

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 1 of 24

1. Teaching Institution	AMA International University - Bahrain
2. University Department	College of Administrative and Financial Sciences (CAFS)
3. Programme Title	Bachelor of Science in Business Informatics (BSBI)
4. Title of Final Award	Bachelor of Science in Business Informatics
5. Modes of Attendance offered	Actual classroom learning-interactive
6. Accreditation	European Council for Business Education (ECBE)
7. Other external influences	<p>Local External Influences/ References Ministry of Education (MOE), Higher Education Council (HEC) National Authority of Qualifications and Quality Assurance for Education and Training (NAQQAET)</p> <p>International External Influences/ References European Council for Business Education Standards (ECBE) ACM / AIS Curriculum Guidelines QAA-UK Subject Benchmark Statement: Computing 2007 QAA-UK Subject Benchmark Statement for General Business and Management 2007 Bologna Framework</p>
8. Date of production/revision of this specification	September 1, 2012
9. Aims of the Programme	
<p>The Bachelor of Science in Business Informatics (BSBI) provides in-depth knowledge and skills required to evaluate, implement, use and manage information systems in organizations. The programme produces graduates with solid business background who understand the role of information systems in improving efficiency and effectiveness of organizations; and who are able to bridge the gap between business and information technology area.</p> <p>Graduates of the programme, three (3) to five (5) years after graduation shall be able to:</p> <ol style="list-style-type: none"> Practice successful management in business and industry; and Foster professionalism grounded on the highest ethical standards. 	
10. Learning Outcomes, Teaching, Learning and Assessment Methods	
A. Knowledge and Understanding Skills	
<p>Upon successful completion of this programme, the student will be able to demonstrate:</p> <p>A1. An understanding of the key concepts of the functional areas in business; A2. A clear view of the information system role in business organization; and A3. Understanding of the basic informatics tools used in business context and their design and development requirements.</p>	
B. Subject-Specific Skills	
<p>Upon successful completion of this programme the student will be able to:</p> <p>B1. Identify and effectively use appropriate informatics tools and information systems for business applications and decision making; B2. Customize user-level software for business needs in economics, social, ethical and legal conditions; and B3. Apply adequate financial economic skills in business management.</p>	

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 2 of 24

C. Thinking Skills

Upon successful completion of this programme the student will be able to:

- C1. Create, evaluate and assess a range of best practices on various business areas;
- C2. Conduct project management activities in various business aspects; and
- C3. Adopt and use informatics-based solutions for business.

D. General and Transferable Skills (other skills relevant to employability and personal development)

Upon successful completion of this programme the student will be able to:

- D1. Function effectively as an individual and as a member of a team;
- D2. Recognize the need for, and engagement in life-long learning; and
- D3. Promote ethical and professional behavior.

Teaching and Learning Methods

- Lecture. This is used primarily to identify and explain key concepts of the course to guide, explain and facilitate discussions rather than transmit factual material which can be obtained from the recommended textbooks and reference materials through independent learning.
- Discussion/ Case Analysis. Examples, case studies, problems and situations will be analyzed and solved in the class applying the concepts learned during lecture and independent learning.
- Self-directed learning. This allows students to engage with the course materials and learning is facilitated by directed reading, study guides and online materials available in the e-learning site.
- Laboratory sessions. Students are provided with machine problems and hands-on exercises, where they work either independently or in teams.
- Individual or group activity. Students are given the chance to work alone or in a group, where they are supervised by their professor.

Assessment Methods

- Assessment is done independently for each course. Variety of assessment tools will be used to assess achievement of intended learning outcomes including but not limited to: major exams, assignments, quizzes, case analysis and presentations, including capstone project.

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 3 of 24

11. Programme Structure

BACHELOR OF SCIENCE IN BUSINESS INFORMATICS (BSBI) CURRICULUM PLAN EFFECTIVE SY 2012-2013

REMEDIAL CLASSES

Course Code	Course Title	Lec	Lab	Units	Pre-Requisites
MATH300	Remedial Mathematics	3	0	0	
PREN300	Preparatory English 300: Basic English Course	6	0	0	
PREN301	Preparatory English 301: Effective Speaking	6	0	0	
PREN302	Preparatory English 302: Effective Writing	6	0	0	
Total Units				0	

FIRST YEAR ATTENDANCE FIRST TRIMESTER

Course Code	Course Title	Lec	Lab	Units	Pre-Requisites
ENGL401	English Communication Skills 1	3	0	3	
MATH401	College Algebra	3	0	3	
BSBI411	Principles of Management	3	0	3	
BUSI412	Accounting for Business	2	2	3	
COMP411	Knowledge Work Software and Presentation	2	2	3	
COMP412	Introduction to Computing and Information System	2	2	3	
EUTH400	Euthenics 1	1	0	0	
Total Units				18	

SECOND TRIMESTER

Course Code	Course Title	Lec	Lab	Units	Pre-Requisites
ENGL402	English Communication Skills 2	3	0	3	ENGL401
MATH402B	Calculus for Business	3	0	3	MATH401
BUSI421	Human Behavior in Organization	3	0	3	
HIST400	History of Bahrain and the GCC Region	3	0	3	
HUMA400	Humanities	3	0	3	
COMP421	Computer Programming	2	2	3	COMP412
EUTH401	Euthenics 2	1	0	0	EUTH400
Total Units				18	

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 4 of 24

THIRD TRIMESTER

Course Code	Course Title	Lec	Lab	Units	Pre-Requisites
MATH403	Business Statistics	3	0	3	MATH401
ARAB400	Arabic Studies	3	0	3	
BUSI431	Principles of Banking and Finance	3	0	3	
SOCI400	Sociology	3	0	3	
BUSI432	Microeconomics	3	0	3	
BUSI433	Principles of Marketing	3	0	3	
Total Units				18	

SECOND YEAR ATTENDANCE

FIRST TRIMESTER

Course Code	Course Title	Lec	Lab	Units	Pre-Requisites
BUSI511	Mathematics of Investment	3	0	3	MATH401
BSBI512	Marketing Management	3	0	3	BUSI433
BUSI513	Financial Management 1	3	0	3	BUSI412
BSBI514	Bahrain Business Environment & Cross-Cultural Management	3	0	3	
BSBI515	Introduction to E-Commerce	3	0	3	COMP412
COMP511	Database Management Systems for Business	2	2	3	COMP421
Total Units				18	

SECOND TRIMESTER

Course Code	Course Title	Lec	Lab	Units	Pre-Requisites
ENGL403	Speech and Oral Communication	3	0	3	ENGL402
BSBI521	Human Resource Management	3	0	3	BUSI421
BSBI522	Financial Management 2	3	0	3	BUSI513
BSBI523	Mathematical Methods for Managerial Decisions	3	0	3	MATH403
ENVM400	Environmental Management	3	0	3	
COMP521	Designing Human-Computer Interaction	3	0	3	COMP412
Total Units				18	

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 5 of 24

THIRD TRIMESTER

Course Code	Course Title	Lec	Lab	Units	Pre-Requisites
ENGL502	Technical Writing	3	0	3	ENGL403
BSBI531	Business Research Methods	3	0	3	MATH403
BUSI532	Macroeconomics	3	0	3	BUSI432
BUSI533	Managerial Accounting	3	0	3	BUSI412
COMP531	Systems Analysis and Design for Business	2	2	3	COMP511
COMP532	IT Infrastructure	3	0	3	COMP412
Total Units				18	

THIRD YEAR ATTENDANCE

FIRST TRIMESTER

Course Code	Course Title	Lec	Lab	Units	Pre-Requisites
BSBI611	Operations Management	3	0	3	BSBI523
BSBI612	Strategic Management	3	0	3	BSBI411, BSBI514
BSBI613	Document and Workflow Management	2	2	3	COMP531
BUSI614	International Business Law	3	0	3	
BSBI615	Elective 1	3	0	3	
BSBI616	Sharia'a Law On Islamic Banking and Finance	3	0	3	
Total Units				18	

SECOND TRIMESTER

Course Code	Course Title	Lec	Lab	Units	Pre-Requisites
BSBI621	Information Resource Management for Business	3	0	3	COMP531
BSBI622	Project Management	2	2	3	BSBI613
COMP621	Data Mining and Business Intelligent Systems	2	2	3	COMP511
COMP622	Information Security and Support	3	0	3	COMP532
BSBI623	Elective 2	3	0	3	
BUSI624	Islamic Banking and Finance 1	3	0	3	BSBI616
Total Units				18	

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 6 of 24

THIRD TRIMESTER

Course Code	Course Title	Lec	Lab	Units	Pre-Requisites
BSBI631	Corporate Social Responsibility and Ethics	3	0	3	
BSBI632	Business Planning and Analysis with Seminar	1	4	3	BSBI531
COMP631	Enterprise Systems Architecture and Applications	2	8	6	COMP621
BSBI633	Elective 3	3	0	3	
BSBI634	Elective 4	3	0	3	
Total Units				18	

FOURTH YEAR ATTENDANCE

FIRST TRIMESTER

Course Code	Course Title	Lec	Lab	Units	Pre-Requisites
BSBI641	Business Informatics Internship	6	0	6	Graduating (240 hours)
BSBI642	BSBI Capstone Project	3	6	6	Graduating
BSBI643	Elective 5	3	0	3	
BSBI644	Elective 6	3	0	3	
Total Units				18	

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 7 of 24

LIST OF ELECTIVES

ELECTIVE 1

Units	Course Title	Units
BSBI615a	Business Innovation	3
BSBI615b	Issues in Globalization	3

ELECTIVE 2

Units	Course Title	Units
BSBI623a	Multimedia Development	3
BSBI623b	Business Process Management	3

ELECTIVE 3

Units	Course Title	Units
BSBI633a	Advertising and Promotions	3
BSBI633b	Service Marketing	3

ELECTIVE 4

Units	Course Title	Units
BSBI634a	Application Development	3
BSBI634b	IS Strategy, Management & Acquisition	3

ELECTIVE 5

Units	Course Title	Units
BSBI643a	Small and Medium Entrepreneurship	3
BSBI643b	Retailing Management	3

ELECTIVE 6

Units	Course Title	Units
BSBI644a	IT Audit and Controls	3
BSBI644b	Software Quality Assurance	3

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 8 of 24

12. Awards and Credits	
Degree/ Certificate Awarded	Bachelor's Degree
Total Units for Degree	180
Total Trimesters Completed	10
13. Personal Development Planning	
<ol style="list-style-type: none"> 1. Conduct in-house trainings and seminars related to management, marketing, information systems, enterprise resource planning and Islamic banking. 2. Send faculty members in local and international conferences, seminars and trainings related to their fields of specialization. 3. Support faculty members to conduct research projects aligned to college research thrusts and priorities. 4. Establish partnerships and linkages where research collaborations can be made. 5. Encourage research publication and dissemination through participation in international research conferences and fora. 	
14. Admission Criteria	
Admission to AMA International University - Bahrain (AMAIUB) is open to all qualified applicants.	
Criteria for Admission to the University	
Acceptance to the University depends on the following criteria:	
<ol style="list-style-type: none"> a) PASS MARK in the AMA Admission Test, which is 70% of the AMAAT required score for the programme (for undergraduate only). The AMAAT score is the average of the scores in Mathematics, Science, English and Logical Reasoning. b) Past academic records c) Relevant information stated in the University application form d) Result of the Dean's Interview 	
For undergraduate applicants , the weight of the admission criteria is as follows:	
AMAAT Score	70%
Result of Dean's Interview	<u>30%</u>
AMA Admission Rating	100%
To be <i>admitted to the University</i> , the undergraduate applicant must:	
<ul style="list-style-type: none"> ▪ Obtain an AMA Admission Rating of at least 70%. An applicant who has taken TOEFL, with a score of at least 550 (173 CBT, 61 iBT) or IELTS, with a score of 5.5 is exempted only from taking the English entrance examination, and the English Entrance Score will be determined based on the result of the considered exam for exemption. The applicant has to undergo the 	

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 9 of 24

- exams in the other subtest components.
- Submit all requirements needed.

To be **admitted to any undergraduate programme**, the qualified applicant must satisfy the minimum AMAAT scores:

Subtest Component	Programme		
	Engineering Studies	Computer Science Studies	Business Studies
Mathematics	70	60	50
Science	50	50	30
English	60	60	60
Logical Reasoning	50	50	50

Applicants who fail in English (with a score of 25 or less) but succeed the AMA Admission Rating are not allowed to enroll University-level courses before succeeding the English Remedial courses. Applicants for the Engineering and Computer Science programmes, who fail in Mathematics (with a score of 25 or below) but succeed the AMA Admission Rating are not allowed to enroll in the core courses of the programme before succeeding the Mathematics Remedial Course. Applicants who did not qualify for the AMAAT score and who have minimal average in Mathematics and English of 25 (which is 50% of the minimal requirement), and having also a minimal average in Science and Logical Reasoning of 25 are eligible to remedial courses. Applicants for business who succeed the AMAAT Admission Rating and the English requirements will be admitted without any remedial courses even if they do not succeed the minimal requirements for Mathematics.

The remedial courses offered are English (PREN300, PREN301, PREN302) and Math (MATH300).

The Dean's Interview covers the following:

Criteria	Percentage
Communication Skills	10
Personality and Motivation	10
General Knowledge in the Programme's related field	10

15. Key Resources of information about the programme

1. Included in the College Catalogue
2. Uploaded on the AMAIUB website

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 10 of 24

16. Skills Map

Year/ Level	Course Code	Course Title	Core (C) / Option (O)	Program Learning Outcomes												
				Knowledge & understanding			Subject Specific Skills			Thinking Skills			General & Transferable Skills			
				A 1	A 2	A 3	B 1	B 2	B 3	C 1	C 2	C 3	D 1	D 2	D 3	
Year 1 1st Tri	ENGL401	English Communication Skills 1	(C)											√		√
	MATH401	College Algebra	(C)			√										√
	BSBI411	Principles of Management	(C)	√										√	√	√
	BUSI412	Accounting for Business	(C)	√	√		√					√		√		
	COMP411	Knowledge Work Software and Presentation	(C)				√	√						√		
	COMP412	Introduction to Computing and Information System	(C)			√	√	√						√		
	EUTH400	Euthenics 1	(C)											√		√
Year 1 2nd Tri	ENGL402	English Communication Skills 2	(C)											√		√
	MATH402B	Calculus for Business	(C)	√					√					√		
	BUSI421	Human Behavior in Organization	(C)							√				√	√	√
	HIST400	History of Bahrain and the GCC	(C)											√		√
	HUMA400	Humanities	(C)											√		√
	COMP421	Computer Programming	(C)			√		√				√	√			
	EUTH401	Euthenics 2	(C)											√		√
Year 1 3 rd Tri	MATH403	Business Statistics	(C)	√						√					√	
	ARAB400	Arabic Studies	(C)											√		
	BUSI431	Principles of Banking and Finance	(C)	√					√					√		√

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 11 of 24

Year/ Level	Course Code	Course Title	Core (C) / Option (O)	Program Learning Outcomes												
				Knowledge & understanding			Subject Specific Skills			Thinking Skills			General & Transferable Skills			
				A 1	A 2	A 3	B 1	B 2	B 3	C 1	C 2	C 3	D 1	D 2	D 3	
	SOCI400	Sociology	(C)											√		√
	BUSI432	Microeconomics	(C)	√						√	√			√		
	BUSI433	Principles of Marketing	(C)	√							√			√		√
Year 2 1 ST Tri	BUSI511	Mathematics of Investment	(C)	√						√	√			√		
	BSBI512	Marketing Management	(C)	√						√	√	√				√
	BUSI513	Financial Management 1	(C)	√						√	√					√
	BSBI514	Bahrain Business Environment & Cross-cultural Management	(C)	√								√		√	√	√
	BSBI515	Introduction to E-Commerce	(C)			√	√					√		√	√	
	COMP511	Database Management Systems for Business	(C)	√	√			√	√				√	√	√	
Year 2 2 ND Tri	ENGL403	Speech and Oral Communication	(C)											√		
	BSBI521	Human Resources Management	(C)									√		√		√
	BSBI522	Financial Management 2	(C)	√						√	√					√
	BSBI523	Mathematical Methods for Managerial Decisions	(C)	√						√		√			√	
	ENVM400	Environmental Management	(C)											√		√
	COMP521	Designing Human-Computer Interaction	(C)			√	√		√							√
Year 2 3 RD Tri	ENGL502	Technical Writing	(C)											√	√	√

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 12 of 24

Year/ Level	Course Code	Course Title	Core (C) / Option (O)	Program Learning Outcomes											
				Knowledge & understanding			Subject Specific Skills			Thinking Skills			General & Transferable Skills		
				A 1	A 2	A 3	B 1	B 2	B 3	C 1	C 2	C 3	D 1	D 2	D 3
	BSBI531	Business Research Methods	(C)	√	√	√	√	√	√	√	√	√	√	√	√
	BUSI532	Macroeconomics	(C)	√					√	√			√		
	BUSI533	Managerial Accounting	(C)	√	√				√			√		√	
	COMP531	Systems Analysis and Design for Business	(C)		√	√	√	√				√	√		
	COMP532	IT Infrastructure	(C)		√							√			√
Year 3 1 ST Tri	BSBI611	Operations Management	(C)	√		√	√			√	√		√		
	BSBI612	Strategic Management	(C)	√					√	√	√			√	
	BSBI613	Document and Workflow Management	(C)	√		√	√					√			√
	BUSI614	International Business Law	(C)	√						√					√
	BSBI615a	Elective 1 Business Innovation	(O)	√	√				√	√			√		√
	BSBI615b	Elective 1 Issues in Globalization	(O)	√									√	√	√
	BSBI616	Sharia'a Law on Islamic Banking	(C)	√										√	√
Year 3 2 ND Tri	BSBI621	Information Resource Management for Business	(C)		√	√				√		√			√
	BSBI622	Project Management	(C)	√	√	√	√	√	√	√	√	√	√	√	√
	COMP621	Data Mining and Business Intelligent Systems	(C)		√		√		√			√	√		

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 13 of 24

Year/ Level	Course Code	Course Title	Core (C) / Option (O)	Program Learning Outcomes											
				Knowledge & understanding			Subject Specific Skills			Thinking Skills			General & Transferable Skills		
				A 1	A 2	A 3	B 1	B 2	B 3	C 1	C 2	C 3	D 1	D 2	D 3
	COMP622	Information Security and Support	(C)		√	√						√			√
	BSBI623a	Elective 2 Multi-media Development	(O)		√	√		√				√	√		
	BSBI623b	Elective 2 Business Process Management	(O)	√	√					√			√		
	BUSI624	Islamic Banking and Finance 1	(C)	√					√	√					√
Year 3 3 RD Tri	BSBI631	Corporate Social Responsibility and Ethics	(C)	√											√
	BSBI632	Business Planning and Analysis with Seminar	(C)	√	√	√	√	√	√	√	√	√	√	√	√
	COMP631	Enterprise Systems Architecture and Applications	(C)		√	√	√					√			√
	BSBI633a	Elective 3 Advertising and Promotions	(O)	√	√					√			√		√
	BSBI633b	Elective 3 Service Marketing	(O)	√						√			√		√
	BSBI634a	Elective 4 Application Development	(O)		√	√		√				√	√		
	BSBI634a	Elective 4 IS Strategy, Management and Acquisition	(O)			√			√			√	√		√
	BSBI641	Business Informatics Internship	(C)	√	√	√	√	√	√	√	√	√	√	√	√
BSBI642	BSBI Capstone	(C)	√	√	√	√	√	√	√	√	√	√	√	√	

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 14 of 24

Year/ Level	Course Code	Course Title	Core (C) / Option (O)	Program Learning Outcomes												
				Knowledge & understanding			Subject Specific Skills			Thinking Skills			General & Transferable Skills			
				A 1	A 2	A 3	B 1	B 2	B 3	C 1	C 2	C 3	D 1	D 2	D 3	
		Project														
	BSBI643a	Elective 5 Small and Medium Entrepreneurship	(O)	√	√					√	√				√	
	BSBI643b	Elective 5 Retailing Management	(O)	√				√	√	√						√
	BSBI644a	Elective 6 IT Audit and Controls	(O)			√						√	√			√
	BSBI644b	Elective 6 Software Quality Assurance	(O)		√							√				√

Course Description

Course Code	Course Title	Lec Hrs	Lab Hrs	Units
ENGL401	English Communication Skills 1	3	0	3
<p>This is a three unit course that provides comprehensive, up-to-date and relevant instruction in English grammar, and usage guidelines necessary for business students to succeed in their career. Communication skills are emphasized so students will be able to communicate thoughts, ideas, information, and messages in speaking and writing. Students will also be actively involved in learning how to improve sentence construction. This course is built upon a framework of concepts that help the students become proficient in English. The integration of language skills is to increase their communicative competence and to prepare them for the academic and social challenges in college.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
MATH401	College Algebra	3	0	3
<p>The course is designed to familiarize learners with college algebra concepts that is useful in analysis and simplification of mathematical problems. Content includes algebraic, exponential and logarithmic functions, applications of matrices and geometric progressions as applied to business, computer science and engineering.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI411	Principles of Management	3	0	3
<p>This course is an introduction to the management function. It focuses on the theory and fundamental concepts of management including planning, organization, leadership, and control. It also covers the evolution of management thought, function and practice and will stress current approaches and</p>				

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 15 of 24

emerging concepts.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BUSI412	Accounting for Business	2	2	3
The course deals with the fundamentals of accounting theory and terminology with reference to accounting practice and management's use of accounting data. It focuses on accounting cycle, accounting systems and internal controls. It also deals with the methods gauging and representing an organization's financial statements.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
COMP411	Knowledge Work Software and Presentation	2	2	3
This course covers the discussion and use of the suite of software tools for knowledge workers. It includes software for word processing, spreadsheets, presentation graphics, electronic mail and internet browsing.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
COMP412	Introduction to Computing and Information System	2	2	3
This course focuses on the basic concepts of computing and information systems. It covers the fundamental components of the computer system, networking and the internet. It also includes the key components of Information systems and how these components can be integrated and managed to create competitive advantage. It provides a discussion of problem solving and algorithm development.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
EUTH400	Euthenics 1	1	0	0
This course focuses on the discussion of the policies and procedures that are intended to guide each member of AMAIUB community in the performance of his/her role. This is used as a resourceful tool that orients the students with academic and non-academic policies of AMA International University Bahrain. It contains the history, vision / mission and objectives of the institution, the services and academic support available.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
ENGL402	English Communication Skills 2	3	0	3
This course aims to equip the college students with the skills necessary for a meaningful communication. It aims to improve and expand the students' ability to speak and to write efficiently which are significant tools for the development of their academic life. Further, it includes the steps in the writing process to aid them enhance their ability in writing unified and coherent paragraphs. This course emphasizes on the usage of Standard English to help them speak and write with confidence.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
MATH402B	Calculus for Business	3	0	3
The course is an introduction to basic calculus with emphasis on applications to business. Topics include: functions, limits and continuity, derivatives of algebraic functions, indefinite and definite integrals of algebraic functions, and their applications to business.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BUSI421	Human Behavior in Organization	3	0	3
The course deals with individual and group behavior in organizational settings. It deals with human personality, perception, job satisfaction, attitudes, motivation and the foundations of group behavior, teamwork, communication, leadership, power and politics, conflict and negotiations. The course also explores the foundations of organizational structure, organizational culture and organizational change management. The course seeks to replace intuitive explanations with systematic study in organizational perspectives.				

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 16 of 24

Course Code	Course Title	Lec Hrs	Lab Hrs	Units
HIST400	History of Bahrain and the GCC Region	3	0	3
<p>The course deals with the study of the Kingdom of Bahrain and the Arabian Gulf Region. It covers the strategic importance of Bahrain, the Portuguese occupation, the struggle of powers in the 17th century, the rise of the Utoub tribe, Bahrain under the British protection, and the withdrawal of the British forces from Bahrain and the Gulf.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
HUMA400	Humanities	3	0	3
<p>This course is designed to provide students with a broader exposure to the humanities. It focuses on central concepts, historical development and fundamental nature of philosophy, architecture, sculpture, music, painting and other forms of visual arts. It aims at an integrated presentation of the humanities as a whole.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
COMP421	Computer Programming	2	2	3
<p>This course covers programming techniques for problem solving. It discusses program design and development using the Java programming language. It includes the discussion of basic data types and their operators, variables, program structure, control flow structure and iteration with Java.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
EUTH401	Euthenics 2	1	0	0
<p>The course introduces the students to the guidelines on disciplinary actions as regards to violations of the rules and regulations of the University. The students will be taught on the general concepts and principles on values formation, attitudes and personality development. This course will encourage the students to participate in classroom discussion for them to better understand and appreciate acceptable social norms and conduct of an educated individual.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
MATH403	Business Statistics	3	0	3
<p>The course deals with the study of the fundamental concepts and principles in statistics used for business application. It covers concepts on collecting, organizing and presenting data, numerical descriptive measures, probability distributions, and inferential measures.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
ARAB400	Arabic Studies	3	0	3
<p>The course aims to study the development of Arabic language, culture and literature. It discusses the historical development of the Arabic language, and compares its main features with those of the English language. It next zeroes in on the fundamental aspects of Arabic culture, encouraging students to reflect on the richness and variety of the Arabic cultural heritage. Finally, it elucidates on the themes and methods of presentation of selected literary works by prominent Arabic writers, such as, among others, the Prophet Mohammed, Abu Al-Aswad, Abdulmallek bin Marwan, Ibn Al-Mukafaa, Sebaweeh, Al Mutanabi, Najeeb Mahfooz, Taha Hussain, and Mustafa Al-A Aqqaad.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BUSI431	Principles of Banking and Finance	3	0	3
<p>The course Principles of Banking and Finance is an introductory course on banking which deals with both theoretical and practical concerns related to the contemporary banking business. It will start with an overview of the genesis and function of the financial system and the nature of financial intermediation. The discussion on the roles of the Central Bank and its policies that govern the operations of all financial institutions provides the students with a broad perspective of the banking business. Furthermore, the</p>				

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 17 of 24

course explains the basic principles behind the bank regulations and supervision.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
SOCI400	Sociology	3	0	3
This course is an introduction to sociology as a way of understanding the world. Positive human relationships are essential part of civilized society and how people interact with each other is important so that answers to sociological questions and challenges can be readily made available based on acquired knowledge and analytical skills developed in conduct of the course. The way individuals view the world comes from what they learn in their everyday activities which is essential in the study. The key component of this course is to study the interaction of people in the society and with other sociological factors that influence their behavior.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BUSI432	Microeconomics	3	0	3
The course presents tools of economic analysis, demand and supply, price discrimination and income distribution in a systematic way which imparts intuitive appreciation of the power and scope of microeconomics. The learners are introduced to the economic realities that a country is facing today along with some statistical tools to understand these broader economic realities. The learners who have no prior exposure to this course will be able to develop an understanding of the basic tools, concepts and theories of microeconomics.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BUSI433	Principles of Marketing	3	0	3
The course covers the total activities involved in the transfer of goods from producer or seller to the consumer or buyer, including advertising, shipping, storing and selling. Students will learn how to create customer value, target the current market and build customer relationships.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BUSI511	Mathematics of Investment	3	0	3
The course deals with fundamental concepts, mathematical problems and solutions concerning money transaction associated with interest and time. It integrates practical and theoretical aspects of finance and investments essential for the success of all business disciplines. It also covers simplified discussions regarding the theories and applications of simple and compound interest and simple annuity.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI512	Marketing Management	3	0	3
The course focuses on the practical application of marketing techniques and the management of a firm's marketing resources and activities. Understanding existing and potential customers and competitors as a basis for developing, pricing, promoting and distributing goods and services that satisfy customer and organizational objectives.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BUSI513	Financial Management 1	3	0	3
The course provides understanding of the concepts and principles of financial management. Topics include introduction to financial management, financial statement analysis, financial forecasting, and capital budgeting techniques.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI514	Bahrain Business Environment & Cross Cultural Management	3	0	3
The course deals with the general business environment in the Kingdom of Bahrain. The course tackles relevant trends and issues on Bahrain business where students can relate and apply the theories				

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 18 of 24

<p>learned from the core courses in previous semesters. Moreover, the course discusses the role of different ministries and bodies that regulate and influence the private sector.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI515	Introduction to E-Commerce	3	0	3
<p>The course introduces students to frameworks and models for e-commerce; technologies, security, payment mechanisms and digital money; new market mechanisms; auctions; cookies; access logs and privacy; online communities; cyber places; and, associated and related social issues.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
COMP511	Database Management Systems for Business	2	2	3
<p>This course provides the fundamental topics of database management systems. The topics include introduction to the database theory, models, data normalization, data description languages, data manipulation languages and query design. The course covers creating tables, defining integrity and constraints, data manipulation, data selection, joins, nested queries and views.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
ENGL403	Speech and Oral Communication	2	2	3
<p>This course covers the basic principles of effective speech communication such as pronunciation, articulation, enunciation, intonation and vocal flexibility. It includes theories, mechanics, and techniques of speech composition and delivery with emphasis on practical speaking experiences and awareness of audience psychology that will be used in any varied speech situations.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI521	Human Resource Management	3	0	3
<p>The course deals with the management of the most important resource in an organization – human resource. It surveys contemporary techniques for managing the corporate human resources function. Topics include planning, staffing, developing, rewarding, and maintaining organizations, jobs and people.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI522	Financial Management 2	3	0	3
<p>The course focuses on financial management theories that are applicable to corporate decisions and their implementations such as leverage, risk and expected return, sources of short term finance as well as appraising capital investments. It also deals with cases that prepare the successful analysts, planners and executives who are both effective and confident in their financial skills.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI523	Mathematical Methods for Managerial Decisions	3	0	3
<p>The course emphasizes deterministic and stochastic approaches in the analysis and solution of management problems. The topics include identification of critical variables, collection and analysis of relevant data, choice of the most appropriate techniques and models for solving the various business problems, interpretation of results, implementation problems and limits.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
ENVM400	Environmental Management	3	0	3
<p>This course examines some environmental management aspects of atmospheric resources, energy, transportation, manufacturing and food production in the context of natural resources, human health, and sustainable practices, the impacts of conventional and renewable energy production and consumption on the environment, health, economics and their related management structure. The fundamentals of driving forces that influence different human activities and policies will be analyzed and discussed.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 19 of 24

COMP521	Designing Human-Computer Interaction	3	0	3
<p>The course provides an introduction to the field of human-computer interaction (HCI) that integrates cognitive psychology, design, computer science and others. Examining the human factors associated with information systems provides the students with knowledge to understand what influences usability and acceptance of IS. The course examines human performance, components of technology, methods and techniques used in design and evaluation of IS. Societal impacts of HCI such as accessibility are also discussed. User-centered design methods are introduced and evaluated. This course also introduces students to the contemporary technologies used in empirical evaluation methods.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
ENGL502	Technical Writing	3	0	3
<p>This course deals with the application of the fundamental principles of technical writing, a form of communication that focuses on scientific subject and other topics associated with business, science and technology. This is designed to develop the students' technical writing abilities, thru its discussions on definition, characteristics, history, importance, and concern for ethics and the advantages of collaborative writing as accessible writing tools.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI531	Business Research Methods	3	0	3
<p>The course covers the principles and methods applicable in doing a business research that will give a solution to a business problem or an enhancement in business operations. Focus is on the systematic collection of data and analysis of information that will result to a meaningful business research.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BUSI532	Macroeconomics	3	0	3
<p>This course covers the basic tools of macroeconomics and enables students to apply them to real world economic policy. The course includes a broad range of topics about macroeconomic policies, such as fiscal and monetary policies. It also discusses the relationship between inflation and unemployment.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BUSI533	Managerial Accounting	3	0	3
<p>The course focuses on the preparation of the statement of the cost of goods manufactured and sold as well as financial statements of a manufacturing concern. Analysis of the financial information using cost-volume-profit analysis, capital structure and capital budgeting for investment purposes are also given emphasis.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
COMP531	System Analysis and Design for Business	2	2	3
<p>This course discusses the processes, methods, techniques and tools that organizations use to determine how they should conduct their business with a particular focus on how computer-based technologies can most effectively contribute to the way business is organized. The course covers a systematic methodology for analyzing a business problem or opportunity, determining what role, if any, computer-based technologies can play in addressing the business need, articulating business requirements for the technology solution, specifying alternative approaches to acquiring the technology capabilities needed to address the business requirements, and specifying the requirements for the information systems solution in particular, in-house development, development from third-part providers or purchased commercial off-the-shelf (COTS) packages.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
COMP532	IT Infrastructure	3	0	3

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 20 of 24

This course provides an introduction to IT infrastructure issues. It covers topics related to both computer systems architecture and communications network, with an over-all focus on the services and capabilities that IT Infrastructure solutions enable in an organizational context. It gives the students the knowledge and skills that they need for communicating effectively with professionals whose special focus is on hardware and system software technology and for designing organizational processes and software solutions that require in-depth understanding of the IT infrastructure capabilities and limitations. It also prepares the students for organizational roles that require interaction with external vendors of IT infrastructure component and solutions. The course focuses strongly on internet-based solutions, computer and network security, business continuity, and the role of infrastructure in regulatory compliance.

Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI611	Operations Management	3	0	3

The course introduces the various operational decisions in manufacturing and services. Topics include practical applications that aim to increase efficiency of operations and quality of output whether in manufacturing or service operations. It focuses on the study of ways to improve productivity in the operation. Concepts on the efficient use of resources particularly man, machine, method and material are discussed and linked with decision making.

Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI612	Strategic Management	3	0	3

The course focuses on corporate and divisional policy formulation and implementation. The knowledge and techniques learned in earlier courses will be applied in an integrated fashion to the process of strategic decision making and organizational change. Among the topics considered in the course will be the relationships of organizations to their environments, the hierarchy of organizational objectives, structured as well as informal approaches to strategic planning, the integration of business functions, organizational structure, and policy implementation and evaluation.

Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI613	Document and Workflow Management	2	2	3

The course focuses on the analysis, design and implementation of business process automation technology including automation suites and service-enabled systems to handle documents and workflow of business processes. The course involves the automated coordination of activities, allocation of tasks to process participants and the integration of applications to achieve significant efficiency gains for organizations.

Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BUSI614	International Business Law	3	0	3

The course focuses on the international legal system and regulations that affect the organization's operations, structures and business associations. Topics include the classification and sources of law, types of contracts, and forms and kinds of business organizations. Business laws in Bahrain are also given emphasis in the course.

Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI615a	Elective 1: Business Innovation	3	0	3

This course describes how business innovation harness business approaches and resources in promoting economic and social development. The course aims to introduce students to the different ways in which business skills and experience can promote development. It provides a deeper appreciation for the complexities and challenges inherent in businesses. It also examines the practical and ethical limits to business models and challenge prevailing assumptions.

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 21 of 24

Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI615b	Elective 1: Issues in Globalization	3	0	3
<p>This course examines the economic, political, and social issues raised by globalization -- its impact on jobs, inequality, poverty, and the environment -- for citizens, societies, and nations. These issues are addressed with a focus on the economic interests and political powers of the actors that constitute the international system and the structures within which those actors operate to produce decisions and outcomes. The course provides conceptual and empirical foundations, such as the economics of trade and international finance. The course also presents the analytical frameworks to understand hotly debated issues of the day -- such as Greece and the Euro crisis and the rise of China -- and also how structures and institutions created today shape the decisions of the future.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI616	Sharia'a Law on Islamic Banking Finance	3	0	3
<p>This course presents an overview of Islamic Shariah law in its historical and contemporary aspects in the Muslim world, from a comparative perspective. The course covers legal history and jurisprudential developments as well as contemporary applications of Islamic law. In its consideration of legal history and jurisprudence, the course focuses on contemporary scholarship and the critical theoretical debates currently underway in the field. This has a particular focus in the sections on contemporary applications, including material from the Middle East courts</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI621	Information Resource Management for Business	2	2	3
<p>The course presents information as a major resource that must be managed using principles that are used in managing other corporate assets. The course covers the functions of information resource management which are information systems planning, operations management, data resource management, communications/network management, project management, systems development and maintenance, and software quality assurance.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI622	Project Management	2	2	3
<p>This course discusses the processes, methods, techniques and tools that organizations use to manage IS projects. It covers a systematic methodology for initiating, planning, executing, controlling and closing project. It assumes that project management in the modern organization is a complex-based activity, where various types of technologies are an inherent part of the project management process. It also acknowledges that project management involves both the use of resources from within the firm, as well as contracted from outside the organization.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
COMP621	Data Mining and Business Intelligent Systems	3	0	3
<p>This course covers an introduction to the field of data mining. It provides a discussion of the theories, methodologies, processes, architectures, and technologies in transforming raw data into meaningful and useful information for business purposes. Topics include data preprocessing, clustering, classification, association analysis, anomaly detection and how business intelligence technologies are applied in data mining.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
COMP622	Information Security and Support	3	0	3
<p>This course provides a discussion of the importance of information security and support to protect the information resources of an organization. Topics include information security (IS) issues, IS planning, information risk management, detection of and reaction to threats to information resources, incident</p>				

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 22 of 24

response, and disaster recovery.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI623a	Elective 2: Multi-media Development	2	2	3
This course focuses on the fundamentals of multimedia development and delivery. Students will learn to apply the art of visual communication through the use of multimedia technologies. The course familiarizes the students with the components of Multimedia and its applications and the World Wide Web. It also includes advanced topics like designing for the web and delivering phases of Multimedia projects. The laboratory focuses on training the students to implement the theoretical knowledge that they have gained in lecture along with their imagination and creativity.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI623b	Elective 2: Business Process Management	3	0	3
This course introduces key concepts and approaches to business process management and improvement. It focuses on the understanding and designing business processes. Students will learn how to identify, document, model, assess, and improve core business processes. It also introduces design principles. The way, in which information Technology can be used to manage, transform and improve business processes. The course exposes students to challenges, and approaches to organizational change, domestic and off-shore outsourcing, and inter-organizational processes.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BUSI624	Islamic Banking and Finance 1	3	0	3
This course shows the Islamic finance philosophy, list of main Islamic prohibitions and loan in Islamic commercial law. It focuses on the encouragements and prohibitions in Islam as well as the major differences from Conventional and Islamic banks especially in loans provided.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI631	Corporate Social Responsibility and Ethics	3	0	3
The course prepares students for leadership role within organizations through an exploration of the importance of social and moral values in business and management. The course tackles the roles of stakeholders, globalization of both product and capital markets, the role of the board of directors in shaping and defining standards of corporate conduct, and dilemmas that are likely to surface in seeking to balance and integrate the often conflicting demands of personal and professional life.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI632	Business Planning and Analysis with Seminar	1	4	3
This course requires students to identify business opportunities and develop their own business plan. It guides students in making key decisions regarding the target market, business model, management team, and legal form of the new venture selected. Students also do basic planning which includes supplementary technologies required, financial resources that can be used, amount of investment required, and growth rate of the venture. The course is supplemented by a seminar to complement the lecture and discussions on business plan development.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
COMP631	Enterprise Systems Architecture and Applications	2	8	6
This course explores the design, selection, implementation and management of enterprise IT solutions. It focuses on the applications and infrastructure and their fit with the business. It provides students with the frameworks and strategies for infrastructure management, system administration, data/ information architecture, content management, distributed computing, middleware, legacy system integration, system consolidation, software selection, total cost of ownership calculation, IT investment analysis, and emerging technologies. These topics are addressed both within and beyond the organization, with				

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 23 of 24

attention paid to managing risk and security within audit and compliance standards.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI633a	Elective 3: Advertising and Promotions	3	0	3
The course enables students to understand the importance of integrating the communication mix to customers. The focus revolves around advertising tools, advertising budgets, strategies and media selection. The course also focuses on various promotional tools and its implications to society.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI633b	Elective 3: Service Marketing	3	0	3
This course examines the important and growing role of services marketing in both consumer and organizational target markets. It covers a discussion of current issues in services marketing and customer service strategies. It also focuses on effective customer relationship management; key service delivery elements; and service recovery strategies that lead to the successful implementation of a customer focus in service-based businesses.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI634a	Elective 4: Application Development	2	2	3
This course introduces fundamental concepts and models of application development to enable students understand key processes related to building functioning applications and appreciate the complexity of application development. It allows students to learn the basic concepts of program design, data structures, programming, problem solving, programming logic and fundamental design techniques for event-driven programs. It also incorporates the program development life cycle.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI634b	Elective 4: IS Strategy, Management and Acquisition	3	0	3
This course explores the issues and approaches in managing the information systems function in organizations and how the IS function integrates/ supports/ enables various types of organizational capabilities. It takes a senior management perspective in exploring the acquisition, development and implementation of plans and policies to achieve efficient and effective information systems. It addresses issues relating to defining the high-level infrastructures and emerging technologies as well as how these enabling technologies might affect organizational strategies. The ideas developed and cultivated in this course are intended to provide an enduring perspective that can help leaders make sense of an increasingly globalized and technology-intensive business environment.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI641	Business Informatics Internship	6	0	6
Internship (Practicum) requires students to draw upon multi-disciplinary knowledge and skills acquired from their previous courses. Internship enhances student's skills to an advanced level allowing them to pursue careers as professionals and employees in leadership positions. The students will undertake 240 hours of training in the companies in actual work environment under the guidance of the practicum adviser.				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI642	BSBI Capstone Project	3	6	6
This course enables students to integrate their knowledge in research and system development. The processes start from problem definition to documentation, the various methods and their practical application to information technology, particularly in systems analysis, design and development				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI643a	Elective 5: Small and Medium Entrepreneurship	3	0	3
This course focuses on the application of business research in the process of managing a small and				

 AMA International University BAHRAIN Salmabad, Kingdom of Bahrain	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	01
College/Department: College of Administrative and Financial Sciences	Date of Effectivity	16 September 2012
BSBI PROGRAMME SPECIFICATION 2012-2013		Page 24 of 24

<p>medium enterprise venture in the contemporary business environment. It enables students to acquire the basic competencies required in putting up and managing small and medium business enterprises.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI643b	Elective 5: Retailing Management	3	0	3
<p>The course illustrates retailing as a dynamic industry utilizing technology innovation, providing background information about retail customers and competitors that is used to effectively develop and implement a retail strategy, explore tactical decision involving merchandise and store management. The course will focus on issues related to the society, environment and people involved in making and transporting merchandise to the market. Other areas of focus are customer service, store layout and design and visual merchandising.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI644a	Elective 6: IT Audit and Controls	3	0	3
<p>This course introduces the fundamental concepts of the information technology audit and control function. It focuses on the understanding of information controls, the types of controls and their impact on the organization, and how to manage and audit them. The concepts and techniques used in information technology audits will be presented. Students will learn the process of creating a control structure with goals and objectives, audit an information technology infrastructure against it, and establish a systematic remediation procedure for any inadequacies. The challenge of dealing with best practices, standards, and regulatory requirements governing information and controls is addressed.</p>				
Course Code	Course Title	Lec Hrs	Lab Hrs	Units
BSBI644b	Elective 6: Software Quality Assurance	3	0	3
<p>This course presents the basics of SQA along with techniques and processes for assuring software quality. It covers system design, development, maintainability, testing, and documentation. It emphasizes the concepts and practices that reduce software cost and increase reliability and modifiability.</p>				