

## 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 Systems**

### **1. Rationale for the track**

System track is UK-OU based courses offered through the Business Program at the Arab Open University as a compulsory course for students enrolled in system track in the program. Entry into this course is contingent upon the successful completion of B123.

The systems track provides

- An understanding of the structures, cultures and functioning of business organisations and the complex nature of key business functions and processes;
- a recognition of the processes and outcomes of organisational decision-making, how organisational strategies both develop and diversify and the nature and role of policies which impact on business;
- A range of important business graduate skills which students can bring to their employment in businesses or organisations;
- Support and guidance to develop as independent learners.

### **2. Aims of the track**

The system track is one of eight tracks in the Arab Open University's Bachelor of Arts (BA) degree program in Business Studies

## 2. Aims of the track

This track is designed to provide intermediate conceptual and practical learning to students in innovation and technological development, system thinking and problem solving, organization change management. The modules comprise 16 study weeks (including final assessment).

Provides a set of ideas, tools and methods for engaging with and improving complex situations, created by human activity, where everything seems to be connected to everything else. Examples might include implementing organizational change, dealing with difficult relationships, and making decisions about environmental issues.

Identify central issues in a complex situation, explore their components, analyze the interrelationships involved and develop an understanding of the system as a whole and the possibilities for intervention. Systems' thinking acknowledges the different perceptions, priorities and needs of the different groups and individuals involved in a situation.

Addresses complexity by enabling the student to view the situation as a whole.

Focuses on the different aspects of the situation, within a framework which develops an awareness of the interconnections between things and the effects these generate. Students will develop skills in finding and organizing information, and preparing presentations.



## Intended learning outcomes:

<b>Learning Outcomes –Systems track</b>	
<b>3A. Knowledge and understanding</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<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> Actions to bring about situation improvement for stakeholders using processes designed with systems concepts, techniques and methods; and the use of critical reflection on student’s own activities as a systems practitioner;</p> <p><b>A3:</b> The range, scope, and complexity of the issues and problems related to the management of technology and innovation;</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>

<b>Learning Outcomes –Systems track</b>	
<b>3A. Knowledge and understanding</b>	
	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.
<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> Compare, contrast and critically assess different approaches and techniques; interpret and critically</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

<b>3B. Cognitive skills</b>	
<p>analyse literature from a systems perspective and extract relevant information.</p> <p><b>B3:</b> Analyze and refine managing and practice skills according to different models; and design and evaluate situation-improving strategies in contexts of uncertainty and multiple stake holdings.</p>	<p>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><b>C2:</b> Develop practical skills in the use of systems methodologies, methods, techniques and tools to understand and improve a range of problem/opportunity situations.</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</p>

<b>3C. Practical and professional skills</b>	
<p><b>C3.</b> Identify and handle the ethical, social and legal issues that may arise during the design and use of information systems.</p>	<p>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>