

Programme specification

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

1. Overview/ factual information

Programme/award title(s)	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
Teaching Institution	Arab Open University
Awarding Institution	The Open University (OU)
Date of first OU validation	
Date of latest OU (re)validation	2017
Next revalidation	2027
Credit points for the award	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
UCAS Code	NA
HECoS Code	NA
LDCS Code (FE Colleges)	NA
Programme start date and cycle of starts if appropriate.	September 2022
Underpinning QAA subject benchmark(s)	Business and Management, Accounting
Other external and internal reference points used to inform programme outcomes. For apprenticeships, the standard or framework	NA

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

1. Rationale for the track

What do marketers actually do? How can you use marketing in non-profit settings for social good? What new challenges and opportunities arise on the online and global stage? In the Business Administration (BA) Marketing Track, you'll develop an interdisciplinary perspective on marketing in contemporary organizations and build specialized knowledge and skills in marketing practice. Upon completion of this track, you'll be equipped with the necessary skills to apply marketing techniques and concepts in the workplace, along with having acquired a wide range of marketing skills.

The Marketing Track will help you develop a broad set of skills that are of high value to employers, including the ability to:

- Understand the key business function, that is marketing, in its wider organizational and social context,
- Put together reasoned arguments and question assumptions,
- Understand, analyse and critically evaluate information,
- Understand the nature of leadership skills and behaviors within organizations,
- Communicate effectively, clearly and accurately with others,
- Use ICT to research, identify and present information,
- Manage time and take responsibility for your own personal development.

1. Rationale for the track

As a BA graduate in the field of marketing, you'll basically have a broad range of challenging and rewarding job opportunities in private and non-profit organizations as marketing executive, marketing researcher, media planner, etc. The Marketing Track will give you a solid grounding in the theory and practice of modern/contemporary marketing.

Key features of the Marketing Track include:

- Develop your ability to apply and evaluate marketing theories and techniques,
- Explore and analyse the role of marketing management in organisations and society,
- Help you relate your studies to your own personal and experience,
- Equips you for a wide range of employment opportunities across all sectors.

2. Aims of the track

The primary objective is to give the student an understanding of important and up-to-date marketing principles.

Track specialty modules including digital marketing, sustainable enterprise and innovation, service marketing, understanding consumers, and actions in marketing will be discussed in levels 2 and 3.

Another purpose of this course is to build a foundation of knowledge on the different theoretical approaches to Marketing, and to develop various skills to identify the relationships between the functional areas in marketing, organizations, management practices and the business environment.

Learning Objectives include: Upon completion of the track students will have a firm understanding of the following business topics:

- Understanding the concept of marketing,
- The relationship between business and Consumers,
- Digitalization and digital marketing,
- Marketing ethics and social responsibility,
- Sustainable and innovative Enterprises.

Intended learning outcomes :

<u>Learning Outcomes -Marketing track</u>	
3A. Knowledge and understanding	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>A1: 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>A2: The influence of well-known marketing strategies and practices on the promotion of social welfare;</p> <p>A3: the major social criticisms of marketing, and the importance and role of marketing in a global environment and the business-related responsibility issues.</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>

Learning Outcomes -Marketing track

3A. Knowledge and understanding

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. .

3B. Cognitive skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>B1: 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>B2: Evaluate the consequences of business decisions critically from a responsibility perspective;</p> <p>B3: Analyze marketing research problems systematically and produce academic research according to the principles of good scientific conduct, draw justified conclusions and discuss the implications of research results analytically;</p> <p>B4: Combine conceptual marketing knowledge and analytical tools to solve marketing problems.</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>

3C. Practical and professional skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>C1: Ability to demonstrate professional application of strategic management perspectives, analysis and interpretation in an organizational context.</p> <p>C2: Apply appropriate theories models and concepts to marketing problems, events, and processes;</p> <p>C3: Apply key marketing theories, frameworks and tools to solve Marketing problems;</p> <p>C4: Exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment;</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 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>

