7. Observe interpersonal skills to work effectively in groups or individually as an active member of a team to perform a required task.
- PLO8. Determine the importance of entrepreneurial skills and develop a business plan.
- PLO9. Recognize secondary data sources and refer to them by applying appropriate referencing styles and enhancing lifelong learning.

Program Learning Outcomes for Bachelor Exit Award

Program Learning Outcomes (PLOs)

- PLO 1. Debate theories, techniques, and concepts related to Business and Marketing.
- PLO2. Perform relevant computer applications based on tools, techniques, and skills for decision-making in different marketing functions.
- PLO3. Communicate skilfully the advanced knowledge orally and in writing to a broad range of audiences.
- PLO4. Evaluate numerical techniques to propose solutions for problems relating to different functional areas of marketing.



- PLO5. Detect business problems in different functional areas and develop a solution using appropriate technology.
- PLO6. Preserve ethical considerations about Business and Marketing.
- PLO7. Function independently as well as in groups to perform a required task.
- PLO8. Cultivate entrepreneurial skills in assessing the national and international impact of marketing on different industries.
- PLO9. Formulate research in different areas of marketing through appropriate paradigms, methodologies, and approaches.

The study Plan:

	Course Code	Course Name	Pre-requisite	Course Type	Units	Hours
Level 1	Semester 1					
	BUMG1110	Principles of Management	NA	Core	2	4
	BUMG1105	Business Statistics	NA	Core	2	4
	BUMG1104	Introduction to Microeconomics	NA	Core	2	4
	BUAC1101	Principles of Accounting	NA	Core	2	4
	UNIR1002	Arabic Language Skills	NA	Core	1	2
	Semester 2					
	BUMK1201	Principles of Marketing	NA	Core	2	4
	BULA1201	Introduction to Business Law	NA	Core	2	4
	BUMG1202	Introduction to Macroeconomics	BUMG1104	Core	2	4
	UNIR1100	Communication Skills I	NA	Core	2	3
Level 2	UNIR1001	Oman and Islamic Culture	NA	Core	1	2
	Semester 1					
	BUAC2102	Financial Management	BUAC1101	Core	2	4
	BUMG2110	Organizational Behavior	BUMG1110	Core	2	4
	BUMK2101	Integrated Marketing Communications	BUMG1110, BUMK1201	Core	2	4
	UNIR2100	Communication Skills II	UNIR1100	Core	2	4
	UNIR2001	Entrepreneurship: Creativity and Innovation	NA	Core	2	2
	Semester 2					
	BUMG2201	Human Resource Management	BUMG1110	Core	2	4
	BUMK2201	Consumer Behavior	BUMK1201	Core	2	4
	BUMK2203	Sales Management	BUMK1201	Core	2	4
	BUMK2211	Marketing Management	BUMK1201	Core	2	4
L	Semester 1					



Level 4	BUMK3101	Islamic Marketing	BUMK1201	Core	2	4
	BUMK3102	Marketing Analytics	BUMK1201	Core	2	4
	BUMK3103	International Marketing	BUMK2211	Core	2	4
	UNIR3100	Communication Skills III	UNIR2100	Core	2	3
	Semester 2					
	BUMK3211	B2B Marketing	BUMK1201	Core	2	4
	BUMK3212	Brand Management	BUMK1201	Core	2	4
	BUMK3213	Service Marketing	BUMK1201	Core	2	4
	BUMK 3214	Social Media Marketing	BUMK1201	Core	2	4
	Semester 1					
	BUMG4110	Supply Chain Management	BUMG1110	Core	2	4
	BUMK4102	Digital Analytics	N/A	Core	2	4
Level 4	BUMK4103	Innovation and New Product Development	BUMK1201	Core	2	4
	BUMG4104	Business Research Methods	BUMG1110	Core	2	4
	Semester 2					
	BUMK4201	Strategic Marketing	BUMK1201	Core	2	4
	BUMG4202	Governance and Business Ethics	BUMG1110	Core	2	4
	BUMK 4205	Retail Management	BUMK1201	Core	2	4
	BUMG4204	Research Project	BUMG4104	Core	2	4

Course Description:

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	يعتني هذا المقرر بتطور مهارات اللغة العربية لدى الطلبة، وما يتعلق بها من قواعد نحوية وإملائية، كما يعتني بتقنيات الكتابة في مجموعة من الأنماط الوظيفية، كالسيرة الذاتية، وعرض الكتاب وتقدمه، وكتابة التقرير.
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 to 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 the 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. 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.
UNIR1001	يتضمن هذا المقرر عرضاً لمدخل دراسة الثقافة الإسلامية، وأهميتها، ومصادرها وخصائصها، ومقوماتها، والمعالم الثقافية التي امتازت، ودور الثقافة الإسلامية في بناء الشخصية المسلمة، وكيفية مواجهة التحديات المعاصرة التي تعصف بالامة المسلمة اليوم، وأساليب الغزو الفكري، كما يستعرض إسلام أهل عمان، وأبرز ملامح الثقافة الإسلامية في المجتمع العماني، ودور العمانيين في بناء الحضارة الإسلامية ونشر الإسلام، وإسهاماتهم في المجالين التجاري والحضاري.
Level 2	
BUAC2102	Background to corporate financial decision-making and behavior of capital markets. Financial mathematics with emphasis on discounting techniques, capital budgeting, and investment appraisal. Short-term asset management, costs of funds.
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.
BUMK2101	The IMC course teaches students how to effectively communicate in the business world. It covers how to merge all marketing activities into one clear marketing message. Students will understand how marketing communications are produced and transmitted. It explores advertising and promotions, and the roles of social media, digital media, mobile marketing, and other marketing tactics to effectively reach consumers.
UNIR2100	The purpose of the course is to equip students with the necessary language skills that are required to communicate effectively. 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 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 by developing their own business ideas and assessing them using the 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. Students gain an appreciation of the breadth and scope of HRM.
BUMK2201	This course explores the theoretical discipline that studies consumer preferences and the buying decision-making process. The course studies the factors that influence consumer choices or purchases as family influence, personal or religious beliefs, cultural choices, and status symbols. The course addresses contemporary trends and issues, including the role of new media, technological advances, and recent ethical concerns affecting the industry.
BUMK2203	This course covers introduction to sales management; recruiting and training the sales force; managing the sales force; setting targets and activities; sales penetration; customer segmentation and targeting; account management; and customer service. It integrates current technology, research, and strategic thinking activities. It adapts sales management concepts to the rapidly changing world of business, including the use of Twitter, LinkedIn, Facebook, blogs, wikis, and other interactive ways of connecting with customers.
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 a broad, complete, and realistic view of marketing management roles as well as their relationships within today's organizations.
Level 3	
BUMK3102	Course Description: Marketing analytics tools and techniques are a must for any marketer in today's competitive environment. This course will introduce students to marketing analytics tools to generate marketing insights from data, in areas such as segmentation, targeting, positioning, and pricing, to solve real-world business decisions. This course will also provide hands-on experience with tools and software, which may include Excel and SPSS.
The BUMK3212	Brand Management course is designed to provide students with a comprehensive understanding of the principles and practices of managing and developing successful brands. Through a combination of theoretical concepts and practical applications, students will learn how to develop and implement effective brand strategies, measure and evaluate brand performance, and navigate the legal and ethical considerations of brand management. The course will cover key topics such as brand positioning, brand identity, brand equity, market research, consumer insights, brand communications, and digital and social media in brand management. Students will also learn how to measure brand performance using metrics such as market share, customer satisfaction, and return on investment.
BUMK3214	Social media strategy and planning have become essential elements of any overall marketing communications plan. However, as a relatively nascent field of marketing, and in an environment that is ever-changing, what constitutes best practice in this field is constantly evolving. This course is built on the premise that staying current with various platforms and technologies is less important than understanding how social media affects how we interact and do business day-to-day. This course will look at the various ways that social media has shaped and changed the field of marketing and the meaning of customer communication within the overall marketing plan.
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.

BUMK3101	The course includes: Muslim markets, Nature and structure of Muslim markets, Muslim consumer behaviour, Islamic market, Halal logistics, Islamic branding, Islamic Ethics. It includes theories and practices of Muslim market knowledge and Islamic marketing principles.
BUMK3103	International marketing course provides students with opportunities to develop the skill sets to adapt their marketing strategies to the needs of international markets. It will cover the concepts and theories of international marketing. It is aimed to provide students with the necessary competencies in formulating a marketing plan for foreign market entry and conducting business in foreign countries.
BUMK3211	Business-to-business marketing (B2B marketing) involves the sale of one company's product or service to another company. The course covers both the theory and practice of business-to-business marketing. It combines multiple approaches to B2B marketing theory. Moreover, it covers digital marketing and social media in relation to B2B, plus issues relating to sustainability and corporate social responsibility.
BUMK3203	This course explores both concepts and techniques of marketing for an exceptionally broad range of service categories and industries. It includes service management, service marketing, and relationship marketing. In particular, it covers customer relationships and how relationship marketing works, the impact of relationship marketing on value, measurement of relationships, service quality, customer satisfaction, and customer loyalty.
Level 4	
BUMG4110	As global competition in both goods and services intensifies, an organization's growth and sustainability depend 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 value 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.
BUMK4201	Internal and external environment analysis; industry analysis; market and competitive analysis; positioning and sustainable competitive advantage; the marketing plan; marketing strategy and implementation.
BUMK4103	The primary goal of the course is to expose students to a variety of perspectives on innovation, important emerging trends in innovation, and their implications for innovation management. The course also covers modern tools and methods for product design and development, including designing and prototyping a physical product, identifying customer needs, concept generation, product architecture, industrial design, and design-for-manufacturing.
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.
BUMK4102	Course Description: This course will help demystify data and strengthen students' analytical skills using modern data analytics tools by preparing, modelling, and visualizing/analyzing the data for a company to make informed business decisions.
BUMG4202	The course is designed to educate students on 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.
BUMK4205	In this course, students will learn to define and integrate a retail strategy and make sound business decisions in today's retail environment. The course covers

	building and sustaining relationships in retailing, strategic planning in retailing, retail institutions by ownership, retail institutions by store-based Strategy mix, Web, non-store-based, and other forms of non-traditional retailing, information gathering and processing in retailing, site selection, pricing in retailing, establishing and maintaining a retail image, promotional strategy, and integrating and controlling the retail strategy.
BUMG4204	This course is built on the fundamentals of the 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.

برنامج التسويق باللغة العربية

معلومات عامة عن البرنامج:

اسم البرنامج	التسويق
الدرجة العلمية	الدبلوم وال بكالوريوس في إدارة الأعمال/التسويق
لغة التدريس	العربية والإنجليزية
طريقة الدراسة	دوام كامل
مخطط الدراسة	دوام كامل
مدة الدراسة	4 سنوات
الوحدات/الساعات المعتمدة	68 وحدة/131 ساعة معتمدة
اعتماد الهيئة المهنية	غير متوفر
شروط القبول	1. إكمال الدبلوم العام (شهادة إتمام الدراسة الثانوية سابقاً) في عُمان، أو ما يعادلها، واجتياز الرياضيات. 2. الحصول على درجة لا تقل عن درجة القبول المحددة في إرشادات هيئة الاعتماد الأكاديمي لقبول الطلاب، والتي تُنشر سنوياً. 3. اجتياز البرنامج التأسيسي- العام (GFP). يُعد اجتياز مكونات اللغة الإنجليزية في البرنامج التأسيسي- العام شرطاً أساسياً للالتحاق بالبرنامج (الهيئة التدريسية)، بينما يُمكن اجتياز مكونات الرياضيات وشهادة IC3 قبل أو بعد دخول السنة الأولى من البرنامج. يحق لجميع الطلاب الذين يتقدمون إلى الكلية دون إكمال جميع مكونات البرنامج التأسيسي- العام دراسة نصف العبء الدراسي فقط حتى إكمال مكونات البرنامج التأسيسي العام بالكامل. متطلبات الدخول من السياسة

هدف البرنامج:

يهدف البرنامج الي تزويد الطلاب بالمعرفة الشاملة للتسويق وتنظيم الأعمال والتي ستسمح لهم بتنفيذ مهام التسويق داخل المنظمات. سيوفر البرنامج للطلاب الفرصة لتحليل وتشخيص وتنفيذ الأحكام عبر مجموعة واسعة من الوظائف الفنية والتسويقية.

سمات الخريج/المهارات العامة:

- إن السمات أو المهارات التي من المتوقع أن يطورها الخريجون خلال دراستهم الجامعية مبنية على القيم الأساسية للجامعة والمهارات الخاصة ببرنامج الدراسة. ويتم التركيز على تطوير مهارات ريادة الأعمال التي تتوافق مع الأولويات الوطنية لتحقيق نمو مربح ومستدام. المهارات العامة التي تعتمد على القيم الأساسية للجامعة هي نفسها لجميع البرامج المقدمة. هم:
1. **مهارات التواصل:** مهارات الاتصال الشخصية والمهنية الشفهية والكتابية: بناء العلاقات، والبيع، والتسويق، والتعامل مع علاقات العملاء، ومهارات التأثير/التفاوض.
 2. **تكنولوجيا المعلومات:** مهارات الحوسبة وتكنولوجيا المعلومات ولوحة المفاتيح: معالجة النصوص وجداول البيانات ومعالجة البيانات وإنتاجها واستخدام البريد الإلكتروني والإنترنت.
 3. **الحساب والأرقام:** التفكير التحليلي والمنطقي: تطبيق الأرقام والحساب وحل المشكلات الرياضية.
 4. **الإبداع وحل المشكلات:** مبتكر ومستقل فكرياً ومرن وقابل للتكيف والقدرة على التعامل مع التغيير / الضغط واتخاذ القرار والمخاطرة.
 5. **العمل الجماعي:** القدرة على العمل مع الآخرين، والفهم والعمل ضمن إطار اتصال أفقي، وتنسيق الأشخاص، والقدرة على العمل بشكل تعاوني والتحفيز.

6. **المسؤولية الاجتماعية والأخلاقية:** الانضباط الذاتي، والإدارة الفعالة للوقت، والتصرف بطريقة مسؤولة اجتماعيا وبيئيا، وتقدير التنوع الثقافي.
7. **الحكم النقدي:** القدرة على التحليل وإصدار أحكام مستنيرة ونقدية بشأن مجموعة واسعة من المواضيع والمواد.

فرص العمل:

سيؤدي إكمال درجة البكالوريوس في التسويق بنجاح إلى إنتاج خريجين يتمتعون بالمهارات والمعرفة المعاصرة المطلوبة في تصميم وتطوير وإدارة أنظمة التسويق لأي منظمة أعمال. يمكن لخريجي برنامج التسويق اختيار المهن التالية:

- مساعد مدير التسويق
- مساعد مدير الإعلانات
- مساعد مدير الترويج
- مساعد محلل السوق
- مسؤول تسويق البنك أو المؤسسة المالية
- تخطيط التسويق/مستشار
- مسؤول تسويق حكومي (السياحة)
- مسؤولي العلاقات العامة.
- إلخ،

أهداف البرنامج:

الهدف ١	تطوير قدرات الخريجين لخلق ميزة تنافسية مستدامة بالنجاح في المنظمات.
الهدف ٢	تمكين الخريجين من تعلم مهارات الأعمال والتسويق وريادة الأعمال المتقدمة والتواصل والعمل الجماعي واتخاذ القرارات الأخلاقية التي يمكنهم استخدامها في بيئة عمل متنوعة.
الهدف ٣	بناء قدرات الخريجين على الأداء الفعال والمبتكر في منظمات الأعمال والمجتمعات، من خلال القيادة المميزة ومهارات حل المشكلات المطبقة في تخصص الأعمال
الهدف 4	تزويد الطلاب بالمهارات اللازمة للانخراط في التعلم مدى الحياة والتطوير المهني المستمر في مجال التسويق.

مخرجات التعلم للبرنامج (PLOS) – درجة للدبلوم

المخرج التعليمي ١	يشرح النظريات والتقنيات والمفاهيم المتعلقة بالأعمال والتسويق.
المخرج التعليمي ٢	يناقش تطبيقات الكمبيوتر والأدوات والتقنيات والمهارات ذات الصلة اللازمة لاتخاذ القرار في وظائف التسويق المختلفة.
المخرج التعليمي ٣	يبنى قدرات لتوصيل المعرفة العامة شفهيًا وكتابيًا إلى مجموعة محدودة من الجماهير.
المخرج التعليمي 4	يطبق التقنيات العددية لاقتراح حلول للمشاكل المتعلقة بالمجالات الوظيفية المختلفة للتسويق.
المخرج التعليمي 5	يصنف مشاكل العمل في مجالات التسويق المختلفة واستخدام أدوات تكنولوجيا المعلومات للتفكير في حلول لها.
المخرج التعليمي 6	يحدد الاعتبارات الأخلاقية حول الأعمال والتسويق.
المخرج التعليمي 7	يطور مهارات التعامل مع الآخرين للعمل بفعالية في مجموعات أو بشكل فردي كعضو نشط في فريق لأداء المهمة المطلوبة.
المخرج التعليمي 8	يحدد أهمية مهارات ريادة الأعمال ووضع خطة عمل.
المخرج التعليمي 9	يصنف مصادر البيانات الثانوية وإحالتها من خلال تطبيق الأساليب المرجعية المناسبة وتعزيز التعلم مدى الحياة.

نتائج التعلم للبرنامج (PLOS) للبكالوريوس

المخرج التعليمي ١	يناقش النظريات والتقنيات والمفاهيم المتعلقة بالأعمال والتسويق.
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المخرج التعليمي ٢	ينفذ تطبيقات الكمبيوتر ذات الصلة بناءً على الأدوات والتقنيات والمهارات اللازمة لاتخاذ القرار في وظائف التسويق المختلفة.
المخرج التعليمي ٣	يواصل المعرفة المتقدمة بمهارة شفهيًا وكتابيًا إلى مجموعة واسعة من الجماهير.
المخرج التعليمي 4	يقيم التقنيات الرقمية لاقتراح حلول للمشاكل المتعلقة بالمجالات الوظيفية المختلفة للتسويق.
المخرج التعليمي 5	يكشف مشاكل العمل في المجالات الوظيفية المختلفة وتطوير حل باستخدام التكنولوجيا المناسبة.
المخرج التعليمي 6	يحافظ على الاعتبارات الأخلاقية حول الأعمال والتسويق.
المخرج التعليمي 7	يعمل بشكل مستقل وكذلك في مجموعات لأداء المهمة المطلوبة.
المخرج التعليمي 8	ينمي مهارات ريادة الأعمال في تقييم التأثير الوطني والدولي للتسويق على الصناعات المختلفة.
المخرج التعليمي 9	يصيغ البحوث في مجالات التسويق المختلفة من خلال النماذج والمنهجيات والأساليب المناسبة.

الخطة الدراسية:

Course Code	Course Name	Pre-requisite	Course Type	Units	Hours
Semester 1					
BUMG1110	مبادئ الإدارة	لا يوجد	إجباري	2	4
BUMG1105	الإحصاء الإداري	لا يوجد	إجباري	2	4
BUMG1104	مقدمة في الاقتصاد الجزئي	لا يوجد	إجباري	2	4
BUAC1101	مبادئ المحاسبة	لا يوجد	إجباري	2	4
UNIR1002	مهارات اللغة العربية	لا يوجد	إجباري	1	2
SET1A	الرياضيات الأساسية	لا يوجد	إجباري	0	0
IC3M1A	مبادئ الحاسوب	لا يوجد	إجباري	0	0
Semester 2					
BUACA2102	مبادئ التسويق	لا يوجد	إجباري	2	4
BUMGA2110	مقدمة في قانون الأعمال	لا يوجد	إجباري	2	4
BUMKA2101	مقدمة في الاقتصاد الكلي	لا يوجد	إجباري	2	4
UNIR1100	مهارات الاتصال (1)	لا يوجد	إجباري	2	3
UNIR1001	الثقافة الإسلامية والعمانية	لا يوجد	إجباري	1	2
IC3M2A	مبادئ الحاسوب	IC3M1A	إجباري	0	0
SET2A	الرياضيات التطبيقية	SET1A	إجباري	0	0
Semester 1					
BUACA2102	الإدارة المالية	BUACA1101	إجباري	2	4
BUMGA2110	السلوك التنظيمي	BUMGA1110	إجباري	2	4
BUMKA2101	الاتصالات التسويقية المتكاملة	N/A	إجباري	2	4
UNIR2100	مهارات الاتصال (2)	UNIR1100	إجباري	2	4
UNIR2002	ريادة الأعمال	N/A	إجباري	2	2
Semester 2					
BUMGA2201	إدارة الموارد البشرية	BUMGA1110	إجباري	2	4
BUMKA2201	سلوك المستهلك	BUMKA1201	إجباري	2	4



	BUMKA2203	إدارة المبيعات	BUMKA1201	إجباري	2	4
	BUMKA2211	إدارة التسويق	BUMKA1201	إجباري	2	4
المستوى 3	Semester 1					
	BUMKA3101	التسويق الاسلامي	BUMKA1201	إجباري	2	4
	BUMKA3102	تحليلات التسويق	BUMKA1201	إجباري	2	4
	BUMKA3103	التسويق الدولي	N/A	إجباري	2	4
	UNIR3100	(3) مهارات الاتصال	UNIR2100	إجباري	2	3
	Semester 2					
	BUMKA3211	B2B(التسويق بين الشركات)	BUMKA1201	إجباري	2	4
	BUMKA3212	إدارة العلامات التجارية	BUMKA1201	إجباري	2	4
	BUMKA3213	تسويق الخدمات	BUMKA1201	إجباري	2	4
	BUMKA3214	تسويق وسائط التواصل الاجتماعية	BUMKA1201	إجباري	2	4
المستوى 4	Semester 1					
	BUMGA4110	إدارة سلاسل الإمدادات	BUMGA1110	إجباري	2	4
	BUMKA4102	التحليلات الرقمية	N/A	إجباري	2	4
	BUMKA4103	الابتكار وتطوير المنتجات الجديدة	N/A	إجباري	2	4
	BUMGA4104	طرق البحث التجاري	BUMGA1110	إجباري	2	4
	Semester 2					
	BUMKA4201	التسويق الاستراتيجي	BUMKA1201	إجباري	2	4
	BUMGA4202	الحوكمة وأخلاقيات الأعمال	BUMGA1110	إجباري	2	4
	BUMKA4205	إدارة البيع بالتجزئة	BUMKA1201	إجباري	2	4
	BUMGA4204	مشروع البحث	BUMGA4104	إجباري	2	4

توصيف المقررات:

رمز المقرر	اسم المقرر	التوصيف
IC3M1A	تطبيقات الحاسوب الأساسية	تم تصميم هذا المقرر لتزويد الطلاب بالمعرفة والمهارات المطلوبة لاستخدام تطبيقات المايكروسوفت أوفيس للتعامل مع الأعمال المكتبية اليومية.
SET1A	الرياضيات الأساسية	الرياضيات الأساسية هي مادة الرياضيات الأولى في مرحلة البرنامج التأسيسي العام. ويبدأ الطالب دراسته لهذه المادة عند التحاقه بالبرنامج التأسيسي العام في حال عدم اجتيازه لاختبار تحديد المستوى لهذه المادة. تغطي المادة عددا من المواضيع الرياضية الأساسية كالأعداد والأسس والكسور والجذور وأساسيات علم المثلثات وغيرها من المواضيع وتتم دراسة هذه المادة من دون الاستعانة بالآلة الحاسبة من أجل تحفيز الطلبة على استخدام قدراتهم الفكرية عند إجراء العمليات الحسابية الأساسية
BUMGA1101	مبادئ الإدارة	مقدمة لمبادئ الإدارة ومفاهيمها وتقنياتها، وعمليات الإدارة ووظائفها بما في ذلك: (1) التخطيط وصنع القرار والتنظيم والتوظيف والقيادة والتحفيز والتواصل والرقابة. (2) طبيعة وأهمية العمل وأهدافه، تطوير الفهم الأساسي لبعض الوظائف الأساسية في العمل مثل الإنتاج والعمليات والتسويق والتمويل وإدارة الموارد البشرية
BUMGA1105	الإحصاء الإداري	المفاهيم والتقنيات الإحصائية الأساسية مثل العينة والسكان والمعلومات والإحصاء والإحصاءات الوصفية ومفاهيم الاحتمالية والتوزيعات الاحتمالية المنفصلة والمستمرة النظرية (ذات الحدين وبواسون والعادي)، والإحصاءات الاستدلالية (فترات الثقة واختبار الفرضيات) كما هو مطبق في الأعمال التجارية والاقتصادية



مفاهيم الاقتصاد الأساسية، تكلفة الفرصة البديلة، الندرة، الطلب، العرض، آليات الأسعار، سلوك الأسرة، دور الحكومة، المنفعة، هيكل السوق، تعظيم الربح، نظرية الشركة، الدخل، الاقتصاد الجزئي التطبيقي.	مقدمة في الاقتصاد الجزئي	BUMGA1104
المحاسبة كمصدر للمعلومات لمتخذي القرار في المنظمات الربحية وغير الربحية. المفاهيم الأساسية للمحاسبة مثل الإيرادات والمصروفات والأصول والالتزامات والأرباح ورأس المال. مقدمة في القيد المزدوج ومسك الدفاتر الابتدائية. تسجيل المعاملات البسيطة وضبط الحسابات للمدفوعات المقدمة والاستحقاقات واستكمال الدورة المحاسبية وإعداد القوائم المالية الأولية. المحاسبة لدورة كاملة للمؤسسات التجارية (أنظمة الجرد الدائم) وإعداد التسويات البنكية.	مبادئ المحاسبة	BUACA1101
المقرر يتكون من سبع وحدات تعليمية تبدأ كل وحدة بمجموعة من القضايا النحوية المتعلقة بأقسام الكلام وأنواع الإعراب والقضايا المتعلقة في الجملة الاسمية والجملة الفعلية وما يتعلق أيضا بما يعرف بمكملات الجمل، ثم يأتي بعد ذلك مجموعة من القضايا البلاغية في كل وحدة كذلك المتعلقة بالخبر والإنشاء وبعض القضايا المتعلقة بعم البيان كالتشبيه والاستعارة والكناية وأيضا يتناول المقرر بعض المحسنات البديعية، ويعقب هذا القضايا نصوص تطبيقية مختارة.	مهارات اللغة العربية	UNIR1002
تم تصميم هذا المقرر لتزويد الطالب بالمعارف والمهارات الأساسية لطريقة عمل الحاسوب والتعرف على مكوناته من الأجزاء الصلبة والبرامج.	مبادئ الحاسوب	IC3M2A
الرياضيات التطبيقية هي مادة الرياضيات الثانية والأخيرة في مرحلة البرنامج التأسيسي العام والذين اجتازوا مادة الرياضيات الأساسية بنجاح ولم يجتازوا اختبار تحديد المستوى لهذه المادة. تعتبر هذه المادة مطلوبة جامعي لأي مادة رياضيات يدرسها الطالب في كليته إن وجد. وتغطي المادة عددا من المواضيع الرياضية كالحوال ورسوماتها البيانية والإحصاء الوصفي والاحتمالات واللوغاريتمات وحسابات الفائدة البسيطة والمركبة وغيرها يستعين الطلبة بالآلة الحاسبة العلمية عند دراسة هذه المادة.	الرياضيات التطبيقية	SET2A
مقدمة لمبادئ التسويق من وجهات النظر المفاهيمية والتحليلية والإدارية. المزيج التسويقي؛ البيئة التسويقية؛ الأسواق الاستهلاكية وسلوك المستهلك الشرائي وتطبيقهما؛ أسواق الأعمال والتسويق الإلكتروني.	مبادئ التسويق	BUMKA1201
يركز المقرر على مقدمة النظم والمبادئ القانونية، ومصادر القانون، وقانون الأعمال في سلطنة عمان، والعناصر الأساسية لقانون العقود، وهياكل الأعمال الأساسية في سلطنة عمان، وقانون الوكالة. سيقدم الجزء الأخير من الدورة للطلاب حلول بديلة للنزاعات في مجال الأعمال.	مقدمة في قانون الاعمال	BULAA1201
المجالات الرئيسية التي سيتم تناولها في هذا المقرر هي أهداف سياسات الاقتصاد الكلي والناتج المحلي الإجمالي والنمو الاقتصادي والتضخم والتوظيف وسعر الفائدة والاستثمار والضرائب والإنفاق الحكومي والسياسات المالية والنقدية وميزان المدفوعات والعلاقات مع الاقتصاد الدولي، والقضايا المعاصرة.	مقدمة في الاقتصاد الكلي	BUMGA1202
In this course, students learn to employ reading strategies while reading faculty related texts, use paraphrasing techniques, create a presentation poster related to their specialization and write a short project proposal.	مهارات الاتصال (1)	UNIR1000
يحتوي هذا المقرر على مفردات وتراكيب مرتبطة بالثقافة الإسلامية، وبيان مصادرها، وخصائصها، ثم التحديات التي تواجهها، وأثرها في الخصائص الثقافية للمجتمع العماني، ودور أهل عمان الحضاري.	الثقافة الإسلامية والعمانية	UNIR1001
يأخذ الطالب خلفية عن اتخاذ القرارات المالية للشركات وسلوك أسواق رأس المال. يوفر المقرر حزمة من الرياضيات المالية مع التركيز على تقنيات الخصم، والميزانية الرأسمالية، وتقييم الاستثمار. بالإضافة إلى إدارة الأصول قصيرة الأجل، وتكاليف الأموال.	الإدارة المالية	BUACA2102
يغطي المقرر طبيعة السلوك التنظيمي (OB)، وديناميكيات الأفراد والجماعات في المنظمة، والتحفيز والقيادة، والهيكل التنظيمي، والرقابة التنظيمية، والسلطة التنظيمية والسياسة، وإدارة التغيير، وثقافة الشركات.	السلوك التنظيمي	BUMGA2110
يعلم مقرر الاتصالات التسويقية المتكاملة (IMC) الطلاب كيفية التواصل بشكل فعال في عالم الأعمال. ويغطي كيفية دمج جميع الأنشطة التسويقية معًا في رسالة تسويقية واحدة واضحة، وسيفهم الطلاب كيفية إنتاج الاتصالات التسويقية ونقلها. يستكشف الإعلان	الاتصالات التسويقية المتكاملة	BUMKA2101



والعروض الترويجية، وأدوار وسائل التواصل الاجتماعي، والوسائط الرقمية، والتسويق عبر الهاتف المحمول، وأساليب التسويق الأخرى للوصول بفعالية إلى المستهلكين.		
The aim of the course is to introduce students to topics of various disciplines of Business, Computer & Information Technology and Engineering offered in the faculties by using authentic texts and videos. The course also aims to enhance students' Academic English skills with a particular focus on academic reading and writing. In addition, the course focuses on developing academic and technical vocabulary, core grammatical structures and summarizing skills	مهارات الاتصال (2)	UNIR2100
يهدف هذا المقرر الى تعريف الطلبة - من التخصصات الأكاديمية المختلفة - بالمشايخ والأنشطة التجارية وسيقوم الطلبة بتطبيق مفاهيم ريادة الأعمال وتطبيقاتها العملية الفاعلة من خلال ايجاد ومناقشة أفكار تجارية جديدة واعداد دراسة جدوى لها.	ريادة الأعمال	UNIR2001
مقدمة ونظرة عامة على نظرية وممارسة إدارة الموارد البشرية، بما في ذلك إدارة الموارد البشرية الاستراتيجية والدولية. يكتسب الطلاب تقديرًا لاتساع ونطاق إدارة الموارد البشرية.	ادارة الموارد البشرية	BUMGA2201
يستكشف هذا المقرر الدراسي النظام النظري الذي يدرس تفضيلات المستهلك وعملية اتخاذ قرار الشراء. يدرس المقرر العوامل التي تؤثر على اختيارات المستهلك أو مشترياته مثل التأثير العائلي، والمعتقدات الشخصية أو الدينية، والخيارات الثقافية، ورموز المكانة. تتناول الدورة الاتجاهات والقضايا المعاصرة، بما في ذلك دور وسائل الإعلام الجديدة، والتقدم التكنولوجي، والمخاوف الأخلاقية الأخيرة التي تؤثر على الصناعة	سلوك المستهلك	BUMKA2201
يغطي هذا المقرر مقدمة لإدارة المبيعات، وتوظيف وتدريب قوة المبيعات، وإدارة قوة المبيعات، وتحديد الأهداف والأنشطة، واختراق المبيعات، وتجزئة العملاء واستهدافهم، وإدارة الحسابات، وخدمة العملاء. فهو يدمج التكنولوجيا الحالية والبحوث وأنشطة التفكير الاستراتيجي. فهو يكيّف مفاهيم إدارة المبيعات مع عالم الأعمال سريع التغير، بما في ذلك استخدام تويتر، ولينكد إن، وفيسبوك، والمدونات، والويكي، وغيرها من الطرق التفاعلية للتواصل مع العملاء.	إدارة المبيعات	BUMKA2203
يتمحور المقرر حول الخطوات التي تتضمنها العمليات التحليلية وعمليات اتخاذ القرار المتعلقة بصياغة وتنفيذ ومراقبة برنامج إدارة التسويق لإدخال منتج معين. يوفر هذا المقرر للطلاب رؤية واسعة وكاملة وواقعية لأدوار إدارة التسويق بالإضافة إلى علاقاتهم داخل مؤسسات اليوم.	إدارة التسويق	BUMKA2211
يشمل المقرر الأسواق الإسلامية، وطبيعة وهيكل الأسواق الإسلامية، وسلوك المستهلك الإسلامي، والأسواق الإسلامية، والخدمات اللوجستية الحلال، والعلامات التجارية الإسلامية، والأخلاق الإسلامية. ويشمل نظريات وممارسات المعرفة بالسوق الإسلامية ومبادئ التسويق الإسلامي.	التسويق الاسلامي	BUMKA3101
تعد أدوات وتقنيات تحليلات التسويق أمرًا ضروريًا لأي مسوق في البيئة التنافسية الحالية. ستعزف هذه الدورة الطلاب على أدوات التحليلات التسويقية لتوليد رؤى تسويقية من البيانات في مجالات مثل التجزئة والاستهداف وتحديد المواقع والتفسير لحل قرارات الأعمال في العالم الحقيقي. ستوفر هذه الدورة أيضًا خبرة عملية في استخدام الأدوات والبرامج، والتي قد تشمل Excel وSPSS.	تحليلات التسويق	BUMKA3102
يوفر مقرر التسويق الدولي للطلاب فرصًا لامتلاك مجموعة من المهارات لتكييف استراتيجياتهم التسويقية مع احتياجات الأسواق الدولية. وسوف يغطي المقرر مفاهيم ونظريات التسويق الدولي. ويهدف إلى تزويد الطلاب بالكفاءات اللازمة في صياغة خطة تسويقية لدخول الأسواق الخارجية وممارسة الأعمال التجارية في البلدان الأجنبية.	التسويق الدولي	BUMKA3103
The purpose of the course is to enhance students' performance-based competence, and to equip them with the necessary academic research skills required to undertake an independent research project. It further develops academic writing skills including paraphrasing, summarizing, synthesizing, direct quotation and APA style citation	مهارات الاتصال (3)	UNIR3100
يتضمن التسويق بين الشركات (التسويق B2B) بيع منتج أو خدمة شركة ما إلى شركة أخرى. يغطي المقرر كلا من النظرية والتطبيق في مجال التسويق بين الشركات. فهو	التسويق بين الشركات (B2B)	BUMKA3211



يجمع بين أساليب متعددة لنظرية التسويق B2B. علاوة على ذلك، فهو يغطي التسويق الرقمي ووسائل التواصل الاجتماعي فيما يتعلق بـ B2B بالإضافة إلى القضايا المتعلقة بالاستدامة والمسؤولية الاجتماعية للشركات.		
تم تصميم مقرر إدارة العلامات التجارية لتزويد الطلاب بفهم شامل لمبادئ وممارسات إدارة وتطوير العلامات التجارية الناجحة. من خلال مزيج من المفاهيم النظرية والتطبيقات العملية، سوف يتعلم الطلاب كيفية تطوير وتنفيذ استراتيجيات العلامة التجارية الفعالة، وقياس وتقييم أداء العلامة التجارية، والتنقل بين الاعتبارات القانونية والأخلاقية لإدارة العلامة التجارية. سيغطي المقرر موضوعات رئيسية مثل وضع العلامة التجارية، وهوية العلامة التجارية، وقيمة العلامة التجارية، وأبحاث السوق، ورؤى المستهلك، واتصالات العلامة التجارية، والوسائط الرقمية والاجتماعية في إدارة العلامات التجارية. سوف يتعلم الطلاب أيضًا كيفية قياس أداء العلامة التجارية باستخدام مقاييس مثل حصة السوق ورضا العملاء والعائد على الاستثمار.	إدارة العلامات التجارية	BUMKA3212
يستكشف هذا المقرر مفاهيم وتقنيات التسويق لمجموعة واسعة بشكل استثنائي من فئات الخدمات والصناعات. ويشمل إدارة الخدمات وتسويق الخدمات وتسويق العلاقات. ويغطي على وجه الخصوص علاقات العملاء وكيفية عمل تسويق العلاقات، وتأثير تسويق العلاقات على القيمة، وقياس العلاقات، وجودة الخدمة، ورضا العملاء وولاء العملاء.	تسويق الخدمات	BUMKA3213
أصبحت استراتيجيات وتخطيط وسائل التواصل الاجتماعي عنصرين أساسيين في أي خطة اتصالات تسويقية شاملة. ومع ذلك، باعتباره مجالًا ناشئًا للتسويق، وفي بيئة دائمة التغيير، فإن ما يشكل أفضل الممارسات في هذا المجال يتطور باستمرار. تم بناء هذا المقرر على فرضية أن البقاء على اطلاع دائم بالمنصات والتقنيات المختلفة أقل أهمية من فهم كيفية تأثير وسائل التواصل الاجتماعي على كيفية تفاعلنا والقيام بالأعمال اليومية. سينظر هذا المقرر في الطرق المختلفة التي شكلت بها وسائل التواصل الاجتماعي مجال التسويق وغيرته ومعنى التواصل مع العملاء ضمن خطة التسويق الشاملة.	تسويق وسائط التواصل الاجتماعي	BUMKA3214
مع اشتداد المنافسة العالمية في كل من السلع والخدمات، يعتمد نمو المنظمة واستدامتها على مدى نجاحها في دمج وظيفة سلسلة التوريد في تخطيطها واستراتيجيتها الشاملة. وبالتالي، من الضروري لجميع محترفي الأعمال أن يكتسبوا فهمًا لسلاسل التوريد. تتعامل إدارة سلسلة التوريد مع سلسلة الوظائف والمنظمات التي تخلق القيم للعملاء والمساهمين. ويشمل تصميم وإنتاج السلع والخدمات، والتوزيع المادي للسلع والخدمات، وتبسيط مكونات سلسلة التوريد لتحقيق أقصى قدر من الكفاءة والاستدامة.	إدارة سلاسل الإمدادات	BUMGA4110
سيساعد هذا المقرر في إزالة الغموض عن البيانات وتعزيز المهارات التحليلية لدى الطلاب باستخدام أدوات تحليل البيانات الحديثة من خلال إعداد البيانات ووضع نماذج لها وتصورها/تحليلها للشركة لاتخاذ قرارات عمل مستنيرة.	التحليلات الرقمية	BUMKA4102
الهدف الأساسي للمقرر هو تعريض الطلاب لمجموعة متنوعة من وجهات النظر حول الابتكار، والاتجاهات الناشئة الهامة في مجال الابتكار، وأثارها على إدارة الابتكار. تغطي الدورة أيضًا الأدوات والأساليب الحديثة لتصميم المنتجات وتطويرها بما في ذلك التصميم والنموذج الأولي لمنتج مادي، وتحديد احتياجات العملاء، وتوليد المفاهيم، وهندسة المنتج، والتصميم الصناعي، والتصميم للتصنيع.	الابتكار وتطوير المنتجات الجديدة	BUMKA4103
تم تصميم هذا المقرر لتزويد الطلاب بالمهارات اللازمة لتطوير مقترح بحثي. يغطي المقرر أساسيات المشروع البحثي، مثل أهداف البحث وأسئلة البحث، ومراجعة الأدبيات، وعناصر مختلفة من الأساليب النوعية والكمية، والتفاوض بشأن الوصول، والقضايا الأخلاقية، وجمع البيانات، وتحليل البيانات.	طرق البحث في العلوم الإدارية	BUMGA4104
تحليل البيئة الداخلية والخارجية؛ تحليل الصناعة؛ تحليل السوق والتنافسية؛ تحديد المواقع والميزة التنافسية المستدامة؛ الخطة التسويقية؛ استراتيجية التسويق وتنفيذها.	التسويق الاستراتيجي	BUMKA4201
تم تصميم المقرر لتنقيف الطلاب بالقضايا القانونية والأخلاقية في مجال الأعمال التجارية ولخلق حساسية تجاه العواقب المحتملة للقرارات التي تتخذها الشركات في تحقيق أهدافها الربحية.	الحوكمة وأخلاقيات الأعمال	BUMGA4202
في هذا المقرر، سوف يتعلم الطلاب كيفية تحديد ودمج استراتيجية البيع بالتجزئة واتخاذ قرارات تجارية سليمة في بيئة البيع بالتجزئة اليوم. يغطي المقرر بناء العلاقات واستدامتها في مجال تجارة التجزئة، والتخطيط الاستراتيجي في تجارة التجزئة، ومؤسسات البيع بالتجزئة عن طريق الملكية، ومؤسسات البيع بالتجزئة عن طريق مزيج	إدارة البيع بالتجزئة	BUMKA4205

الاستراتيجيات القائمة على المتجر، والويب، وغير القائم على المتجر، وغيرها من أشكال تجارة التجزئة غير التقليدية، وجمع المعلومات ومعالجتها. في تجارة التجزئة، واختيار الموقع، والتسعير في تجارة التجزئة، وإنشاء صورة للبيع بالتجزئة والحفاظ عليها، والاستراتيجية الترويجية، ودمج استراتيجية البيع بالتجزئة والتحكم فيها.		
تم بناء هذا المقرر على أساسيات مقرر طرق البحث العلمي في الأعمال؛ يُتوقع من الطلاب إجراء بحث مستقل يُتوقع من خلاله إثبات التحكم في عملية البحث، بما في ذلك تحديد مشاكل خاصر بنواحي إدارة الأعمال، وجمع البيانات، وتفسيرها، وعرضها.	مشروع البحث	BUMGA4204