

## Programme specification

*(Notes on how to complete this template are provide in Annexe 3)*

### 1. Overview/ factual information

<b>Programme/award title(s)</b>	BA(Hons) Business Studies with Management BA(Hons) Business Studies with Marketing BA(Hons) Business Studies with Accounting BA(Hons) Business Studies with Economics BA(Hons) Business Studies with Systems BA(Hons) Business Studies with Finance/Micro-Finance BA(Hons) Business Studies with Human Resource BA(Hons) Business Studies with Management Information System
<b>Teaching Institution</b>	Arab Open University
<b>Awarding Institution</b>	The Open University (OU)
<b>Date of first OU validation</b>	
<b>Date of latest OU (re)validation</b>	2017
<b>Next revalidation</b>	2027
<b>Credit points for the award</b>	360 validated UK OU credit points (96 AOU credit hours) and an additional 4 credit hours as Faculty requirement plus 8 AOU credit hours of electives
<b>UCAS Code</b>	NA
<b>HECoS Code</b>	NA
<b>LDCS Code (FE Colleges)</b>	NA
<b>Programme start date and cycle of starts if appropriate.</b>	September 2022
<b>Underpinning QAA subject benchmark(s)</b>	Business and Management, Accounting
<b>Other external and internal reference points used to inform programme outcomes. For apprenticeships, the standard or framework</b>	NA

<b>against which it will be delivered.</b>	
<b>Professional/statutory recognition</b>	NA
<b>For apprenticeships fully or partially integrated Assessment.</b>	NA
<b>Mode(s) of Study (PT, FT, DL, Mix of DL &amp; Face-to-Face) Apprenticeship</b>	Blended learning
<b>Duration of the programme for each mode of study</b>	4 years
<b>Dual accreditation (if applicable)</b>	
<b>Date of production/revision of this specification</b>	2022

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in student module guide(s) and the student handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

## 2.1 Educational aims and objectives

**The Objectives of AOU's Faculty of Business Studies are to:**

- Offer an honours level 6 experience.
- Provide knowledge, skills, business awareness, and confidence that will enable candidates to succeed in the wider business world.
- Facilitate a study that specializes in one of the eight areas of business: management, marketing, accounting, economics, systems practice, finance/micro finance, human resource management, and management information systems.
- Offer a well-resourced, high-quality education in a dynamic setting.
- Provide an overview of the business world, including a knowledge of markets and market economies.
- Gain knowledge and understanding of corporate structures, cultures, and operations, as well as the complexity of major business tasks and procedures.

- Acquire an understanding of the processes and effects of organizational decision-making, the evolution and diversification of organizational strategies, and the nature and role of policies that affect business

**Bachelor's degrees with honours are awarded to students who have demonstrated:**

- Ability to carry out professional activities, formulate and analyse information, issues, and identify answers using a scientific approach in one's profession;
- Knowledge and abilities required to work effectively in a group setting.
- Ability to providing a framework for using relevant business models in decision-making.
- Possession, recognition, and strengthening of individual skills and capacities in both theoretical and practical aspects at the same time.
- Ability to conduct ethically and accept responsibility for one's professional impact on society and the environment;
- Application of critical and integrative thinking talents;
- Application of ethical thinking to commercial problems.
- Capacity to take on responsibility, operate as part of a team, delegate and coordinate obligations, and plan and organize one's time.

- Industrial and technical skills that contribute to the country's and region's economic development.

## 2.2 Relationship to other programmes and awards

(Where the award is part of a hierarchy of awards/programmes, this section describes the articulation between them, opportunities for progression upon completion of the programme, and arrangements for bridging modules or induction)

Candidates can study for the first three semesters of the programme without any specialisation. In general, students will undertake BUS101- Introduction to Math for Business, BUS102- Introduction to Statistics, BUC111- Business communication 1, ACT111- Financial Accounting, ACT112- Managerial Accounting, ECO101- Principles of Microeconomics, MGT111- Principles of Management I, MGT112- Principles of Management II, MKT111- Principles of Marketing I, MKT112- Principles of Marketing II or ECO102- Principles of Macroeconomics, BUC112- Business communication 2, and TM105- Introduction to Programming, MT131- Discrete Mathematics (for MIS track) before making their specialisation selection. This is a clear benefit as there are opportunities for students to learn more about the options and their strengths and weaknesses before embarking on specialised modules.

With its eight tracks, FBS believes that this program would be especially accessible to candidates in their starting point in business carriers, junior and middle management positions or who intend to pursue such career paths.

AOU-FBS also provides exit awards for candidates who are unable to continue through the full programme of study required for the BA (Hons)

degree. Students may exit with either a Certificate of Higher Education (HE) in Business Studies or a Diploma of Higher Education in Business Studies.

For a Certificate of Higher Education in Business Studies a student will be required to have successfully obtained 120 points/ 32 credits at Level 4.

For a Diploma of Higher Education in Business Studies a student will be required to have successfully obtained 120 points/ 32 credits at Level 4 and 120 points/ 32 credits at Level 5.

## Bachelor of Business Studies in Accounting

### Rationale for the Accounting track

This degree is designed to equip our students with a unique set of accounting and managerial skills to analyse and evaluate company and industry trends. Students will learn how to receive, interpret and communicate financial and other information in a globalised profession. Gaining a deeper understanding of how finances affect company performance, our graduates will be better placed to help firms make effective business decisions.

In this fast-changing business world, there is a shortage of graduate talent with both accounting and business management education and skills. Our courses cover financial and managerial accounting, business and management education, and strategy. Our graduates will generate value for the organisations they'll work in, by analysing the performance of business, advising or creating strategies to solve problems, adapt to changing circumstances and market conditions.

The accounting track provides a strong foundation and knowledge to students that can be applied to any business, which is one of the reasons to choose accounting as a career. Accounting empowers students to develop the knowledge and skills to manage the financial issues of businesses and communities. Accounting enhances financial literacy which helps individuals and organizations to be accountable to stakeholders for their actions. Accounting graduates enjoy excellent careers and have an opportunity to become a successful entrepreneur.

Taught by academics with professional experience as accountants and managers, there is an emphasis on learning through practice, in order for the students to graduate with the breadth of knowledge and capabilities to respond proactively and creatively to contemporary business issues and challenges. Throughout the courses, students will

### **Rationale for the Accounting track**

also develop a range of transferrable skills highly prized by employers, such as critical evaluation, self-direction and problem-solving, as well as a sound grasp of analysis, presentations and negotiation techniques.

### **Aims of the Accounting track**

Financial analysis and general business awareness are at the heart of this degree. The courses are designed to allow students to develop an awareness of modern business practice through practical activities which aim to equip students with a general understanding of how an organisation functions, with specific emphasis on accounting and financial record keeping.

The main aim of accounting track is to develop students' skills in financial accounting, management accounting, auditing, accounting information system and advanced accounting areas. The accounting track will provide students an understanding of the business organizations and accounting regulations. Students will be able to identify and propose logical solutions to complex problems. Students will learn the concepts and prepare different accounting statements to fulfil internal and external regulatory requirements.

A practical and practice-based programme, this track will equip students with the agile, reflexive and critical thinking skills which are vital for success in modern organisations. Emphasis will be given to the rapidly evolving financial landscape through both teaching material and real-world examples.

Through the use of a wide range of concepts, approaches, critical reflection and e-learning forums this track is designed to equip students with a range of personal and intellectual skills in preparation for a career in accounting and general management fields.



<u>Learning Outcomes</u>	
3A. Knowledge and understanding	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p><b>A1:</b> Understand how businesses develop strategies; the different forms and theories of strategy and how organizations make decisions and organize decision-making processes and its implications.</p> <p><b>A2:</b> Understand and assess how financial concepts interact with related disciplines, such as statistical analyses and economics</p> <p><b>A3:</b> Evaluate and interpret how accounting concepts and applications figure in organizations, particularly those of a strategy implementation nature</p> <p><b>A4:</b> Raising awareness of the corporate governance, attributes and mechanisms.</p>	<p>Knowledge and understanding are acquired at all levels through UK OU published distance-learning materials, including specially written module materials, study guides, assignments and project guides; through a range of multimedia material; through work on original texts; and through feedback on assignments.</p> <p>Assessment of the knowledge and understanding components of the programme is achieved through a combination of continuous assessment and exams. These assessments are central to the teaching of each module, enabling tutors to identify and comment on student knowledge and understanding. Every major module comprises assignments, a mid-term examination and final examination. .</p>

<b>3B. Cognitive skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p><b>B1:</b> Apply critical thinking and analysis of different strategies for management related to business situations and assess the dynamics of competition and finding solutions.</p> <p><b>B2:</b> Applying theories, models, and concepts to business accounting cases and supporting the decision</p> <p><b>B3:</b> Discuss and apply concepts and applications of strategy implementation nature to such a level that you may draw on the expertise of accounting academic research and scholarship.</p>	<p>The Level 6 core business modules expects students to show application of skills developed earlier. In requiring students to work with fellow students in a small research group, it also aims to develop their ability to conduct independent research using a variety of databases and websites, and to develop group-working skills.</p> <p>Other more discipline-specific skills will be developed and assessed in related modules through use of module materials, tutorial delivery and module assessments and tutor feedback.</p>

<b>3C. Practical and professional skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p><b>C1:</b> Ability to demonstrate professional application of strategic management perspectives, analysis and interpretation in an organizational context.</p>	<p>To support the development of their group-working and ICT skills, students are required to use the Learning Management System (LMS – the AOU equivalent of the UKOU Electronic TMA system) and also for some modules to</p>

<b>3C. Practical and professional skills</b>	
<p><b>C2:</b> Be able to prepare periodic accounting statements for planning and control;</p> <p><b>C3:</b> Be able to support the decision making process for strategic plans and objectives.</p>	<p>participate in computer conferencing. This provides students with an additional environment in which to share learning and resolve module-related problems with other students and their tutor. The AOU has developed its e-library through the addition of relevant databases which include academic refereed journals, publications, conference proceedings to name just a few on topics relevant for the for the different faculties.</p> <p>Students discuss case studies and current business issues in tutorials and use these to practise their application of module concepts in tutorials. This also follows through with case study based assignments in some modules.</p>