

MANAGEMENT AND MARKETING

Degree Level: Undergraduate



الجامعة الأهلية
AHLIA UNIVERSITY
BAHRAIN

COLLEGE OF
BUSINESS & FINANCE



Qualification type

Bachelor's Degree



Location

Main Campus



Study mode

Full Time



Delivery Language

English



Duration

Four Years

KEY FACTS

SDG



NQF*

NQF Placed 2016 & 2019
Reference Q15-021 Level 8

BQA**

Confidence (2009, 2015 & 2023)

Study Abroad

Yes

Internship

Yes

Contact Person

Ms. Afrah Kadhem

Tel: +(973)17298989

Email: akadhem@ahlia.edu.bh

Dr. Yusuf Albastaki

Tel: + (973) 17298562

Email: yalbastaki@ahlia.edu.bh

*National Qualifications Framework

**The Education and Training Quality Authority

OVERVIEW

Management and marketing are two important business disciplines that focus on the planning and application of strategies and techniques. These disciplines are important as regards the utilization of organizational resources. Professionals in these fields are able to manage their enterprises more efficiently and effectively by identifying and fulfilling clients' needs and wants.

The programme aims to provide students with sufficient knowledge to enable them pursue a career in management or marketing, and /or advanced further study. In order that students are able to accomplish this, the programme seeks to provide students with the analytical skills necessary to apply their knowledge in organizations in which they are employed, to acquaint them with changing techniques and practices in the professional world, to develop their competence in marketing strategies formulation and to enhance their communication skills.

PROGRAMME AIMS

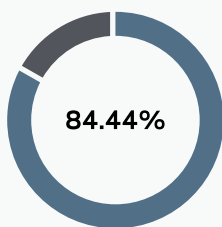
The programme aims to produce graduates who:

- To equip students with in-depth knowledge and multi-perspectives on sustainable management and marketing.
- To cultivate students' competencies in relation to practical application and professional standards in the domains of management and marketing.
- To develop students' enterprise skills and leadership styles through demonstration of effective communication, teamwork and global citizenship.
- To develop students' awareness of and appreciation for social and ethical responsibilities at the societal and global levels.
- To equip students with creativity and innovation skills to apply life-long learning and research in sustainable management and marketing practice

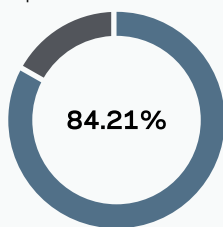


GENERAL STATISTICS

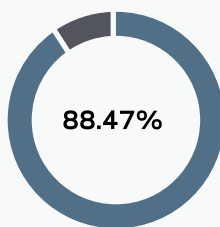
Employer Satisfaction



Student Internship Site Supervisors Satisfaction



Alumni Satisfaction



ENTRY REQUIREMENTS

Admission to Ahlia University (AU) is selective based on academic achievements. Applications are welcomed from all students regardless of race, colour, gender, religion, nationality, physical or learning disability. Admission is purely based on merit.

General Requirements

To be eligible for consideration for admission to the undergraduate programmes, applicants must meet the following entry requirements set by the university in-line with Bahrain Higher Education Council requirements:

- The applicant must hold a recognised and endorsed secondary school certificate or its equivalent
- The applicant must be medically fit for the academic programme they wish to enrol in

Specific Requirements

The applicants who meet the following programme specific admission requirements will be admitted to the programme:

Bachelor's Degree in Management & Marketing	Academic Score in the Secondary School Certificate (Tawjihia) or its Equivalent		
	Unconditional Acceptance	Conditional Acceptance; Passing An Interview	Tracks Accepted
	60%	50%	All Tracks

Orientation Programme

The Orientation Programme is a one-semester programme offered to full-time students who do not fully meet some of the admissions criteria (eg. english proficiency) but intend to pursue their education at Ahlia University.

Placement Tests

The university administers placement tests in English language and Mathematics. Students who pass these exams are exempted from the orientation programme.

FEES

Structured around 134 credit-hours covering 45 courses. The duration of study for each course is fifteen weeks, covering approximately 45 lecture hours.

Application Fee	BD 20
Registration Fee	BD 200
Placement Tests Fee (if applicable)	BD 40
Orientation Courses (if applicable)	BD 1,200
100 Level Courses - 12 courses (BD 300 Per Course)	BD 3,600
200 Level Courses - 11 courses (BD 330 Per Course)	BD 3,630
300 Level Courses - 11 courses (BD 360 Per Course)	BD 3,960
400 Level Courses - 11 courses (BD 390 Per Course)	BD 4,290
TOTAL	BD 16,940

STUDY PLAN

First Year

In the first year, students will begin by taking foundation courses as part of the university requirements. Students will acquire a basic knowledge of English, Mathematics and Accounting, which are essential for the foundation and advanced courses in management and marketing.

Second Year

In year two, students take courses in the areas of Accounting, Finance, Microeconomics, and Information Technology. Students also take the first courses in their specialisation fields of management and marketing..

Third Year

In year three, students are required to complete courses in Accounting, Law and Business Ethics.

During the first semester some compulsory courses are required in the areas of management and marketing namely Production & Operations Management, Human Resources Management, and Consumer Behaviour.

Fourth Year

In their last year, BSMM students will gain in depth and knowledge in strategic marketing management, digital marketing and social media as well as undertake a structured course project in management or marketing, generally involving research on a particular topic in management or reporting on a field-work in a managerial organisation.

The project provides students with practical experience in defining a research problem in the field of management or marketing, and in designing and conducting a research project accordingly.