

Associate Degree in Business Administration

1) Program Description

The associate degree in business administration program is an excellent entry-level qualification for the private sector. The program is designed to equip students with comprehensive skills in business administration core knowledge and skills including business computing, accounting, economics, marketing, finance, customer relationship management, human resources management, and business ethics.

The designed qualification in business administration aims to provide learners with human skills like communication, collaboration, adaptability, creativity, and problem-solving that are highly needed in the digital economy focusing on upskilling talent in vocational jobs.

The program's curriculum consists of 68 credit hours, distributed as follows:

- 5 credit hours for University Requirements (UR)
- 9 credit hours for College Requirements (CR)
- 27 credit hours for Major Requirements (MR)
- 24 credit hours for Major Support Requirements (MSR)
- 3 credit hours for Training Requirements (TR)

2) Program Objectives

Graduates of the associated diploma in business administration program will be prepared to:

- 1) Pursue a successful career in the fields of accounting, marketing, and finance.
- 2) Contribute positively to society through responsible and ethical practice of the business administration profession
- 3) Engage in a life-long learning and professional development.

3) Learning Outcomes

Upon completion of the associate degree in business administration, graduates will be able to:

- 1) Explain basic concepts of accounting, finance, economics, banking, marketing, human resources and management in the business environment.
- 2) Demonstrate skills in negotiation, interpersonal relations, leadership, communication and time management.
- 3) Compute numerical data, interpret basic financial statements and records, and generate reports both manually and electronically.
- 4) Relate ethical values, global awareness, sustainability, and corporate social responsibility to business decision making.
- 5) Infer the importance of engaging in lifelong learning and continuing professional development.
- 6) Synthesize the main principles of accounting, finance, economics, banking, marketing, human resources and management in projects related to the business environment.

4) Admission Requirements

The applicants must meet the following requirements to be able to enroll:

- 1) A minimum of 70% in the General Secondary School Certificate (Tawjihia) or its equivalent.
- 2) No more than two years have passed since the applicant obtained his/her high General Secondary School Certificate.

- 3) The following General Secondary School specializations are accepted: (Science, Commerce, Literature, Unified Tracks, Technical, Technical Stream – Advanced, Commerce Stream – Advanced, Religion Tracks).
- 4) The applicant shall attend an aptitude test and a personal interview.
- 5) Language competency is required according to the language of instruction of the specific program of study.

The applicant shall be medically fit for the academic program he/she wishes to enroll in.

5) Graduation Requirements

Students must achieve the following requirements to graduate with an associate degree in business administration:

- 1) Successfully complete the associates degree program in 4 semesters minimum and maximum 8 semesters.
- 2) Successfully complete 68 credit hours.
- 3) Minimum cumulative GPA of 1.67 out of 4.00.
- 4) Validate a professional internship before graduation (minimum of 8 weeks)

6) Program Duration

The standard duration to complete the program completely (68 credit hours) is 4 semesters, and the maximum duration is 8 semesters.

7) Language of Instruction

The associate degree in business administration program is offered in English.

8) Career Opportunities and Graduate Destinations

Graduates with an associate degree in business administration can pursue careers such as:

- 1) Owning a business
- 2) Administrative support
- 3) Sales
- 4) Marketing
- 5) Human resources

Graduates will be able to work in both public and private sector organizations.

9) Attendance and Learning Mode

The College follows an in-person, full-time attendance model while integrating e-learning methodologies as essential supportive tools in teaching and learning.

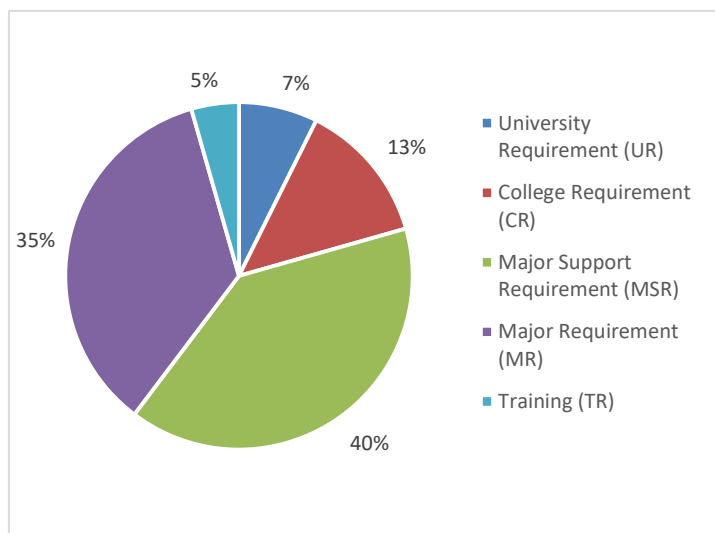
10) Study Mechanism

The curriculum covers all core topics outlined in the academic specification form of each course, with student assessment conducted according to approved evaluation methods that align with the nature of each subject.

Associate Degree in Business Administration (2025/2026 Study Plan)

Program Components

University Requirement (UR)	5
College Requirement (CR)	9
Major Requirement (MR)	27
Major Support Requirement (MSR)	24
Training (Internship) (TR) Yes	3
Total Credit (CRD)	68



Detailed Study Plan

Year 1 - Semester 1

Course Code	Course Title	Course Hours			Course Type	Pre requisite	Major GPA
		LEC	PRAC	CRD			
ENGL 145	English For Business I	3	0	3	CR	-	N/A
MATHA 111	Applied Mathematics	3	0	3	CR	-	N/A
HIST 122	Modern History of Bahrain and Citizenship	3	0	3	UR	-	N/A
HRLC 107	Human Rights	2	0	2	UR	-	N/A
BAA 111	Interpersonal Skills for Business	3	0	3	MSR	-	N/A
BAA 113	Introduction to Business Computing	2	2	3	MR	-	N/A

Year 1 - Semester 2

Course Code	Course Title	Course Hours			Course Type	Pre requisite	Major GPA
		LEC	PRAC	CRD			
ENGL 146	English For Business II	3	0	3	CR	ENGL145	N/A
BAA 120	Introduction to Marketing	3	0	3	MR	ENGL145	N/A
BAA 121	Financial Accounting I	3	0	3	MSR	MATHA111	N/A
BAA 122	Fundamental of Economics	3	0	3	MSR	MATHA111	N/A
BAA 123	Organization and Management	3	0	3	MSR	ENGL145	N/A
BAA 124	Spreadsheet Skills for Business	2	2	3	MSR	BAA113	N/A

Year 2 - Semester 3

Course Code	Course Title	Course Hours			Course Type	Pre requisite	Major GPA
		LEC	PRAC	CRD			
BAA 232	Logistics And Distribution Management	3	0	3	MR	BAA111 & ENGL146	N/A
BAA 235	Introduction To Entrepreneurship	3	0	3	MR	BAA111 & ENGL146	N/A
BAA 236	Digital Marketing	2	2	3	MR	BAA120	N/A
ENGLA 210	Technical Report Writing	3	0	3	MSR	ENGL146	N/A
STATA 231	Applied Statistics	3	0	3	MSR	MATHA111	N/A

Year 2 - Semester 4

Course Code	Course Title	Course Hours			Course Type	Pre requisite	Major GPA
		LEC	PRAC	CRD			
BAA 240	Customer Relationship Management	2	2	3	MR	BAA120	N/A
BAA 242	Human Resources Management	3	0	3	MR	BAA123	N/A
BAA 245	E-Business	2	2	3	MR	BAA120	N/A
BAA 246	Introduction to Financial Management	3	0	3	MSR	BAA121	N/A
BAA 248	Applied Market Survey	2	2	3	MR	Passing 45 CRD	N/A

Training Requirement (TR)

Course Code	Course Title	Course Hours			Course Type	Pre requisite	Major GPA
		LEC	PRAC	CRD			
BAA259	Professional Internship	0	6	3	TR	Completion of 65 CRD	N/A

Course Description

Course Code: BAA111 **Course Title:** Interpersonal Skills for Business

This course provides a foundation in interpersonal skills necessary for effective business management and entrepreneurship. Students will develop essential communication, leadership, teamwork, and problem-solving abilities to navigate various business environments. Emphasis will be placed on practical application and real-world scenarios to enhance students' interpersonal skills and increase their potential for success in the business world.

Course Code: BAA113 **Course Title:** Introduction to Business Computing

This course is designed to provide students with a comprehensive knowledge of the role and significance of computing in the business environment. It focuses on the integration of information technology to enhance business processes, decision-making, and overall organizational effectiveness.

Course Code: BAA120 **Course Title:** Introduction to Marketing

This course outlines the role of marketing in the economy and in the organization. Topics covered include marketing environment, strategic planning, marketing research, market segmentation, marketing-mix, product development, pricing, distribution, promotion, consumer decision making.

Course Code: BAA121 **Course Title:** Financial Accounting I

This course provides a complete understanding of accounting. It covers the main accounting principles and assumptions, the accounting cycle; recording changes in financial position; double entry theory; ledger; journal; trial balance; income measurement; adjusting and closing entries and preparing financial statements. This course also discusses accounting for merchandising operations from different perspectives.

Course Code: BAA122 **Course Title:** Fundamental of Economics

This course covers the economic context of business and how competition, the behavior of financial markets, and government economic policy can influence an organization and an economy. The difference between Micro and Macroeconomics, the key microeconomic techniques underlying price determination and profit maximization decisions are discussed.

Course Code: BAA123 **Course Title:** Organization and Management

This course covers the basics of business administration as a field of study and practice, survey of major functional specialties within business management, economics, IT, human resources management and marketing. This course also covers interrelationships among aforementioned specialties and foundation level of management profession.

Course Code: BAA124 **Course Title:** Spreadsheet Skills for Business

This course is designed to provide the students with advanced Excel skills for financial calculations, logical functions, data visualization, and financial analysis modeling. Students will learn to operate advanced financial analysis modeling tools to model 18 scenarios like expense reduction and sales increase. It aims to elevate student's spreadsheet skills with advanced formatting techniques, ensuring professional and visually optimized documents.

Course Code: BAA 232 **Course Title:** Logistics and Distribution Management

All elements of distribution and logistics and management will be covered, including physical distribution, warehouse selection, material handling, packaging, order fulfilment, customer service, inventory management, receiving, production stores, and returned goods. The course will also address key technology issues such as enterprise resource planning (ERP), bar coding, electronic data interchange (EDI), electronic commerce (E - Commerce), and distribution resource planning (DRP), and supply chain management.

Course Code: BAA235

Course Title: Introduction to Entrepreneurship

This course provides an introduction to the fundamental principles and practices of entrepreneurship in the context of business administration. Students will explore the process of identifying, evaluating, and developing business opportunities, as well as the skills and mindset required to succeed as an entrepreneur. The course will emphasize practical applications through case studies, interactive exercises, and real-world examples.

Course Code: BAA236

Course Title: Digital Marketing

This course is designed to equip students with practical skills and knowledge in the field of digital marketing. Through a hands-on approach, students will gain a comprehensive understanding of digital marketing strategies, tools, and techniques. This course will provide students with the necessary skills to effectively promote businesses, products, and services in the digital landscape.

Course Code: BAA240

Course Title: Customer Relationship Management

This course examines customer relationship management (CRM) as a key strategic process within all organizations for managing the relationships with potential and current customers, and how business partners across marketing, sales, and service areas must work together. This course focuses on the topics of relationship marketing, telemarketing, customer satisfaction and fulfillment, call centers, and use of electronic systems and databases.

Course Code: BAA242

Course Title: Human Resources Management

This course introduces the functions of personnel human resource management within an organization. Topics include recruitment and selection, performance appraisal, employee development, compensation planning, equal opportunity and the legal environment and employee relations.

Course Code: BAA245

Course Title: E-Business

This course is designed to provide students with practical knowledge and skills necessary to succeed in the digital business environment. The course will focus on the application of e-business concepts, strategies, and technologies to enhance organizational performance and competitiveness. Throughout the course, students will engage in hands-on activities, case studies, and real-world projects to develop a comprehensive understanding of e-business practices and their implications for business administration.

Course Code: BAA246

Course Title: Introduction to Financial Management

This course introduces core concepts, principles and tools of finance and business financial management, including an overview of the financial environment, financing alternatives, risk and return, time value of money, investment decision making, working capital management, and ratio analysis. This basic knowledge of finance will help students in both their personal and business lives.

Course Code: BAA248

Course Title: Applied Market Survey

This course is designed to equip students with the practical skills necessary to conduct market surveys effectively. Students will learn the foundational concepts and techniques for designing, implementing, and analyzing market surveys in a business context. Through hands-on exercises, case studies, and real-world examples, students will develop the knowledge and skills required to gather valuable market insights and make data-driven decisions.

Course Code: BAA259

Course Title: Professional Internship

Professional Internship Practical training for 8 weeks arranged through the University Professional Relations Unit. All trainees are expected to understand the business and entrepreneurship techniques and skills. Trainees are supervised and visited by faculty members during their training period. Students are required to submit a structured report to document their internship.

Course Code: ENGLA 210

Course Title: Technical Report Writing

The main purpose of this course is to utilize the knowledge gained from the previous ENGLA courses to teach students how to write technical and professional documents, especially technical reports needed in work environments. Special reinforcement would be done of the career skills of job advertisements, writing resumes, writing job application letters, drafting forwarding letters with resumes, and filing in job application forms and preparations for job interviews.

Course Code: STATA 231

Course Title: Applied Statistics

Frequency distribution, Measures of central tendency and dispersion, Probabilities and some rules of probability. Binomial and normal probability distributions. Correlation and Regression.

University Requirements Courses Descriptions

Course Code: HIST 122

Course Title: Modern History of Bahrain and Citizenship

Brief history of Bahrain until the 18th century; the historical roots of the formation of the national identity of Bahrain since the 18th century; the modern state and evolution of constitutional life in Bahrain; the Arabic and Islamic dimensions of the identity of Bahrain; the core values of Bahrain's society and citizenship rights (legal, political, civil and economic); duties; responsibilities and community participation; economic change and development in Bahrain; Bahrain's Gulf, Arab and international relations.

Course Code: HRLC 107

Course Title: Human Rights

This course deals with the principles of human rights in terms of the definition of human rights, scope, sources with a focus on the International Bill of Human Rights; The Charter of the United Nations; Universal Declaration of Human Rights; The International Covenant on Economics, Social and Culture rights; Convention against Torture and other Cruel, Inhuman or Degrading Treatment or Punishment; Mechanics and the Constitutional Protection of Rights and Public Freedoms in Kingdom of Bahrain.

College Requirement Courses Descriptions

Course Code: MATHA 111

Course Title: Applied Mathematics

The number system, Basic Algebra, Expansion, factorization, Transposition of formula, Solving Equations, Function, Definitions, Sequence and Series Relations, Differentiation, Standard Derivative, Integration and Applications, Matrices.

Course Code: ENGL 145

Course Title: English for Business I

ENGL 145 is an English for Academic Purposes (EAP) program within the Business Administration discipline. Its focus is to develop students' reading and writing skills and build their business-related vocabulary.

Course Code: ENGL 146

Course Title: English for Business II

This course emphasis on reading skills, vocabulary building, grammar, and writing in a business context. The course aims to improve and develop students' language skills to enable them to communicate effectively in various business contexts.
