



## **OMAN BRANCH**

**Faculty of Business Studies  
Arab Open University**

### **B.A (Honours) in Business Studies**

**Specialization Tracks:**

- **Business Studies (General)**
- **Accounting**
- **Economic**
- **Marketing**
- **System Practice**

## Programm Description

Students who complete this degree will have a general understanding of business organizations, their key elements, economic theories, institutions and markets, wider considerations such as environments and processes, and how all these work together. They will be able to analyze how businesses develop strategies, handle risk and take decisions, and they will have an insight into business studies and economics. They will have relevant and practical skills, in particular IT, numerical, study and thinking skills. In addition to the general Business Studies track, the programme offers the following tracks: Accounting, Marketing, Economics, and Systems Practice. The Accounting track aims at giving students the skills needed for measuring and analyzing financial information used basically by managers, investors, tax authorities and decision makers. The Marketing track aims at giving students the required skills necessary for discovering the needs and desires of customers in order to develop a group of products or services. The Economics track aims at improving the students' proficiency in the field of economic analysis and at strengthening their understanding of economic changes in addition to appreciating their influence on the business sector. The Systems Practice track aims at teaching students the skills needed to improve the process of administrative decision making.

Requirement Type	Credit Hours
University Mandatory Requirements	18
Programm Requirements	96
University Electives	14
<b>Total</b>	<b>128</b>

## Programm Structure

### (1) University Mandatory Requirements

**18 credit hours**

Course No	Course Title	Credit Hours
GR101	Independent Study Skills	3
TU170	Learning On-Line	3
AR111	Arabic Communication Skills (I)	3
AR112	Arabic Communication Skills (II)	3
EL111	English Communication Skills (I)	3
EL112	English Communication Skills (II)	3
<b>Total</b>		<b>18</b>

### Programme Requirements for all Tracks

Course	Course Title	Cr Hrs
B 120	An Introduction to Business	8
LB 160	Business English Communication	8
B 200a	Understanding Business Behavior: Business Environments and Markets	8
B 200b	Understanding Business Behavior: Business Processes and Organizations	8
B 202a	Understanding Business Functions	8
B 202b	Understanding Business Functions	8
B 300a	Business Behavior in a Changing World	8
B 300b	Business Behavior in a Changing World	8

### Programme Requirements for Accounting Track

Course	Course Title	Cr Hrs
M 248	Data Analysis	8
B 680a	Financial Accounting and Reporting	8
B 680b	Cost and Management Accounting	8
B 321	Accounting information for strategy implementation	8

### Programme Requirements for Business Studies Track (General)

Course	Course Title	Cr Hrs
T 175	Exploring Information and Communication Technology	8
M 248	Data Analysis	8
B 322	Investigating Entrepreneurial Opportunities	8
B 321	Accounting Information for Strategy Implementation	8

### Programme Requirements for System Practice Track

Course	Course Title	Cr Hrs
T 205a	Systems Thinking: Theory and Practice	8
T 205b	Systems Thinking: Theory and Practice	8
T 306a	Managing Complexity: A systems Approach	8
T 306b	Managing Complexity: A systems Approach	8

### Programme Requirements for Economic Track

Course	Course Title	Cr Hrs
DD 202a	Microeconomics	8
DD 202b	Macroeconomics	8
D 319a	Understanding Economic Behavior	8
D 319b	Understanding Economic Behavior	8

### Programme Requirements for Marketing Track

Course	Course Title	Cr Hrs
T 175	Exploring Information and Communication Technology	8
M 248	Data Analysis	8
B 322	Investigating Entrepreneurial Opportunities	8
B 324	Marketing and Society	8

### University Electives (minimum 14 credit hours)

Course #	Course Title	Cr Hrs
M 248	Data Analysis (if not required)	8
T175	Exploring Information and Communication Technology (if not required)	8
M150	Data Computing and Information	8
BU130	Managing in the Workplace	8
GR 131	Branch Course	3
GR 111	Arab Islamic Civilization	3
GR 112	Issues of Development in the Arab world	3
Acct. 200	Financial Accounting	3
Acct. 201	Managerial Accounting	3
Acct. 300	Cost Accounting	3
Mktg. 200	Marketing Management	3
Mktg. 201	Consumer Behavior	3
Mktg. 300	Marketing Research	3
Econ. 200	Money & Banking	3
Fin. 200	Financial Institutions	3
Fin. 201	Financial Management	3
Fin. 300	Islamic Finance	3

## **Courses Description**

### **GR101- Independent Study Skills - 3credit hours**

This course aims at helping students develop a wide range of effective study techniques and strategies necessary to help them succeed in their university studies. It focuses on note-taking and making use of different study media, writing reports, using study resource materials and references and preparing for examinations.

### **TU170 - Learning On-line - 3 credit hours**

This is a 12-week course that provides an introduction to computing and the on-line world. Students learn about software applications such as word processing, databases and electronic mail. They take part in on-line discussions, search the web and author simple web pages using HTML. This course is taught entirely on-line. The total teaching and assessment material is published on the course web site, to which only registered students have access. Students work both individually and in groups with fellow students on collaborative projects, supported by a personal tutor.

### **AR111 - Arabic Communication Skills I - 3 credit hours**

This course aims at consolidating the students' skills and competence in listening comprehension, reading comprehension and writing Arabic. It also aims at introducing the students to the basics of Arabic syntax and literary appreciation.

### **AR112 - Arabic Communication Skills II - 3 credit hours**

This course builds on and extends the knowledge and skills developed in AR111 and introduces the students to different aspects of Arab culture as reflected in the writings of leading figures, both old and new. It also trains the students in research methodology and report writing.

### **EL111 - English Communication Skills I - 3 credit hours**

This is a theme-based integrated skills course which aims to upgrade the student's proficiency level to the extent that he/she can communicate with ease and confidence and utilize English in pursuing his/her university education.

### **EL112 - English Communication Skills II - 3 credit hours**

This course complements and builds upon English 111. It particularly seeks to develop the reading, writing, listening, and study skills which students need in order to meet the demands of distance learning university education.

### **B120- An introduction to Business - 8 credit hours/ (New)**

This course will introduce you to the different internal and external elements of a business and help you to understand the context in which a business operates. You will explore the common aims and characteristics of business and what makes them different. Business structures, cultures and functions are identified and the political, social, economic, technological and ethical considerations affecting business are introduced. The course consists of five study books: What is a business?; An introduction to human resources in business; An introduction to marketing in business; An introduction to accounting and finance in business; Other ways of looking at business, plus a Study Companion to guide you through the course.

### **LB160-Business English Communication-8 credit hours**

Personal and corporate success in business relies on effective communication. Professional communication skills for business studies will help you to acquire the skills that will distinguish you from your peers. The course is practical and the skills you develop will empower you to undertake more insightful case-study analysis, write successful essays, and produce powerful reports. You'll work with a wide range of texts from business studies courses and the wider business world, including analyses, reports, essays, proposals and emails. The course will deepen your knowledge of the business world at the same time as developing your written communication skills, helping you to succeed in both business studies and business generally

### **B200 - Understanding Business Behavior-16 credit hours (Parts A & B)**

This course explains how businesses are structured, how they work, how their environments influence them, and how they try to control competitive market pressures. Understanding the complexities and uncertainties of all this is not easy, so the course discusses different approaches and ways of seeing organizations and markets. It enables students to evaluate and use information and theories, thus improving their capacity for rigorous assessment. Finally, the course defines and develops three groups of related business skills: study and presentation, IT, and numeracy. Much use is made of computer conferencing for learning and debate between students and dedicated conferencing tutors. Course tutors are expected to participate.

### **B202 – Understanding Business Functions –16 credit hours (Parts A & B)**

This course develops an understanding of how organizations work through the contributions of five key business functions – human resources, information,

marketing, operations, accounting and finance – and how those are integrated. Working with a selection of textbooks, you will look at the key practices of the ‘traditional’ business functions and the contributions they make to organizations, individually and collectively. Case studies and specially written texts enable you to see the origins, rationale, limitations and strengths of business functions from the perspectives of various stakeholders. You will develop skills in finding and organizing information, preparing simple presentations, and using basic software packages and computer conferencing. The student will need a personal computer and access to the internet.

### **B300 – Business Behavior in Changing World 16 credit hours. (Parts A & B)**

This course is designed to develop an understanding and knowledge of strategic organizational issues and how organizations respond to change in their environments. The course has three main teaching modules: decision-making, strategy and policy. Students look at how organizations make strategic decisions and consider rationality and routines, decision methods and decision processes. They analyze how organizations develop strategy, notions of core competence and strategic innovation. A range of policy and environmental concepts and cases that demonstrate the impact of the macro-environment on organizations are studied. Students are made aware of the boundaries of strategy in terms of relationships between strategies at the level of the firm, the industry, the nation, the region and globally. Three groups of related business skills are developed: study and presentation skills, IT and numeracy skills, and computer conferencing for learning and debate. Course tutors are expected to participate.

### **M248- Data Analysis-8 credit hours/ (New)**

This introduction to statistics emphasizes the practical side of the subject, but the theoretical principles are also included. MINITAB and other software supplied with the course are used to analyze data and develop your understanding of statistical concepts. The course covers exploratory methods for data analysis, models for data, estimation, confidence intervals, hypothesis testing, regression and two-variable problems. You are assumed to have mathematical competence at the level developed by MST121.

### **B680- Financial Accounting and reporting and Cost and Management Accounting- Part A&B) 16 credit hours.**

This one-year course caters for people who have no degree but want a route into the accounting profession as well as for anyone who needs fundamental accountancy

skills in a management or other role. You will gain knowledge and understanding of basic financial, cost and management accounting, computerised accounting, systems and spreadsheets as well as the role of accounting in business organisations. You will also learn how to prepare accounts for audit and how to use accounting information for decision-making. The course is accredited with a range of accounting bodies and the certificate will enable you to go straight into professional training, onto our Professional Diploma in Management or you could count it towards a BA (Hons) Business Studies degree.

### **B321- Accounting Information for Strategy Implementation- 8 credit hours**

This course will help you to understand organizations. It will enable you to evaluate and interpret how accounting concepts and applications, particularly those of a strategy-implementation nature – (e.g. organizing for performance, using diagnostic and interactive control systems, achieving profit goals and strategies) – figure in organizations. It will encourage independent and inquisitive learning and prepare you for future study and lifelong learning more generally. You will be able to draw on the expertise of accountants, and apply academic research and scholarship concepts.

### **T175-Exploring Information and Communication Technologies 8 credit hours/ (New)**

We live in a networked world. Information and communication technologies (ICT) are all around us: in homes, offices, shops, schools and hospitals. Do you ever wonder how these networked systems work? How can an email message find its way to the other side of the world in seconds? How can you browse the web while you are out-and-about? This course looks inside these technologies, explores how they work in a range of situations (including entertainment, transport and health) and considers where they might take us next.

### **B324- Marketing and Society- 8credit hours**

Marketing and society addresses some of the new areas of social marketing and the interrelated areas of corporate social responsibility and marketing ethics. The course examines the impact of established marketing techniques and practices on the promotion of social well-being and behavioral change. It identifies key ethical issues involved in marketing decision-making and the responsibilities of organizations to their stakeholders, including the wider community. Elements of marketing management, (such as communications, research and planning) are examined within this wider framework at both a domestic and international level



### **T205-Systems Thinking: Theory and Practice –16 credit hours (Part A&B)**

T205 helps students make headway with complex situations they meet at work or in the community: ‘How could we explore this opportunity?’ ‘How can I make sense of this situation?’ ‘How could I improve things?’ Students learn to explore issues, identify components, analyze interrelationships, develop an overall understanding, and consider intervention possibilities. Cases include topical environmental, organizational and information technology issues to do with e-commerce, the environment, risk management and social support. The course includes Web teaching and First-Class e-mail and conferencing.

### **T306- Managing Complexity- 16 credit hours (Part A&B)**

This course is for anyone who wants to learn how to think differently and creatively about complex issues, and to manage them in ways that lead to improvement. We are confronted constantly by images of world as unknowable, random and complex, but are given no means of understanding the complexity or revolving the problems it creates. The systems approach was designed to deal with this. Building on the discontinued course T301 Complexity, management and change, this course applies the most recent and innovative developments in systems thinking to areas such as information systems, organizational change and learning, sustainable development and the environment, and professional practice.

### **DD202-Microeconomics-16 credit hours (Part A&B)**

This introduction to economics examines important economic issues of our time and how economists tackle them. It teaches both economic theory and an understanding of changing economies. The course recognizes the increasing integration of the world economy and draws on examples from the UK and other countries. Topics include market competition and cooperation; market structures and firms’ decision-making; the state’s role in the economy; money and financial markets; European integration; booms and slumps; unemployment and inflation; managements of the national economy; poverty, wealth and redistribution; ecological constraints on growth. The course teaches basic techniques of economic analysis and data analysis.

### **D319- Understanding Economic Behavior- 16 credit hours (Part A&B)**

This course is designed to be taken after DD202 Economics and changing economies. Households, firms, and markets are three of the most important types of institution making up the economy. This course develops a critical understanding of fundamental economic issues relating to these three institutions by using mainstream

economic theory and less orthodox interdisciplinary approaches. The course examines the behavior of economic agents by investigating the outcomes of their decisions and introduces ways of trying to model the processes of decision-making as well as the outcomes.

### **B322- Investing Entrepreneurial Opportunities- 8credit hours**

Investigating entrepreneurial opportunities addresses the crucial first steps related to developing new business ideas, implementing innovations and launching new ventures. It will develop business-planning capabilities, skills and understanding, including market and competitor research and the use of important financial concepts such as break-even and cash flow. It will lead you through a systematic process of testing your ideas and experience to arrive at a business proposition with ambitious yet attainable objectives. The course will help you to focus on your own capabilities and skills in project planning; business project appraisal; report writing; and environmental and personal analysis

### **M150- Computing Data and Information- 8 credit hours (New)**

We shop, bank, work, play, learn, and communicate with others using computers. This revolution in our daily lives is a mystery to most of us because the underlying computer-based information processing that has made it possible generally takes place out of sight. Yet computers are not something mysterious: they are a consequence of demands arising from society such as our need to solve problems and to express ourselves. Computers are tools that allow us to greatly increase our understanding of the world and change it: for better or for worse. For this reason, it is vital that we understand them. This course explains how the many different tasks accomplished with the aid of modern computers are performed through the use of a relatively small number of physical and logical mechanisms, and how these mechanisms are embedded into the computer hardware and software that surround us.

### **BU130-Manging in the Workplace- 8 credit hours**

This course provides an introduction to the skills of work-based learning (WBL). There are three reasons for considering WBL as a component of your OU degree. First, it provides a stimulating link between degree study and your day-to-day working life, with the chance to study issues that are particularly relevant to your work or home life. Secondly, WBL changes the way you can study, focusing your attention on the question "Will this work?" Finally, at a practical level, studying through WBL can offer genuine opportunities for lightening your study work load as you can locate some, perhaps much, of your learning within your day-to-day job.

### **GR131-Branch courses -3 credit hours**

This is an elective course which is developed by the country branch of AOU according to local needs. This course has not yet been developed by the Oman Branch.

### **GR111- Arab Islamic Civilization- 3 credit hours**

This course introduces Arabic and Islamic civilization: its components, foundations, golden era, the role of science and libraries. It also provides an overall explanation of the main sources of Islam, i.e. the Quran, Sunnah and other sciences. Major political issues such as power and the rise of Islamic state, Khilafah, and public offices. The role and effect of Islamic civilization in European renaissance is also discussed, in addition to prominent Muslim scholars throughout history

### **GR 112- Issues of Development in the Arab World- 3 credit hours**

This course aims to investigate development issues in the Arab World from a comprehensive perspective: social, cultural, and economic. It sheds light on strategic issues facing Arab societies and problems generated by development issues. The course explores opportunities and resources available in the Arab World which are promising better development rates in the age of globalization and universal economy. The course emphasizes Arab human resource development as the most important components in the development formula, considering the Arab individual as the means and the end to development.

### **Notice:**

**The following courses descriptions will be provided later as they become available from head quarter.**

- Financial Accounting
- Managerial Accounting
- Cost Accounting
- Marketing Management
- Consumer Behavior
- Marketing Research
- Money & Banking
- Financial Institutions
- Financial Management
- Islamic Finance