

Catalogue

2018 - 2019



University Programmes

كلية البحرين الجامعية



UNIVERSITY
COLLEGE
OF BAHRAIN

Traditional Values... Today's Technologies... Tomorrow's Management.

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Message from the Chairman

As UCB prepares for its sixteenth year, it can look back with satisfaction at a record second to none among private universities in Bahrain. In sixteen short years, we set a solid foundation for delivering quality education in selected professional areas germane to the needs of the Gulf region. A beautiful modern campus, a qualified faculty body, a stimulating learning environment, and sophisticated facilities are but some of the special features of UCB. Our long list of special differentiators also includes a liberal arts-based curriculum designed to combine technical competence with a broad-based education cultivating critical thinking, commitment to life-long learning and public service.

But for us, this is only the beginning. We are acutely aware of the daunting challenges facing private higher education and keen on facing up to the challenges.

Our commitment is to build a culture where excellence is sustained, improvement is continuous, and professionalism is deep-rooted.

With our fourteenth group of graduates in October 2018, UCB would have graduated young men and women each of them embodying the best of UCB and will continue to do so over their hopefully long careers. Our pride in them is matched only by our confidence that they will make a difference in society. They are equipped with a very special formula for success: the UCB factor.

I look forward to welcoming you all on campus...

Sh. Dr. Khalid Al-Khalifa President

UCB Graduates





Message from the President

I am very proud to be the president of the University College of Bahrain (UCB), an institution that employs a learning strategy based on Canadian higher education. The University's strength lies in a strong team of a highly qualified faculty in all of its academic programs. The university is devoted primarily to professional education and preparing students for rewarding careers that require advanced knowledge and skills.

I believe you will be impressed by what this university has to offer: the contributions of a talented, dedicated and distinguished faculty, with an almost limitless breadth of academic experience, and the energy and potential to offer our graduate and undergraduate students a practical foundation for their future endeavours to achieve both educational and personal excellence. The passion of our alumni has helped us build our reputation to match the status of a world-class university.

"The ocean of knowledge knows no boundaries" – That phrase reminds us that learning doesn't begin or end with a university education.

(Helen Rozwadowski)

I am confident that the UCB can meet and exceed your goals in life. We are proud of the opportunities and experiences that UCB offers with brilliant teaching and learning processes every day.

With best wishes,

Prof. Salah Emara

Academic Calendar 2018-2019

Day	Date	Description
Fall Semester 2018-2019		
Sun.	July 15	Summer-1 17-18 Holiday for Students & Faculty
Mon.-Thur.	Aug. 20-23	Eid Al-Adha Holiday*
Tue.	Sep. 11	Hijri New Year Holiday (1440 Hijri) *
Sun.	Sep. 09	Return of Academic Staff
Sun.	Sep. 16	First day of classes
Wed.-Thur.	Sep. 19-20	Ashoura Holiday*
Mon.	Oct. 01	Last day for Drop and Add
Sun.-Thur.	Oct. 21-25	First Exam Period
Sun.	Nov. 04	Start of Advising & Registration for Spring 2018-2019
Sun.-Thur.	Nov. 25-29	Second Exam Period
Tue.	Nov. 20	Prophet Mohammed's Birthday Holiday*
Sun.-Mon.	Dec. 16-17	National Day Holiday*
Sun.-Thur.	Dec. 30- Jan. 03	New Year's Holiday* (2019)
Thur.	Jan. 10	Last day to drop a course with "W"
Thur.	Jan. 10	Last day of classes
Sun.-Sun.	Jan. 13-20	Final examinations period
Wed.	Jan. 23	Last Day for faculty Submission of Final Grades
Mon.-Fri.	Jan. 21-26	Fall Semester Holiday for Students
Spring Semester 2018-2019		
Sun.	Jan. 27	First Day of classes
Thur.	Feb. 07	Last day for Drop and Add
Sun.-Thur.	Feb. 24-28	First Exam Period
Sun.	Mar. 17	Start of Advising & Registration for Summer 2018-2019
Sun.-Thur.	Mar. 31-Apr. 04	Second Exam Period
Sun.	April 07	Start of Advising & Registration for Fall 2019-2020
Wed.	May 01	Labour Day Holiday*
Thur.	May 02	Last day to drop a course with "W"
Thur.	May 02	Last day of classes
Sun.-Sun.	May 05-12	Final Examination Period
Mon.	May 13	Spring Semester Holiday for Students
Wed.	May 15	Last day for faculty Submission of Final Grades
Summer Semester 2018-2019		
Tue.	May 14	First day of classes
Thur.	May 16	Last day for Drop and Add
Tue.-Thur.	June 04-06	Eid Al-Fitr Holiday*
Tue.-Thur.	June 16-18	Mid Term Period
Thur.	July 04	Last day to drop a course with "W"
Thur.	July 04	Last day of classes
Sun.-Tue.	July 07-09	Final Examination Period
Sat.	July 13	Last day for faculty Submission of Final Grades
Sun.	July 14	Summer-1 Session Holiday for Students and Faculty
Fall Semester 2019-2020		
Sat.-Tue.	Aug. 10-14	Eid Al-Adha Holiday*
Sun.	Sep. 08	Return of Academic Staff
Sun.	Sep. 15	First day of classes
Thur.	Sep. 26	Last day for Drop and Add

*Hijri Holidays depend on sighting of the moon

About us

UCB overview

University College of Bahrain, founded in 2002, offers undergraduate degrees in Business Administration, Information Technology, Media and Communication. Small classes, taught by experienced, very highly skilled and professionally accredited faculty members provides internationally recognized curriculum and progressive teaching methods in technologically equipped facilities in the campus.

The modern UCB facility houses computer labs, access to library and learning resource databases and many other amenities to support learning.

The Mission

University College of Bahrain's mission is to provide academic programmes of relevance and high quality, that transform lives, and equip students with attributes, skills and knowledge; enabling them to have productive and fulfilled lives and careers that meet the needs of government, society, business and the economy.

Shared Commitments:

- Our highest priority is our students.
- Our faculty is active in both teaching and learning.
- We support an environment that encourages open and responsible expression.
- We set high standards for students and ourselves.
- We anticipate and respond to changes in society and the business environment.
- We support innovation and intelligent risk taking.
- We support collaborative and integrative activities that address significant issues.
- We believe that programs should drive resources.
- We believe that our University will be stronger if each of us is active in intellectual life.

The Vision

University College of Bahrain's vision is to be a quality driven, and market focused, leading provider of private, not-for-profit, higher education in the fields of Business Administration, Information Technology and Communications in the Kingdom of Bahrain.

The Difference

The big chasm between UCB and esteemed others is our attention to detail, utility, and relevance. We provide instructional help to students throughout the program. The academic delivery of UCB simulates a workplace as we orient students on the real life projects and prepare them for the eventualities that they are likely to face during the course of their job.

We understand that the success in education requires the Institution to be up-to-date in its offering of programs, in-depth research, and selective contents.

Hence, we have introduced more elective courses to broad base our programs. We reckon our approach to academics enables a student in his/ her self-development in all the aspects ranging from the growth of intellect to personality development. We make them most employable and at the same time empower them with a wide-array of social skills.

We have an enviable track record of placing our graduating students with leading multinationals and trusted national companies. Our programs are also globally recognized and open new avenues to further higher education in US and UK.

We have a body of core and visiting faculty who are imparting both study and life skills. We take pride in their rich experience in teaching and managing industry.

Hence, for a tomorrow's manager there seems to be no academic alternative other than UCB!



Infrastructure

Class rooms

UCB lecture rooms are relatively small in size and are equipped with highly advanced instruction and presentation technology which allows for a focused instructor/student interaction and hence, a focused overall learning process. The campus houses 22 air-conditioned classrooms with a seating capacity of 20-30 each. The classrooms are designed in a manner that makes students feel comfortable enough to actively participate during lecture sessions. Teachers have enough space to maintain eye contacts with each and every student, which in turn, enriches the teaching-learning process. Each class room is equipped with ultra modern facilities of projectors and there are provisions for audio-visual aids such as LCD, multimedia, videos and audios.

Computer Labs

UCB has a state-of-the-art Wi-fi campus, which facilitates students to access global information wherever they are. The campus also has 4 computer labs accessible to students during and after their class schedules with advanced infrastructure in terms of hardware and software to cater to the requirements of the students, teachers and the curriculum supported by laser printers, scanners & other peripheral devices. 2 of these computer labs are specially designed for the Graphic Design department and have iMac computers that make learning professional as well as being "fun" for the students. The other computer labs are equipped with top of the line Dell computers with high speed connection to the internet. The UCB IT team continuously works to maintain the network and the Dell workstations in order to provide students with reliable access to information and applications. Enterprising students get to do comprehensive research for their projects and presentations.

Library

The UCB Library is a modern, fast-growing library that is an integral part the educational process of the University College Bahrain. The aim is to develop and deliver innovative, client-focused library services that support and enhance UCB's teaching programs.

Its priority is to easily and comfortably offer access to its collections (printed & electronic) mainly in the areas of Business, Computer Science and Communications to the University's community. Building a rich collection of volumes and multimedia items is a priority so new books are ordered regularly, based on the recommendations of the teaching and library staff. Moreover the library is subscribed to online databases and e-sources.

Classification Approach

The books stock is arranged in a classified sequence based on the Dewey Decimal Classification system. Most of the volumes in the library are on open shelves available for borrowing. The Dewey Decimal System, devised by Melvil Dewey in 1876, is a method of classifying and cataloging library materials by subject. The ten major divisions for these are Generalities, Philosophy and Psychology, Religion, Social Sciences, Language, Natural Sciences and Mathematics, Technology (Applied Sciences), The Arts, Literature and Rhetoric, Geography and History.

Graphic Design Studios

The graphic design curriculum demands that students become professionals in both manual and electronic techniques. Therefore, the department has 2 studios fully equipped with 15 drawing boards, a computer and a data show for the manual drawing and execution of projects. These studios are used primarily for courses taught at the freshman and sophomore levels like foundation studio, drawing, illustration.

and color fundamentals. The rest of the studio courses are taught electronically in our adjacent computer labs. Similarly, each of the spacious computer labs are equipped with 15 iMac stations, scanners, big screen data show and a color laser printer. In these labs all the creative ideas are discussed, brain storming, web surfing, and discussions take place. Extended hours of computer work with feedback from all the graphic design faculty and sometimes external guests, in addition to the "crits" and presentations also take place in this unique environment that promotes interaction, communication, and creativity.

Auditorium

UCB has two auditoriums that are fully equipped with wi-fi, quality sound system, wireless LCD projector and a podium. Each auditorium has a seating capacity of approximately 100 and is mainly used for large classes, guest lectures and presentations in general.

Transportation

UCB has special transportation facilities from Saudi Arabia to the campus and vice versa available everyday for commuting students. The parents are much relieved because of this service as it ensures that their children are reaching the campus and back homes safe and sound.

Cafeteria

UCB provides a cafeteria for students to hang out, eat, and enjoy a relaxed environment outside of class. The cafeteria authority ensures high quality food at subsidized rates. The cafeteria is open from 8am till 4pm.

Lounge

UCB provides an environment for students to interact among each other in the relaxing ambience of a comfortable lounge and hence produce collaborative and diverse ideas in groups.

Learning Center

The UCB Learning Resource Center is truly an asset in the future that will provide significant benefits for students, faculty and the wider community. The mission of the UCB Learning Resource Centre is to support teaching, learning and research in UCB's intellectual discovery and education experiences.

The UCB Learning Resource Centre is a gateway to a wide range of online information resources through public access computers with fast internet connection and commonly used softwares that can help in research and studies. The UCB Learning Resource Center provides modern infrastructure and equipment for students to conduct discussions, presentations, etc.



Student Life in Bahrain

The Kingdom of Bahrain offers a wealth of cultural and traditional family orientated attractions, year-round excellent weather, water activities, to choose from for your stay, tourist attractions, historic sites, and a choice of nightlife entertainment that is hard to rival.

You will not fail to be impressed by the mix of the traditional and modern that has been generated where you will be able to see historic buildings alongside or close to new infrastructures.

Bahrain is the site of one of the oldest civilizations in the world and thought by some to be the site of the Garden of Eden. It has a history of more than 5,000 years of civilization and is a mixture of ancient and modern buildings with an increasing number of high rise buildings now sharing the landscape with majestic mosques and architecture.

It exudes an old-world charm yet retains courtesy and dignity as befits a Kingdom whose history is steeped in tradition.

The Kingdom of Bahrain has a reputation as a relatively liberal and modern Gulf state which has made it a favorite with both travelers to the region and as a vacation break location for nationals and expatriates from Saudi Arabia who form the largest percentage of visitors to the island. Bahrain is packed with archaeological digs, historical museums, old fashioned markets, tourist attractions, and a large choice of restaurants and nightlife.

The Kingdom has a marvelous multinational mix of nationalities, all living harmoniously together in a completely unique mix of cultures with Bahrainis being recognized as the friendliest, most helpful, and approachable nationals in the region, while still having retained their traditional Arab courtesy and hospitality.

The infrastructure of road networks, international airport, telecommunications, public services, medical facilities and universities are all recognized as being among the best in the Gulf region.

The students have opportunities to visit a lot of places during their stay in Bahrain. The few famous options from these being Al Areen wild life sanctuary, Bahrain Financial Harbor, Tree of Life, Bahrain International circuit, Saudi causeway, Grand Mosque, oil museum to name a few. The university keeps organizing trips to these destinations.

A Day in the Life of an UCB-ian...

An academic week day begins at 9 am with teaching sessions extending up to 4 p.m. Internal assessment tests and quizzes are a part of daily routines. Most of the Lab related sessions mean to happen post- lunch and the Library is open from 8am – 4pm.

For most programs, classes are being planned five days a week. Saturdays are usually reserved for special lectures by visiting faculty and for various other academic and extra-curricular activities.

Annual Events

Career Day

The main objective why a person would want to do his or her higher education is to achieve the end result of a stable, well settled job in our dynamic world. By holding the Annual Career Day, the University College of Bahrain aims to fulfill that purpose by preparing its graduates to be the leaders of tomorrow and thus proving its worth as a pioneer in higher education. Previously UCB has hosted establishments like Bahrain Development Bank, Arab Bank, Al Baraka Islamic Bank, Memac Ogilvy, Eventscom, Gulf Future Business, Exceed IT, Zain, ARIG, Gulf Marcom Group and Bahrain National Holding, to name a few. The aim of conducting this event is to bring about the process of campus recruitments with many of our students have been selected on the spot by companies, thus securing their future even before stepping out of the portals of the University. Students are also given a firsthand insight on the workings and details of the participating organizations.

Carnival Day

Sizzling beats of latest tunes reverberated, and dynamic games are the order of the day at UCB campus on its Annual Carnival Day. The campus is abuzz with fun and exciting games like sumo-wrestling, jumping bars, tower hike, etc. The water-gun fights are a major crowd puller attracting all age groups. Additional fun activities like artistic face painting and henna artists are on-hand to create colorful splashes. There are many tempting food joints and ice-cream stalls to cater to the audience's varied taste buds.

Breast Cancer Awareness Day

Worldwide, October is observed as the Breast Cancer Awareness Month. In the spirit and support of this event University College of Bahrain organizes Breast Cancer Awareness Day. The aim of the event to increase awareness of the disease by supporting those who have been affected through early detection, education and support. Merchandises like mugs, t-shirts, flowers and cupcakes etc. to raise funds for donations to breast cancer societies within Bahrain.

Visitations to the Elderly Societies

To commemorate the Annual International Day of Elderly Persons, UCB student volunteers visit different elderly homes each year. Students spend time with the elderly helping them in their day to day activities, while the elderly share their stories making it a delightful day filled with loving memories, lessons learned, and experiences shared.

Elderly Days are also celebrated with student volunteers taking the seniors for outings, like movies and dine-outs which is always a big hit with the residents of the societies.

Marathon Relay

Each year UCB students and faculty members participate at the Annual Bahrain Marathon Relay.

The race starts and ends at the Bahrain International Circuit attracting more than 2,000 runners from all over the island, raising more than BD25, 000 for charity. UCB has always made its mark among other universities and educational institutions in this event, thus proving that our students have got both brains and brawns.

Graphic Design Exhibition

The artistic side of UCB- our very own Graphic Design Department showcases the in-house talents of the final year students through the Spring Exhibition. In this exhibition of contemporary graphic design, graduates display their final year projects. The exhibitions feature campaigns about facial plastic surgery and educating the community about Down syndrome, redesigning corporate identities including visuals.

The students' creativity, innovative ideas and themes are clearly reflected in the work displayed by them. The event is attended by professionals in the field and aspiring artists, UCB students and families.

Multimedia Video Showcase

UCB organizes its annual Multimedia Video Showcase, presenting several short video films created by the final year students of the Communications and Multimedia Department. The event is attended by, students, families and professionals from across Bahrain.

Projects like animations, 3D compositing, kinetic typographies, visual effects, documentaries, public service announcements, social media videos, short films, and web design are showcased by each student demonstrating their knowledge and command of their subject of choice.

Testimonials

"The practical knowledge I gained at UCB, learning about portfolios, cash flow statements etc. is what I apply at my workplace. Our highly qualified professors played a vital role in our academic grooming to prepare us for the work place"

Manal Mahmood Ahmed -----

"Courses at UCB helped us overcome the competitive challenges we face in the workforce with the right education we gained from the university"

Mashael Ghazzawi -----

"What I have learned in my final years at UCB is being practiced now in day to day basis and of course the credit for all this goes to our highly qualified professors"

Aysha Yousif Al Khalifa -----

"UCB life is very memorable to me. I enjoyed my years at UCB and learned lot from it. The college environment and the faculties provided me the education that I used in my work place today"

Rutana Al-Hassan -----

"Thanks to UCB's Career Day I managed to get a great job as a project manager at IBM. UCB is my pathway to success"

Hameed Hassan -----

"UCB provided me with the opportunity to educate myself, without having to leave my homeland. I gained more self-confidence and learned the true meaning of being a team-player. UCB has been the perfect stepping stone for me to go on and do what I want to do in the future"

Saud Al Yahya -----

"UCB is not only a university where you graduate with a degree and a lot of student life memories, but also teaches you real business technique that could guide you on the right track transmitting skills and know-how's of how to work and succeed in the business world. Classes enhanced my learning where instructors were able to give the individual attention required. As well as being approachable, the faculty and staff at UCB always have student's interests in mind, providing firm direction to one's goals. In UCB it's not only contacts that you make, it's friendships that you build for a lifetime"

Salman Khalid Al-Khalifa
Operations Specialist, Palm Capital -----

"UCB was a wonderful experience for me. Classes were informative, professors were always available and helpful for questions and queries... I must say that UCB has provided me with the necessities to take my step into the corporate world"

Mohamed A.R Fakhro (Class of 2005)

Business Development & Investments Manager (QATAR)

Unicorn Investment Bank -----

"Part of what we've studied is needed on basic level at the workplace, and subjects like Financial Statement Analysis, risk management and portfolio management have been very useful"

"Furthermore, our professors and doctors who enhanced our ability to research and develop corporate behaviour adaptation played a big role"

Waleed Khalaf

Investment Analyst Kuwait Finance House -----



Applying to UCB

Policy Statement

The University College of Bahrain admits students irrespective of their national origin, color, gender, disability or religion with no prejudice or discrimination of any kind. It treats all students equally. The University stands for the highest moral and academic standards and aspires for international recognition of its programs that are designed to be part of the educational heritage of the world.

Applying

Applications to all the Undergraduate programs are handled by the Admission Unit at the Registrar's Office.

Applications may be submitted in two methods:

- Filling an application form that is available at the Admission Unit in Saar Building at the University Campus and submitting it along with all the admission required documents.
- Visiting the university website and directly downloading the application from there. Upon completion of the application, the applicant can mail it along with the admission required documents and fees to the University mailing address.

Admissions Unit,
University College of Bahrain,
P.O. Box 55040
Manama, Kingdom of Bahrain

Application Deadline

- Applications for admission to the Fall semester should be received no later than early September.
- Applications for admission to the Spring semester should be received no later than early January.
- Applications for admission to the Summer session should be received no later than early May.
- Late applications may be considered throughout the first two week of a regular semester and the first week of a summer session.
- Applications will not be considered after those dates.

Late Applications:

- May not be considered for scholarships
- May not be considered for a seat in certain programs due to limited number of seats.
- May not be considered for certain offered sections due to limited number of seats.

Application Fee

Applications must be accompanied by an application fee of BD50/. This fee is nonrefundable and can be payable by cash, credit card, cheque or bank transfer.

Scholarships

UCB might offer full scholarships to students with distinguished academic standing.

Financial Aid

UCB may also offer financial aid up to 50% on tuition fees to students with financial difficulties.

Eligibility

Applicants with a high secondary school average can be considered for scholarship. No certain qualifications can guarantee a scholarship.

Deadlines

The deadline for accepting scholarships applications for the Fall semester will be the end of June of each year.

Scholarship Application Procedure

Scholarships are limited in number; therefore, earlier applications receive priority.

- Scholarship applicants are required to follow the usual admission process submitting all the necessary admission documents.
- Upon submission of the admission documents, applicants are also required to submit a letter explaining their request for a scholarship, outlining their personal situation and supporting documents.
- The Admissions Unit will inform the applicant with the final decision.

Admission Requirements

Admission Process

Students seeking admission to the UCB must fill out an application form indicating their choice of Program and the University will do its best to fulfill their desire.

All applicants will equally compete for the available seats.

The University will notify the applicants with the admission decision in writing.

Those who are not selected will receive a letter informing them of this decision and suggesting available alternatives.

Required documents

1. Filled application form.
2. A certified copy of the Student's Secondary School Graduation Certificate or its Equivalent.
3. A certified copy of the Student's Higher Education Institution Transcript along with the Course Description for transfer students.
4. Copy of a Valid CPR and Passport
5. (2) Personal Passport Size Photographs.
6. Proof of proficiency in English.
7. Medical fitness certificate.
8. Any Additional Requirements needed by the University.

Proof of Proficiency in English

- All Applicants should provide proof of proficiency in English, Applicants may be exempted from proof of English proficiency if:
 - Applicants graduated or transferring from other recognized universities or secondary schools where English is the medium of instruction.
 - Visiting students.
- Accepted English Proficiency Exams (IELTS- International English Language Testing System: 5 or more) must be taken within no more than 2 years prior to admission to UNIVERSITY COLLEGE OF BAHRAIN.
- The result in the English exam will determine whether the applicant will start first year or enroll in the University's English Foundation Program.
- Students who are academically admissible but who fail to meet the University's Language proficiency requirements will be required to take the Foundation English Program for a semester or more.

Applicants Certificates

All Applicants must hold Bahraini Secondary School Certificate or its equivalent to be eligible for admission to any of the university programs.

Note - Holders of foreign High School certificates must have an equivalency certificate from the Ministry of Education in the Kingdom of Bahrain.

Visiting Students (Non-University College of Bahrain degree)

A visiting student must present proof of enrollment from his/her university. This can be in the form of a certified letter, official transcript or a valid Identification Card, UCB will provide the visiting student with an official transcript upon completion of the registered course/s. Official course description is available at the course concerned department and can be provided upon the visiting student's request.

General Policies and Information

Authorization, Acknowledgment and Consent

All students at the University are bound to undertake and observe the rules, regulations, policies and pay fees in place from time to time.

Students should verify any information or statement provided as part of their application, realizing that admission is based on information in their application and supporting documents. Incorrect or untrue information may lead to admission cancellation.

Academic Curriculum

The academic curriculum for each program consists of the following:

- The university requirement, which includes both compulsory and elective courses that are common to all concentrations.
- Ancillary courses, which are required by different concentrations but offered by other academic units.
- Department requirements which include courses that should be taken by all students in that Department.
- Concentration requirements which include the courses that should be taken by all students of that concentration.

Attendance Policy

- Students shall attend all theoretical lectures, laboratory hours, and training sessions. They shall also participate in research sessions and sit for all examinations required in the courses in which they are enrolled.
- If a student without legitimate excuse misses 10% of the total tutorial hours in a course starting from the first day of the drop without add period, the instructor through the Registrar's Office gives him/her first warning.
- If a student without legitimate excuse misses 15% of the total tutorial hours in a course starting from the first day of the drop without add period, the instructor through the Registrar's Office gives him/her a second warning.
- If a student's total absences without legitimate excuse reach 25% of the total tutorial hours in a course starting from the first day of the drop without add period, the instructor through the Registrar's Office gives him/her an "F" grade in that course. The student who receives an "F" (Failure) grade in a course due to illegitimate absences can apply for a "W" (withdrawal without failure) grade in that course before the start of the semester final examinations period.

- Any absence due to representing the University or the Kingdom of Bahrain in any official capacity will not be considered absent provided that this absence is approved by the Registrar.
- If a student's absence is for legitimate reason, he/she should fill The Absence Excuse Form available at the Registrar's Office and submit it along with the supporting documents to the Registrar's Office. The Registrar's Office will verify the submitted excuse, keep the originals in the student's file and inform the course instructor for appropriate action.

Language Policy

The language of instruction at UCB is English. The university reserves the right to offer courses in Arabic from time to time.

Notice Board

The Notice Boards located in different locations at the University, are vital means of communication between the Administration, Program Department, Staff and the students. Students are obliged to refer to the Notice Boards on a regular basis and are responsible for being aware of any announcements.

E-mail Communication

E-mail is a medium of communication frequently used by the staff and students at UCB campus. Due to its importance, all students are awarded an individual e-mail address on the university's server. This enables students to have reliable spam-free e-mail access.

Academic Integrity

The main purpose of a university is to encourage and facilitate the pursuit of knowledge and scholarship. The attainment of this purpose requires the individual integrity of all members of the University community, including students.

The University states unequivocally that it demands scholarly integrity from all its members. Academic dishonesty, in whatever form, is ultimately destructive to the values of the University. Furthermore, it is unfair and discouraging to those students who pursue their studies honestly.

All members of the university community (students, academic staff, staff and invigilators) have responsibility to maintain an atmosphere of academic integrity in all phases of academic life, including research, teaching, learning and administration.

Academic Dishonesty

Academic dishonesty consists of misrepresentation by deception or by other fraudulent means and can result in serious consequences, e.g. the grade of zero on an assignment, a notation of "F" on the official transcript and / or suspension or expulsion from the university.

Students are responsible for being aware of and demonstrating behavior that is honest and ethical in their academic work. Such behavior includes:

1. Following the expectations articulated by instructors for referencing sources of information and for group work.
2. Asking for clarification of expectations as necessary.
3. Identifying testing situations that may allow copying.
4. Preventing their work from being used by others, e.g., protecting access to computer files.
5. Adhering to the principles of academic integrity when conducting and reporting research.

It is the responsibility of the student to understand what constitutes to academic dishonesty. The following illustrates only three main forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained. Students who have any doubt as to what might be considered "plagiarism" in preparing an essay or term paper should consult the instructor of the course.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations.

Non-smoking Policy

University policy prohibits smoking indoors all through UCB's campus.

Personal Information

Updating Personal Information

It is important that all students keep their official records up to date, especially their mailing, billing address and phone number as these are used by the University year-round. If the address is invalid or incomplete, the student is responsible for collecting the documents in person while updating their information at the Office of the Registrar.

Identification (ID) cards

All students at UCB are responsible for keeping their I.D. card on hand while on campus. At any point in time, students might be asked to present their I.D. card to any staff or academic member. A student transferred to a different or Department should apply for a new ID card. The new ID card will be free of charge as long as the student hands in the previous one. The student is responsible for the safe keeping of his/her ID card and will be charged for the issue of a replacement if he/she loses it.

Registration

Students are responsible of following the registration process to ensure official registration in their desired courses.

For proper registration, the student is required to follow all the steps listed below consecutively:

- Filling out the proper registration form (available at the Registrar's Office) with the help of the designated advisor.
- The form should be signed by the advisor, taking into consideration that no course can be registered unless the course's prerequisite(s) has/have been successfully completed.
- Settle any corresponding fees. The registration form should be signed by the Accountant.
- Submit the registration form to the Registrar's Office for the data entry.
- Receive an official printed schedule from the Registrar's Office as a confirmation of the semester course registration.

Registration Periods

Registration dates are set yearly and determined by the academic calendar. Please note that registration is done on a first come first served basis. Early registration is strongly recommended to guarantee a seat in the desired course and section.

Late Registration

The University reserves the right to charge a late fee on late registration.

Class Schedule

The Class Schedule includes the offered courses, lecturing days, times, sections numbers, locations, names of instructors. The semester class schedule is available at the Registrar's Office, notice boards, and the University web page. The semester class schedule information is subject to change and update as courses are added, cancelled, rescheduled or relocated. It is the responsibility of all students to consult the class schedule at the time of registration, and again before classes begin, to ensure that changes have not resulted in conflicts in their schedule.

Course Load

Students with an academic load of 12 credits or more are considered as full-time students. Students with an academic load of below 12 credits are considered as part-time students.

The maximum academic load in any regular semester is 19 credit hours. This can be increased to 21 credit hours at the discretion of the relevant program director on the condition that:

- The student's Grade Point Average is 3.00 or more OR
- The student will be graduating at the end of that specific semester.

The maximum academic load for any Summer session is 9 credit hours. This can be increased to 12 credit hours under the same conditions that apply to a regular semester.

The completion of the course prerequisite is a requirement before registration in a course is permitted.

Course Change Period

Add or Drop Period

The add and drop period in which students may add and/ or drop courses upon the consent of the designated advisor is determined by the academic calendar. The same financial rule that applies during the regular registration period applies in this situation. Such transactions will have no bearing on the student's official transcript.

Add and Drop Process:

1. Filling out the proper drop/add form (available at the Registrar's Office) with the help of the designated advisor.
2. Settle any corresponding fees. The form should be signed by the Accountant and the Academic Advisor.
3. Forms are only processed if submitted to the Registrar's Office.

Regulations Concerning Withdrawal

Withdrawal Procedure and Fees Refund

In order to receive a refund of any fees, the student must fill out a Withdrawal Form (available at the Registrar's Office) and submit it to the Registrar's Office within the specified announced days of the semesters. Otherwise, a refund will not be provided.

Refund Schedule:

Prior to the first week of classes	100%
During the first week of classes	75%
During the second week of classes	50%
During the third week of classes	No refund

Course Withdrawal

After the Add and Drop period, students are only allowed to drop courses. The drop period in which students may drop courses is determined by the academic calendar. A course withdrawal "W" grade will appear on the student's official transcript. This will bear no effect on the students SGPA or CGPA. On the other hand, such a transaction will account for a financial loss. Again, withdrawing a course does not entail a refund.

- Students can apply for withdrawal from a course or more till the start of the final examinations period.
- The withdrawal process is settled at the Registrar's Office. Students are to fill out a withdrawal form available at the Registrar's Office. Both the student and the Registrar's Office keep a copy of the withdrawal form for future reference.

University Withdrawal

The student registration at the University will be terminated in the following cases:

- Failure to register for two regular continuous or discontinuous semesters during the student's period of study will result in an automatic registration termination from the university.
- A student submits a request for withdrawal from the University.
- Exceeding 16 regular semesters of study.

Summer Term/Summer Studies

UCB offers one or two summer sessions. The summer session consists of 8 weeks. The maximum load per summer session is 9 credit hours. This can be increased to 12 credit hours under the same conditions that apply for increasing load to a regular semester.

Re-admission

In order for a withdrawn student from UCB to enroll again as a regular student, he/she has to go through the usual undergraduate application regulation and process.

A student whose registration has been terminated due to illegal drop out or withdrawal from the University can apply for Re-admission. His/her Re-Admission application needs the approval of the Department Head and the University President.

Re-admitted students may be granted credits for courses previously studied at the UCB under the following conditions:

- All the accepted courses should be passed with not less than "C" or Good grade.
- The total number of accepted courses should not exceed 66% of the total number of credits required for Graduation.
- Accepted courses will be shown on the student's transcript under "Granted" courses and will not be included in the student's SGPA or CGPA but will be counted toward graduation.
- The re-admitted student should apply to the Registrar's Office for the previously passed courses, who, in turn, will forward the application to the relevant Department who will determine the acceptable courses, according to the student's new plan.

Student Records

Academic Standing

Registered student will maintain a satisfactory standing status at the University as long as his/her cumulative GPA is 2.00 or above.

Academic Probation

- A student with a cumulative GPA of less than 1.70 will be placed under Academic Probation. The student's probation status will appear on the student's official transcript.
- A student with a cumulative GPA of less than 2.00 will be placed under Academic Warning. The student's probation status will appear on the student's official transcript.
- No student will be able to graduate if his/her CGPA is less than 2.00 out of 4.00.
- The University reserves the right to expel students remaining under probation for more than six consecutive regular semesters.
- The student will automatically be returned to Satisfactory Standing status if he/she managed to raise his CGPA to 2.00 or more.

Credit System

UCB follows the Credit hour System, where each course is assigned credit rating hours, which reflect the number of weekly contact hours. In general, a three-credit hour course indicates three hours of lecturing per week during a semester. In order to complete an undergraduate degree at UCB students must pass the designated number of credit hours required by his degree program. The total required number of credit hours varies from one concentration to another.

Students enrolled in the Foundation Program are not awarded any credits. In other words, Foundation Program Semester/s does not count towards the student's degree.

Grading and Grade Point Average (GPA)

Grades	Equivalent Percentage	Points
A	90-100	4.00
A-	87 - 89	3.67
B+	84 - 86	3.33
B	80 - 83	3.00
B-	77 - 79	2.67
C+	74 - 76	2.33
C	70 - 73	2.00
C-	67-69	1.67
D+	64 - 66	1.33
D	60 - 63	1.00
F (Failure)	59 and below	0.00

Other Grades

Grades	Terminology
I	Incomplete
T	Transferred
S	Satisfactory
W	Withdrawal
#	Not in CGPA

Incomplete Courses

In the event that a student fails to attend a final exam, due to legitimate reasons he/she should submit an Incomplete Request Form attached to a proof of his/her legitimate absence excuse in order to avoid failure. Such students will receive an 'I' grade (Incomplete) on his/her academic transcript. The student will have to sit for the missed final exam during the following regular semester. Upon completion of the make-up exam the 'I' grade (Incomplete) on the student's transcript will be updated.

Transfer Credits

Transfer students may be granted credits for courses previously studied at another recognized University under the following conditions:

- All the transferred courses should be passed with not less than "C" or Good grade.
- The total number of requested transfer courses should not exceed 66% of the total number of credits required for Graduation.
- The student should be transferred from accredited university.
- Transfer courses are given a 'T' grade on the transcript and will not be included in the student's SGPA or CGPA but will be counted toward graduation.
- The Transferred student should apply to the Registrar's Office for the transfer of courses, who, in turn, will forward the application to the relevant Department who will determine the acceptable transfer courses, according to the student's plan.

The approved list of transfer courses, certified transcript and course description will be sent with the applicant's other documents to the Higher Education Council for Final approval.

Transcript of Academic Record

A student's transcript includes all information relating to the student's academic progress at the university.

The student's transcript lists all the courses taken including withdrawn courses with grade "W", results, semester and cumulative credits, SGPA and CGPA. Transferred courses will also appear on the transcript.

Official Transcripts

The student's transcript will be official only if it is printed on the University's official paper, signed by the Registrar and stamped.

Unofficial Transcripts

An unofficial transcript is an identical copy of the official transcript, but it is printed on non-official paper and is not signed or stamped. The unofficial transcript is for the student's personal use and granted upon request.

Examinations

First and Second Examinations:

Each course instructor will hold two short examinations during the semester. These two examinations are identified in the academic calendar as First Exam and Second Exam.

Final Examinations:

The Office of the Registrar schedules the University final examinations according to final examinations period that is determined by the University academic calendar. The final examinations schedule is posted on campus notice boards, on the university's website, and can be available on demand from the Registrar's Office.

University Regulations concerning Final Examinations

- Students may only use papers or other instruments such as calculators during an examination if the instructor specifically prescribes them.
- No mobile phones are allowed inside the examination room.
- No written or published material is allowed inside the examination room.
- Any student arriving ten minutes late will not be permitted into the examination room.
- If a student missed a final examination, he/she is required to submit an Incomplete Request Form that is available at the Registrar's Office along with the excuse supporting documents. If the excuse is found legitimate and approved by the Registrar, the student will be granted a grade of "I" for the relevant course. If the student fails to sit for the make-up examination, during the allowed period or the excuse has not been approved, the student will be awarded a Zero grade in the final examination.

Grade Appealing

If a student likes to appeal for a grade revision, he/she should abide by the following:

1. Fill out the appropriate form available at the Registrar's Office.
2. Pay the grade-appealing form fee at the Students' Accounting Office. The Accountant should sign the form.
3. The form should then be submitted to the Registrar's Office to complete the process.
4. The Registrar's Office will send the request to the concerned department and inform the student with the request result.

Graduation

In order to graduate, a student must successfully complete all his/her study plan requirements within not less than 6 and no more than 16 regular semesters with a CGPA of not less than 2.00 out of 4.00. It is the student's responsibility to ensure that all his/her program requirements are met before graduation. All students should contact their Advisors early in the graduating year to ensure that he/she will meet the necessary program requirements by graduation time.

No student will be allowed to graduate within less than (6) regular semesters and should not exceed (16) regular semesters.

Student Conduct

Introduction

At the University, a student is expected to start a markedly new phase in education, different from high school. Here the students should behave responsibly towards everyone else. Freedom is basic principle that is shared by all, and the limits of one's freedom are the legitimate demands that others impose on that freedom. But one cannot live responsibly without an adequate grasp of morality and ethical behavior. Acting responsibly and living morally are essential perquisites for a genuine student life. Common experience tells us that student life is never repeated in one's life, it is unique, a fact that all students should remember. Life at the university is precious and one should take advantage of it to the maximum degree. One should aim at living a well- balanced life at the university, trying to satisfy one's interest without sacrificing one's main objectives. It is essential that one abides by the rules of the university and respect everyone else's property and rights. However, should anyone break the rules of the University and show disrespect to one's instructors and fellow students, then that person should be prepared to bear the consequences of his action. It is not possible to cite all the possible regulations that students might violate; however, below is a list of some of the University violation that call for disciplinary action. It is the student's responsibility to read and understand the rules regarding the student code of conduct.

Academic Violations

- Breaking the laws of the Kingdom and the explicit rules of the University.
- Misbehaving in classroom, laboratories, libraries and any other place in the University.
- Plagiarism: Plagiarism is an act of stealing someone else's property and claiming it as one's own. This property might be a paper, a book, an idea, a computer program, an experiment, an answer and the like. Being free, a person is entitled to act in accordance with one's beliefs, but it is wrong to plagiarize. Therefore, a person caught plagiarizing or stealing will be subjected to the University's code of conduct and will be punished accordingly. Students are alerted to this misdemeanor and

encouraged to behave and avoid exposing themselves to the consequences and illegal behavior.

- Inappropriate collaboration: The norm is that close collaboration with others on academic work requires acknowledgement of other collaborators. Inappropriate collaboration involves working with others in developing, organizing, or revising a project, which might be a paper, a presentation of a research or design project, or a take-home examination without acknowledging their help.
- Dishonesty in examination and submitted work: All academic work and materials submitted not for assessment must be the work of the student. Cheating is not limited to copying from others' work and giving unauthorized assistance, but it also includes the use of devices or procedures for the purpose of achieving false scores on examination. Students are prohibited from submitting any material prepared by, or purchased from, another person or company.
- Work completed for one course and submitted for another: Students may not present the same work for more than one course. Students are reminded that when incorporating their own past research in current projects, they need to reference such previous work.
- Deliberate falsification of data: Students must not deliberately falsify data or distort supporting documentation for course work or other academic activity.
- Interference with other student's work: Students may not intentionally interfere with the work of others by sabotaging laboratory experiment, research or digital files, giving misleading or disrupting class work.
- Copyright violation: Copyright law govern practices such as making use of printed materials, duplicating computer software, duplicating images, photo duplication copy-righted material, and reproducing audio-visual work. Such practices must be observed. The code conduct forbids theft and the unauthorized use of documents.
- Complicity in academic dishonesty: Complicity in academic dishonesty consists in helping, attempting or to help another person commit acts of academic dishonesty or willfully assisting another student in the violation of the academic code of conduct. It also involves pre-meditated and intention acts such as doing the work, designing or producing a project, willfully providing answers during an exam, test or quiz for other student; calling a student on a mobile telephone taking an exam; providing a student with an advanced copy of a test; altering of a test and so on.

Students Plagiarism

All complaints and accusations against students violating the UCB Code of Conduct will be taken very seriously from cheating to attempting to cheat, helping or attempting to help someone else cheat, whether directly or indirectly, including the use of mobile phones. Our advice to student is to take the University rules very seriously and avoid at all costs breaking its rules. Violating the rules very does not pay, particularly cheating: in fact, it brings hardships and shame on the person caught cheating or even caught preparing to cheat.

Disciplinary Measures

The purpose of the Student Code of Conduct is to warn students in advance about the consequences of misbehavior or unacceptable actions in the University. It is hoped that disciplinary measures would not be resorted to and that every student would abide by the rules of the University and behave according to sound moral judgment. However, should a student violate the rules and regulations of UCB, that student shall receive the appropriate penalty, which can range from verbal warning to actual expulsion from the University. The University cannot shirk its responsibility towards the student body and society. It cannot tolerate or permit students to violate its rules with impunity. The students are expected to take themselves seriously and act responsibly. When they violate the rules of the University, they will be penalized. The penalty may include:

- Verbal or written warning.
- A stronger penalty is given to a student after the verbal warnings. The student may be denied certain University privileges either on a temporary or permanent basis or prevented from attending classes in a particular course.
- Cancelling the student's results in a course or more and be treated as failed in that or those courses.
- Enforcing a withdrawal without failure (W) in a course or more.
- Enforcing semester administrative withdrawal for a semester or more.
- A student may be deprived from benefiting from his academic record or may be denied the privilege to graduate.
- Enforcing a financial penalty.
- Dismissal from the University.

Violations Reports

- The Department Council will look into charges brought against students for violating the rules of the University and prepare a report recommending the penalty for each violation.
- All reports of violations against any person shall be referred by the Department Council to the University's Academic Vice President or President, for the appropriate decision.
- The Registrar's Office will inform the student of the imposed penalty and keep a copy of the penalty letter in the student's file.
- A student may fill out an appeal request to the University's Academic Vice President or President through the Registrar's Office within a week from the issue date.
- The University's Academic Vice President or President will revise the student's case and penalty in consultation with the concerned Program and take one of the following decisions:
 - a) Reduce the penalty.
 - b) Change the penalty.
 - c) Remove the penalty.
 - d) Maximize the penalty.
 - e) Keep the penalty.
- The University's Academic Vice President or President decision after the student's appeal will be final.

Department of Business Administration

Head of Department

Dr. Sutan Hidayat

Degree Program

Bachelor of Science in Business Administration (B.S.C BA) with concentrations in:

- **Accounting**
- **Finance**
- **Islamic Finance**
- **Management**
- **Marketing**

Mission

"The mission of the programme is to create business professionals and leaders who are able to face changing market conditions by providing comprehensive business education; that combines theory and practice and inspires students to become successful leaders; delivered in a learning environment where the creation and dissemination of knowledge can flourish."

Program Educational Objectives

- To provide students with an interdisciplinary knowledge of concepts, theories and practices within core academic areas of business
- To enable students to operate in global business environments and understand different business cultures
- To understand ethical and professional responsibilities within business and society
- To equip students with the capability to work in teams and collaborate with external agencies
- To prepare students to become effective business professionals and understand leadership and management in different organisational settings
- To identify and evaluate competing business situations and evaluate solutions
- To prepare students for further study at Masters' level

The objectives are consistent with the mission of UCB being dedicated to quality education benchmarked against international standards and tuned to the needs of the region it serves. These also fulfill the needs of our constituencies and stakeholders, which include students, alumni, employers, faculty, and staff.

Program Learning Outcomes

- Demonstrate an in-depth understanding of major issues, facts, theories, concepts, and practices in the different functional areas of business to solve organizational problems.
- Apply knowledge of the ethical obligations, social responsibility, and accountability of business in making business decisions.
- Employ specialized knowledge and competencies in their areas of concentration.
- Undertake critical analysis, evaluation of information to address specific problems in making informed decisions.
- Communicate effectively using information communication technology for business applications for interpretation of graphical and numerical data.
- Practice teamwork, leadership, independent learning with decision making responsibility.

Degree Program

Master of Business Administration (MBA) with concentrations in:

- **Management**
- **Islamic Finance**

The MBA concentrates on higher intellectual knowledge; strategic analysis; and research informed reflection on practice (through journal articles and experienced-based discussion and reflection). The MBA covers 2 core themes (referred to as concentrations), one in Management and one in Islamic Finance. These themes cover aspects of entrepreneurship, innovation, critical reflection, and the application of strategic theory and practice. The students are all taught in English, with emphasis on the global elements of these themes. The MBA builds these upon a solid foundation of core disciplines.

Mission

"The mission of the MBA programme is to create local and global business leaders who are able to understand the competitive environment of business; demonstrate innovation and entrepreneurship; and manage knowledge, theory and practice."

Program Educational Objectives

- Demonstrate critical knowledge and strategic understanding of principles, concepts, and theories across specialized business disciplines.
- Apply the specialized techniques of business principles to responsibly deal with unpredictable and changing situations.
- Develop comprehensive solutions to business problems by synthesizing information and generating creative and ethical options in the business environment.

- Use appropriate ICT resources professionally for collecting quantitative/qualitative data and analyzing them to enhance business effectiveness.
- Use written and oral communication skills to effectively communicate with different levels of business communities and other audiences.
- Exercise teamwork and leadership skills in a variety of working groups for strategic decision making.

Management Concentration Intended Learning Outcomes

- To be an effective and globally-aware leader, able to operate in different and changing organizational situations and settings.
- To apply knowledge in new and unfamiliar circumstances through a conceptual and strategic understanding of management and mastery of requisite strategic business skills.
- To adapt and innovate to solve problems, to cope with unforeseen events, and to manage in unpredictable and changing environments.
- To demonstrate professionalism, ethics and social responsibility in the application of business and to understand business cultures and practices (GA).
- To understand the social and ethical responsibilities of managerial leadership and be able to demonstrate professionalism within the business environment.
- To provide knowledge and skills for leading teams, building partnerships and applying innovation and entrepreneurship to business sector.

Islamic Finance Concentration Intended Learning Outcomes

- To be an effective leader in Islamic Finance and be prepared to practice Sharia requirements in Islamic financial organizations.
- To apply knowledge in the theories and practices of Islamic banking and finance through a conceptual understanding of relevant disciplines and mastery of requisite skills.
- To adapt and innovate to solve problems, to cope with unforeseen events, and to manage in unpredictable environments.
- To demonstrate interest in pursuing specific expertise in Islamic Finance.
- To understand the social and ethical responsibilities in Islamic financial systems and practices and be able to demonstrate professionalism within Islamic business and finance.
- To provide knowledge and skills for leading teams, building partnerships and applying innovation and entrepreneurship to the Islamic finance and business sector.

Please note that the Islamic Finance theme (concentration) has been accredited (through review) by the Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI).

Accounting Concentration

University College of Bahrain

Advising Plan

Student Name :

Student ID:

Accounting

Year 1 (1 st . Semester)					Year 1 (2 nd . Semester)				
S N	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
1	ENG101	English I	3		6	ENG102	English II	3	ENG101
2	MAT101	Calculus I	3		7		Univ. Elective	3	
3	CSC101	Computing Essentials	3		8	ARA101	Arabic	3	
4	ACT101	Fin. Accounting I	3		9	MGT101	Principles of Management	3	
5	SBS155	Human Rights	2		10	ACT102	Fin. Accounting II	3	ACT101
Total			14		Total			15	
Year 2 (3 rd . Semester)					Year 2 (4 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
11	ENG201	English III:Technical Writing	3	ENG102	16	FIN201	Principles of Finance	3	ACT101
12	ACT201	Managerial Accounting	3	ACT101	17	MKT201	Principles of Marketing	3	
12	STS201	Probability & Statistics I	3	MAT101	18	ECO202	Macroeconomics	3	ECO 201
14	ECO201	Microeconomics	3		19	BUS205	Business Law	3	MGT101
15	SBS206	Bahrain Modern History	3		20	WCS201	Cultural Studies I	3	ENG201
					21		Univ. Elective	3	
Total			15		Total			18	
Year 3 (5 th . Semester)					Year 3 (6 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
22	MIS301	Mgt. Info. Systems	3	CSC101	27		Dept. Elective	3	
23	MGT301	Organization & Management	3	MGT101	28		Dept Elective	3	
24	ACT301	Intermediate. Fin. Acc. I	3	ACT102	29	ACT305	Intermediate Fin. Acc. II	3	ACT301
25		Dept. Elective	3		30	BUS301	Entrepreneurship	3	MGT101
26	BUS350	Business Communication	3	ENG201	31		Dept. Elective	3	
					32				
Total			15		Total			15	
Year 3 - 32- BUS315 Internship / Practicum (3crs)									
Year 4 (7 th . Semester)					Year 4 (8 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
33	ACT351	Auditing	3	ACT305	38	ACT355	Adv. Fin. Accounting	3	ACT305
34	ACT310	Cost Accounting	3	ACT102	39	BUS 315	Internship	3	90 Crs
35		Free. Elective	3		40	MGT490	Bus. Policy & Strategy	3	MGT201+ FIN201
36	ACT390	Computer Accounting	3	CSC101	41		Free Elective	3	
37		Concentration Elective	3				Concentration Elective	3	
		Total	15				Total	15	

122 Crt. Hrs. : Total Crt. Hrs. required for graduation

Finance Concentration

University College of Bahrain

Advising Plan

Student Name :

Student ID:

Finance

Year 1 (1 st . Semester)					Year 1 (2 nd . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
1	ENG101	English I	3		6	ENG102	English II	3	ENG101
2	MAT101	Calculus I	3		7		University Elective	3	
3	CSC101	Computing Essentials	3		8	ARA101	Arabic	3	
4	ACT101	Fin. Accounting I	3		9	MGT101	Principles of Management	3	
5	SBS155	Human Rights	2		10	ACT102	Fin. Accounting II	3	ACT101
Total			14		Total			15	
Year 2 (3 rd . Semester)					Year 2 (4 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
11	ENG201	English III: Technical Writing	3	ENG102	16	WCS201	Cultural Studies I	3	ENG 201
12	ACT201	Managerial Accounting	3	ACT101	17	MKT201	Principles of Marketing	3	
13	STS201	Probability & Statistics I	3	MAT101	18	ECO202	Macroeconomics	3	201ECO
14	ECO201	Microeconomics	3		19	FIN201	Principles of Finance	3	ACT101
15	SBS206	Bahrain Modern History	3		20	205BUS	Business Law	3	101MGT
					21		University Elective	3	
Total			15		Total			18	
Year 3 (5 th . Semester)					Year 3 (6 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
22	FIN301	Fin. Statement Analysis	3	ACT101+FIN201	27	BUS301	Entrepreneurship	3	101MGT
23	MGT301	Organization & Management	3	101MGT	28	FIN360	Corporate Finance	3	FIN201
24	BUS350	Business Communication	3	ENG201	29		Dept. Elective	3	
25	MIS301	Mgt. Info. Systems	3	CSC101	30	FIN305	Commercial Banking	3	FIN201+ ECO202
26		Dept. Elective	3		31		Concentration Elective	3	
Total			15		Total			15	
Year 3 32 - BUS315 Internship / Practicum (3crs.)					Year 4 (7 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
33		Dept. Elective	3		38	FIN351	Investment Management	3	FIN201+ ECO202
34		Dept. Elective	3		39	MGT490	Bus. Policy & Strategy	3	MGT101+ FIN201
35		Concentration Elective	3		40		Free Elective	3	
36		Free Elective	3		41		Concentration Elective	3	
37	FIN355	Financial Markets & Inst.	3	FIN201+ECO202					
Total			15		Total			12	

122 Crt. Hrs. : Total Crt. Hrs. required for graduation

Islamic Finance Concentration

University College of Bahrain

Advising Plan

Student Name :

Student ID:

Islamic Finance

Year 1 (1 st . Semester)					Year 1 (2 nd . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
1	ENG101	English I	3		6	ENG102	English II	3	ENG101
2	MAT101	Calculus I	3		7		Univ. Elective	3	
3	CSC101	Computing Essentials	3		8	ARA101	Arabic	3	
4	ACT101	Fin. Accounting I	3		9	MGT101	Principles of Management	3	
5	SBS155	Human Rights	2		10	ACT102	Fin. Accounting II	3	ACT101
Total			14		Total			15	
Year 2 (3 rd . Semester)					Year 2 (4 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
11	ENG201	English III: Technical Writing	3	ENG102	16	BUS205	Business Law	3	MGT101
12	ACT201	Managerial Accounting	3	ACT101	17	MKT201	Principles of Marketing	3	
13	STS201	Probability & Statistics I	3	MAT101	18	ECO202	Macroeconomics	3	ECO201
14	ECO201	Microeconomics	3		19	WCS201	Cultural Studies I	3	ENG201
15	SBS206	Bahrain Modern History	3		20	FIN201	Principles of Finance	3	ACT101
					21		Univ. Elective	3	
Total			15		Total			18	
Year 3 (5 th . Semester)					Year 3 (6 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
22	MIS301	Mgt. Info. Systems	3	CSC101	27	IBF303	Theory of Islamic Banking & Finance	3	IBF301
23	IBF301	Islamic Economics	3	ECO202	28	IBF305	Islamic Commercial Jurisprudence (Figh Mu'amalat)	3	IBF301
24		Dept. Elective	3		29		Dept. Elective	3	
25	BUS350	Business Communications	3	ENG201	30	BUS301	Entrepreneurship	3	101MGT
26	MGT301	Organization & Management	3	MGT101	31		Dept. Elective	3	
Total			15		Total			15	
Year 3 32 - BUS315 Internship / Practicum (3crs.)					Year 4 (7 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
33		Dept. Elective	3		38		Concentration Elective	3	
34	IBF309	Accounting for Islamic Banks	3	IBF303	39	IBF311	Takaful (Islamic Insurance) Practice	3	IBF303+IBF305
35		Concentration Elective	3		40	MGT490	Bus. Policy & Strategy	3	MGT101+ FIN201
36		Free Elective	3		41		Free Elective	3	
37	IBF306	Islamic Financial Systems	3	IBF303+IBF305					
Total			15		Total			12	

122 Crt. Hrs. : Total Crt. Hrs. required for graduation

Management Concentration

University College of Bahrain

Advising Plan

Student Name :

Student ID:

Management

Year 1 (1 st . Semester)					Year 1 (2 nd . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
1	ENG101	English I	3		6	ENG102	English II	3	ENG101
2	MAT101	Calculus I	3		7	ARA101	Arabic	3	
3	CSC101	Computing Essentials	3		8	MGT101	Principles of Management	3	
4	ACT101	Fin. Accounting I	3		9	STS201	Probability & Statistics I	3	MAT101
5	SBS155	Human Rights	2		10		Univ. Elective	3	
Total			14		Total			15	
Year 2 (3 rd . Semester)					Year 2 (4 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
11	ENG201	English III:Technical Writing	3	ENG102	16	WCS201	Cultural Studies I	3	ENG201
12	ACT201	Managerial Accounting	3	ACT101	17	ECO202	Macroeconomics	3	201ECO
13	ECO201	Microeconomics	3		18		Dept. Elective	3	
14	MKT201	Principles of Marketing	3		19	BUS205	Business Law	3	MGT101
15	SBS206	Bahrain Modern History	3		20	FIN201	Principles of Finance	3	101ACT
					21		University Elective	3	
Total			15		Total			18	
Year 3 (5 th . Semester)					Year 3 (6 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
22	MGT301	Organization & Management	3	101MGT	27	BUS301	Entrepreneurship	3	101MGT
23	MGT305	Human Resource Mgt.	3	MGT301	28		Dept. Elective	3	
24	MIS301	Mgt. Info. Systems	3	CSC101	29		Concentration Elective	3	
25	BUS350	Business Communications	3	ENG201	30	MGT310	International Mgt.	3	MGT305
26		Dept. Elective	3		31		Free Elective	3	
Total			15		Total			15	
Year 3 32 - BUS315 Internship / Practicum (3crs.)									
Year 4 (7 th . Semester)					Year 4 (8 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
33	MGT401	Supply Chain Mgt.	3	MGT310	38	MGT410	Project Management	3	202STS + 401MGT
34	MGT430	Total Quality Mgt.	3	MGT310	39		Concentration Elective	3	
35		Concentration. Elective	3		40		Dept. Elective	3	
36		Concentration Elective	3		41	MGT490	Bus. Policy & Strategy	3	MGT201+ FIN201
37		Free Elective	3						
Total			15		Total			12	

122 Crt. Hrs. : Total Crt. Hrs. required for graduation

Marketing Concentration

University College of Bahrain

Advising Plan

Student Name :

Student ID:

Marketing

Year 1 (1 st . Semester)					Year 1 (2 nd . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
1	ENG101	English I	3		6	ENG102	English II	3	ENG101
2	MAT101	Calculus I	3		7	ARA101	Arabic	3	
3	CSC101	Computing Essentials	3		8	MGT101	Principles of Management	3	
4	ACT101	Fin. Accounting I	3		9	STS201	Probability & Statistics I	3	MAT101
5	SBS155	Human Rights	2		10		Univ. Elective	3	
Total			14		Total			15	
Year 2 (3 rd . Semester)					Year 2 (4 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
11	ENG201	English III: Technical Writing	3	ENG102	16	BUS205	Business Law	3	MGT101
12	ACT201	Managerial Accounting	3	ACT 101	17	ECO202	Macroeconomics	3	201ECO
13	ECO201	Microeconomics	3		18		Dept. Elective	3	
14	SBS206	Bahrain Modern History	3		19	201WCS	Cultural Studies I	3	ENG201
15	MKT201	Principles of Marketing	3		20	FIN201	Principles of Finance	3	101ACT
					21		Univ. Elective	3	
Total			15		Total			18	
Year 3 (5 th . Semester)					Year 3 (6 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
22	305MKT	Consumer Behavior	3	MKT201	27		Dept. Elective	3	
23	MGT301	Organization & Management	3	101MGT	28		Dept. Elective	3	
24	BUS350	Business Communication	3	ENG201	29	MKT360	Promotion Communication Mgt	3	MKT301
25	MIS301	Mgt. Info. Systems	3	CSC101	30	BUS301	Entrepreneurship	3	MGT101
26	MKT301	Marketing Management	3	MKT201	31		Concentration. Elective	3	
Total			15		Total			15	
Year 3 32 - BUS315 Internship / Practicum (3crs.)					Year 4 (7 th . Semester)				
SN	Code	Title	Crs.	Pre-req	SN	Code	Title	Crs.	Pre-req
33	MKT401	Global Marketing	3	MKT301	38		Concentration Elective	3	
34		Dept. Elective	3		39	MKT450	Marketing Strategies	3	MKT401
35		Free Elective	3		40		Free Elective	3	
36		Concentration Elective	3		41	MGT490	Bus. Policy & Strategy	3	MGT101+ +FIN201
37		Concentration Elective	3						
Total			15		Total			12	

122 Crt. Hrs. : Total Crt. Hrs. required for graduation

Master of Business Administration (MBA)

Department: Business Administration Program: Master of Business Administration Concentration: Management	
Core courses (Mod. I)	
ACT 501	Financial and Management Accounting
MGT501	Organizational Behaviour
Core courses (Mod. II)	
FIN501	Corporate and Managerial Finance
MKT501	Marketing Management
Core courses (Mod. III)	
ECO501	Managerial Economics
STS501	Business Statistics and Research Methods
Concentration Requirements (Mod. IV)	
MGT504	Strategic Management
MGT505	Leadership and Change Management
Concentration Requirements (Mod. V)	
MGT506	Human Resources Management
MIS505	IT and Organizational Performance
Concentration Requirements (Mod. VI)	
MGT502	Production and Operations Management
MGT507	Project Management
Concentration Requirements	
MGT520	Business Project

Department: Business Administration Program: Master of Business Administration Concentration: Islamic Finance	
Core courses (Mod. I)	
ACT 501	Financial and Management Accounting
MGT501	Organizational Behaviour
Core courses (Mod. II)	
FIN501	Corporate and Managerial Finance
MKT501	Marketing Management
Core courses (Mod. III)	
STS501	Business Statistics and Research Methods
IBF507	Islamic Economics
Concentration Requirements (Mod. IV)	
IBF508	Theories and Practices of Islamic Banking
IBF509	Figh Muammalah
Concentration Requirements (Mod. V)	
IBF503	Islamic Financial Systems
IBF511	Islamic Accounting
Concentration Requirements (Mod. VI)	
IBF506	Sukuk and Islamic Mutual Fund
IBF510	Islamic Insurance
Concentration Requirements	
MGT520	Business Project

Department of Information Technology

Head of Department

Dr. Nandita Sengupta

Degree Program

Bachelor of Science in Information Technology (B.S.C IT) with concentrations in:

- **Computer Science**
- **Management Information Systems**

The aim of the Undergraduate Information Technology program at UCB is to provide students with strong basic information technology knowledge based on steeping in the Humanities, Social Science and Liberal Arts. The IT sector in the Kingdom of Bahrain is dependent on information technology and need computer systems that are reliable and secure. In a world where all aspects of life operate in a global setting, this type of education is an invaluable preparation for their success.

Graduates from UCB will be capable of making thoughtful choices that lead to productive lives and to responsible participation in society and will develop needed skills that allow them to compete in today's world, such as lifelong learning and managing change effectively and efficiently.

The programs are consistent with UCB's mission to "provide an international standard level of education" and make a significant contribution towards its achievement

Mission

"To prepare students for productive careers by providing a quality learning environment by uniting the rigor, relevance, creativity and intellectual dynamics of Information Technology with the liberal arts to graduate well educated professionals who are prepared to meet the challenges of a rapidly changing world."

Program Educational Objectives

The educational aims of the B.Sc. in information technology undergraduate programs at UCB is to provide students with strong basic Information Technology knowledge based on steeping in the Humanities, Social Science and Liberal Arts. The program educational aims support the missions of the institution and of the department. The IT program will enable its graduates to:

- Be competent in the core foundations of computing, information systems, and related essential fields;
- Be effective in information analysis, design and its implementation to achieve cost effective computing solutions;
- Be successfully employed in the IT sector, related field, or accepted into graduate studies.
- Have knowledge and capabilities to pursue life-long learning and are conscious of ethical, social, global, legal, security and professional issues related to computing;
- Effectively lead, work, coordinate and communicate in cross functional teams.

The objectives are consistent with the mission of UCB being dedicated to quality education benchmarked against international standards and tuned to the needs of the region it serves. These also fulfill the needs of our constituencies and stakeholders, which include students, alumni, employers, faculty, and staff.

Program Learning Outcomes

A1. Students will be able to outline principles, concepts and theories relating to the discipline.

A2. Students will be able to recognize the use of scientific principles in the creation, use and support of computing systems for the solution of practical problems, founded on appropriate technological disciplines.

A3. Students will be able to describe the Information technology requirements to solve computer-based problems and state them in appropriate forms

B1. Students will be able to utilize current techniques, skills and tools necessary for information technology and system practices.

B2. Students will be able to demonstrate practical competencies for specifying, designing and constructing effective implementation strategies for computer-based systems consistent with range of business wide needs including those found in industry.

C1. Students will be able to interpret knowledge of computing, mathematics and management to the discipline.

C2. Students will be able to analyze a problem and identify and define the computing / business requirements appropriate to its solution.

C3. Students will be able to design, implement and evaluate computer-based systems

D1. Students will be able to demonstrate the ability for self-learning and continuing professional development.

D2. Students will be able to show the ability to work on teams to accomplish a common goal.

D3. Students will be able to demonstrate an understanding of professional, ethical, legal, security and analyze the impact of computing on individuals, organizations, and society.

Computer Science Concentration Intended Learning Outcomes

A. Knowledge and Understanding

A1. Students will be able to outline the concepts of computing and mathematics appropriate to the discipline

A2. Students will be able to recognize the essentials of design, implementation, and evaluation of computer-based system, process, component, or program to meet desired needs

A3. Students will be able to describe the computing requirements to solve computer-based problems and state them in appropriate forms

B. Subject Specific Skills

B1. Students will be able to utilize current techniques, skills, and tools necessary for computing practice.

B2. Students will be able to illustrate the ability to apply mathematical foundations, algorithmic principles, and computer science theory in the modelling and design of computer-based systems in a way that demonstrates comprehension of the trade-offs involved in design choices

C. Thinking Skills

C1. Students will be able to interpret knowledge of computing and mathematics to the discipline.

C2. Students will be able to analyse a problem, and identify and define the computing requirements appropriate to its solution.

C3. Students will be able to design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs

D. Transferable Skills

D1. Students will be able to demonstrate the ability for self-learning and continuing professional development.

D2. Students will be able to show the ability to work on teams to accomplish a common goal

D3. Students will be able to demonstrate an understanding of professional, ethical, legal, security and analyze the impact of computing on individuals, organizations, and society.

Computer Science Concentration

FIRST Year (Freshman) (Semester - 1)

No.	Course Title	LT	LB	CR	Pre-Requisit
ENG101	English I	-	-	3	-
CSC101	Computing Essentials	2	2	3	-
ARA101	Arabic I	-	-	3	-
MAT101	Calculus I	-	-	3	-
CIT102	Programming Language I	2	2	3	-
Total				15	

SECOND Year (Sophomore) (Semester - 1)

No.	Course Title	LT	LB	CR	Pre-Requisit
ENG201	English III - Technical Writing	-	-	3	ENG102
STS201	Probability and Statistics I	-	-	3	MAT101
	University Elective	-	-	3	
CIT210	Intro. to Web Design	2	2	3	CIT102
CIT213	Data Structure	2	2	3	CIT104
Total				15	

THIRD Year (Junior) (Semester - 1)

No.	Course Title	LT	LB	CR	Pre-Requisit
SBS206	Bahrain Modern History	-	-	3	
CIT311	Management Information Systems	-	-	3	CSC101
CIT317	System Analysis and Design	-	-	3	CIT213
CIT318	Database Management Systems I	2	2	3	CIT104
MAT218	Linear Algebra	-	-	3	STS201
Total				15	

FOURTH Year (Senior) (Semester - 1)

No.	Course Title	LT	LB	CR	Pre-Requisit
CIT432	Computer and Network Security	-	-		CIT325
CSC442	Software Engineering	-	-	3	CIT317
CSC451	Numerical Computing	2	2	3	CSC225
	Concentration Elective	-	-	3	
CIT497	Internship	-	-	3	90 CR
Total				15	

FIRST Year (Freshman) (Semester - 2)

No.	Course Title	LT	LB	CR	Pre-Requisit
	Dept. Elective	-	-	3	
MAT102	Calculus II	-	-	3	MAT101
ENG102	English II	-	-	3	ENG101
	University Elective	-	-	3	-
CIT104	Programming Language II	2	2	3	CIT102
SBS155	Human Rights			2	-
Total				17	

SECOND Year (Sophomore) (Semester - 2)

No.	Course Title	LT	LB	CR	Pre-Requisit
WCS201	Cultural Studies I	-	-	3	ENG201
MAT211	Discrete Mathematics	-	-	3	MAT101
CSC225	Analysis of Algorithms	-	-	3	CIT213
CIT231	Cloud Computing	-	-	3	CIT104
CSC235	Programming Languages	-	-	3	CIT213
Total				15	

THIRD Year (Junior) (Semester - 2)

No.	Course Title	LT	LB	CR	Pre-Requisit
CIT322	Operating Systems	-	-	3	CIT213
CIT325	Computer Networks	-	-	3	CIT104
CIT341	IT Project Management	-	-	3	CIT104
CSC376	Artificial Intelligence	-	-	3	CIT213
	Dept Elective	-	-	3	-
Total				15	

FOURTH Year (Senior) (Semester - 2)

No.	Course Title	LT	LB	CR	Pre-Requisit
	Concentration Elective	-	-	3	
CSC455	Computer Architecture	-	-	3	CIT322
CSC457	Theory of Computation	-	-	3	MAT218
CSC485	Computer Graphics	2	2	3	CIT213, MAT211
CIT498	Graduation Project	-	-	3	90 CR
Total				15	

Management Information Systems Concentration Intended Learning Outcomes

A. Knowledge and Understanding

A1. Students will be able to outline the application of information systems and their impact on the business operations and on an organisation as a whole.

A2. Students will be able to recognize the principles, methodologies, criteria and tools that can be employed in the analysis, specification, development, evaluation, and management of information systems

A3. Students will be able to describe the structures of business organisations, their functions and challenges, and the environment in which they operate.

B. Subject Specific Skills

B1. Students will be able to utilize appropriate methods and tools to plan and manage the development of an information system.

B2. Students will be able to evaluate, select and apply appropriate principles, methodologies, techniques and tools for developing the information systems.

C. Thinking Skills

C1. Students will be able to interpret specify user requirements to develop or to select an appropriate information system solution

C2. Students will be able to analyze a business problem/situation, formulate criteria to identify an appropriate strategy to solve it.

C3. Students will be able to design, develop and test information systems to address business problems.

D. Transferable skills

D1. Students will be able to demonstrate the ability for self-learning and continuing professional development.

D2. Students will be able to show the ability to work on teams to accomplish a common goal

D3. Students will be able to demonstrate an understanding of professional, ethical, legal, security and analyze the impact of computing on individuals, organizations, and society.

Management Information Systems (MIS) Concentration

FIRST Year (Freshman) (Semester - 1)						FIRST Year (Freshman) (Semester - 2)					
No.	Course Title	LT	LB	CR	Pre-Requisite	No.	Course Title	LT	LB	CR	Pre-Requisite
ENG101	English I	-	-	3	-		Dept. Elective	-	-	3	-
CSC101	Computing Essentials	2	2	3	-	MGT201	Principles of Management	-	-	3	-
ARA101	Arabic I	-	-	3	-	ENG102	English II	-	-	3	ENG101
MAT101	Calculus I	-	-	3	-	ACT101	Financial Accounting I	-	-	3	-
CIT102	Programming Language I	2	2	3	-	CIT104	Programming Language II	2	2	3	CIT102
						SBS155	Human Rights			2	-
Total				15		Total				17	
SECOND Year (Sophomore) (Semester - 1)						SECOND Year (Sophomore) (Semester - 2)					
No.	Course Title	LT	LB	CR	Pre-Requisite	No.	Course Title	LT	LB	CR	Pre-Requisite
ENG201	English III - Technical Writing	-	-	3	ENG102	WCS201	Cultural Studies I	-	-	3	ENG201
STS201	Probability and Statistics I	-	-	3	MAT101	FIN201	Principles of Finance	-	-	3	ACT101
ECO201	Microeconomics	-	-	3	-	ECO202	Macroeconomics	-	-	3	ECO201
CIT210	Intro. Web Design	2	2	3	CIT102	CIT231	Cloud Computing	-	-	3	CIT102
CIT213	Data Structure	2	2	3	CIT104	MKT201	Principles of Marketing	-	-	3	-
Total				15		Total				15	
THIRD Year (Junior) (Semester - 1)						THIRD Year (Junior) (Semester - 2)					
No.	Course Title	LT	LB	CR	Pre-Requisite	No.	Course Title	LT	LB	CR	Pre-Requisite
SBS206	Bahrain Modern History	-	-	3	-	CIT322	Operating Systems	-	-	3	CIT213
CIT311	Management Information Systems	-	-	3	CSC101	CIT325	Computer Networks	-	-	3	CIT104
CIT317	System Analysis and Design	-	-	3	CIT213		Dep. Elective	-	-	3	-
CIT318	Database Management Systems I	2	2	3	CIT104	CIT341	IT Project Management	-	-	3	CIT104
MGT301	Organization and Management	-	-	3	MGT201		University Elective	-	-	3	-
Total				15		Total				15	
FOURTH Year (Senior) (Semester - 1)						FOURTH Year (Senior) (Semester - 2)					
No.	Course Title	LT	LB	CR	Pre-Requisite	No.	Course Title	LT	LB	CR	Pre-Requisite
	Concentration Elective	-	-	3	-	MIS465	Intro to E-Business & E-Commerce	-	-	3	CIT311
CIT432	Computer and Network Security	-	-	3	CIT325	MIS479	Human Computer Interaction	-	-	3	CIT104
MIS425	Business Intelligence and Decision Support Systems	-	-	3	CIT311		Concentration Elective	-	-	3	-
MIS430	Enterprise System	-	-	3	CIT317		University Elective	-	-	3	-
CIT497	Internship	-	-	3	90CR	CIT498	Graduation Project	-	-	3	90CR
Total				15		Total				15	

Department of Communication and Multimedia

Head of Department

Dr. Lilian Hallak

Degree Program

Bachelor of Arts in Communication and Multimedia with concentrations in:

- **Graphic Design**
- **Multimedia**
- **Public Relations**

Program Educational Objectives

- Provide students with the necessary knowledge and skills to develop appropriate communicative form across media and formats.
- Provide students with the knowledge and skills required for critically and solving communication problems using specific applications to respond to a variety of audiences and contexts.
- Enable students to develop a global perspective and adapt to dynamic international issues in communication concepts.
- Empower students to join workforce and/or pursue them for the further graduate studies.

Program Learning Outcomes

A1. To be able to expose to the theories and principles of design, multimedia and public relations.

A2. To be able to understand the different process and procedures in production in graphic design, multimedia and public relations.

A3. To be familiar with the importance of social, technological and historical background in graphic design, multimedia and public relations.

A4. To be able to recognize the added value in visual, oral and written media practices.

A5. To be able to integrate the function of communication in response to globalization.

B1. To be able to communicate the relevant output in graphic design, multimedia and public relations.

B2. To be able to institutionalize and execute the relevant processes and procedures pertaining to graphic design, multimedia and public relations.

B3. To be able to use the current industry standard technology in graphic design, multimedia and public relations.

B4. To be able to function in multi-lingual environment in the field of graphic design, multimedia and public relations.

C1. To be able to observe, analyze and synthesize relevant applications in graphic design, multimedia and public relations.

C2. To be able to solve problems related to graphic design, multimedia and public relations.

C3. To be able to adhere to the ethical concern in the field of graphic design, multimedia and public relations.

C4. To be able to activate relevant research environment in the field of graphic design, multimedia and public relations.

D1. To be able to communicate professionally in oral, visual and written communication in the field of graphic design, multimedia and public relations.

D2. To be able to practice proficiency in academic writing and reporting in the field of graphic design, multimedia and public relations

D3. To be able to have a multi-tasking skills and team work in carrying out projects in the field of graphic design, multimedia and public relations.

D4. To be able to inculcate positive attitudes in the field of graphic design, multimedia and public relations.

Graphic Design Concentration

University College of Bahrain
Student Name:

Advising Plan (2018)

Student ID:

Concentration Name: Graphic Design

1 st Semester (First Year) Fall					2 nd Semester (First Year) Spring				
No	Code	Title	Cr. Hrs	Pre-Req.	No	Code	Title	Cr. Hrs	Pre-Req.
1	ENG101	English I	3		6	ENG102	English II	3	ENG101
2	GRD103	Foundation Studio	4		7	CSC101	Computing Essential	3	
3	MMP101	Introduction to Visual Culture in Digital Media	3		8	GRD132	Colour Fundamental	3	
4	GRD131	Basic Drawing	3		9		Concentration Elective I	3	
5	GRD151	Art History I	3		10	GRD134	Digital Photography	3	
					11		Program Elective I	3	
			16					18	

3 rd Semester (Second Year) Fall					4 th Semester (Second Year) Spring				
No	Code	Title	Cr. Hrs	Pre-Req.	No	Code	Title	Cr. Hrs	Pre-Req.
12	ENG201	English III: Technical Writing	3	ENG102	17	WCS201	Cultural Studies I	3	ENG201
13	GRD204	GD I Studio	4	GRD103, GRD131	18	GRD205	GD II Studio	4	GRD204
14	GRD213	Typography I	3	GRD103	19		Program Elective II	3	
15	GRD221	Digital Media I	3	CSC101	20		Program Elective III	3	
16	MMP207	Introduction to Multimedia Tools	3		21	COM201	Intro to Mass Communication	3	
			16					16	

5 th Semester (Third Year) Fall					6 th Semester (Third Year) Spring				
No	Code	Title	Cr. Hrs	Pre-Req.	No	Code	Title	Cr. Hrs	Pre-Req.
22	COM301	Media Laws, Ethic and Society	3		27	SBS206	Bahrain Modern History	3	
23	GRD306	GD III Studio	4	GRD205	28	GRD307	GD IV Studio	4	GRD306
24		Concentration Elective II	3		29		Program Elective IV	3	
25		Concentration Elective III	3		30	ARA101	Arabic	3	
26		University Elective I	3		31		University Elective II	3	
			16					16	

Summer Semester (Third Year)				
32	CGM400	Internship	3	Completed 90 Cr. Hrs.

7 th Semester (Fourth Year) Fall					8 th Semester (Fourth Year) Spring				
No	Code	Title	Cr. Hrs	Pre-Req.	No	Code	Title	Cr. Hrs	Pre-Req.
33	GRD408	Final Year Research	3	GRD307	37	GRD409	Final Year Project	4	GRD408
34		Program Elective V	3		38		Concentration Elective IV	3	
35		University Elective III	3		39		Free Elective II	3	
36		Free Elective I	3		40	SBS155	Human Rights	2	
			12					12	
								TOTAL 125	

Multimedia Concentration

University College of Bahrain

Student Name:

Student ID:

Concentration Name: Multimedia

1 st Semester (First Year)					2 nd Semester (First Year)				
No	Code	Title	Cr. Hrs	Pre-Req.	No	Code	Title	Cr. Hrs	Pre-Req.
1	ENG101	English 1	3		6	ENG 102	English II	3	ENG101
2	SBS155	Human Right	2		7	MMP207	Intro to Multimedia Tools	3	
3	MMP101	Introduction to Visual Culture	3		8	GRD134	Digital Photography	3	
4	CSC101	Computing Essentials	3		9		Concentration Elective I	3	
5	COM201	Introduction to Mass Communications	3		10	MMP211	Introduction to Creative and Art Direction	3	
			14					15	
3 rd Semester (Second Year)					4 th Semester (Second Year)				
	Code	Title	Cr. Hrs	Pre-Req.	No	Code	Title	Cr. Hrs	Pre-Req.
11	ENG201	English III Technical Writing	3	ENG 102	17	WCS201	Cultural Studies I	3	ENG201
12	GRD221	Digital Media I	3		18	ARA 101	Arabic	3	
13	MMP203	User Interface and Web Design I	3	CSC101	19	MMP311	User Interface and Web Design II (Department Requirement)	3	MMP203
14	COM301	Media Law and Ethics	3		20	GRD222	Digital Media II (Department Requirement)	3	GRD221
15		University Elective I	3		21		Concentration Elective III	3	
16		Concentration Elective II	3		22		University Elective II	3	
			18					18	
5 th Semester (Third Year)					6 th Semester (Third Year)				
	Code	Title	Cr. Hrs	Pre-Req.	No	Code	Title	Cr. Hrs	Pre-Req.
23	MMP309	Video Production	4		28	MMP208	Digital Audio	3	MMP309
24	MMP307	Multimedia Mobile Application Design (Department Requirement)	3	MMP203	29	MMP310	3D Compositing and Animation	3	MMP205
25	MMP205	3D Design and Visualization	3		30	MMP311	Introduction to Augmented and Virtual Reality	3	MMP307
26	GRD326	Motion Graphics (Department Requirement)	3	GRD222	31	MMP312	Digital Marketing	3	MMP307
27		University Elective III	3		32	MMP206	Kinetic Typography	3	
			16					15	
Summer Semester (Third Year)									
33	CGM400	Internship	3	90 Cr.Hrs+ Senior Standing					
7 th Semester (Fourth Year)					8 th Semester (Fourth Year)				
	Code	Title	Cr. Hrs	Pre-Req.	No	Code	Title	Cr. Hrs	Pre-Req.
34	MMP406	Multimedia Studio A	4	MMP309, MMP311, MMP208, MMP206	38	MMP409	Multimedia Studio B (Final Project)	4	MMP406, MMP308
35	MMP308	Visual Effects Studio	3		39	SBS206	Bahrain Modern History	3	
36	GRD427	Interactive Digital Media (Department Requirement)	3	GRD326	40		Free Elective I	3	
37		Concentration Elective IV	3		41		Free Elective II	3	
			13					13	
								TOTAL 125	

Public Relations Concentration

University College of Bahrain

Student Name:

Student ID:

Concentration Name: Public Relations

1 st Semester (First Year) Fall					2 nd Semester (First Year) Spring				
No	Code	Title	Cr.	Pre-Req.	No	Code	Title	Cr.	Pre-Req.
1	ENG101	English I	3		6	ENG102	English II	3	ENG101
2	COM201	Intro to Mass Communication	3		7	ARA101	Arabic	3	
3	MMP101	Introduction to Visual Culture in Digital Media	3		8	COM202	Intro to Public Relations	3	
4	CSC101	Computing Essential	3		9	GRD134	Digital Photography	3	
5		University Elective I	3		10		Concentration Elective I	3	
			15					15	
3 rd Semester (Second Year) Fall					4 th Semester (Second Year) Spring				
No	Code	Title	Cr.	Pre-Req.	No	Code	Title	Cr.	Pre-Req.
11	ENG201	English III: Technical Writing	3	ENG102	17	WCS201	Cultural Studies I	3	ENG201
12	MMP207	Introduction to Multimedia Tools	3		18	COM206	Desktop Publishing	2	CSC101
13	COM204	News Writing and Reporting I	3	COM201	19		Program Elective II	3	
14	GRD221	Digital Media I	3	CSC101	20		University Elective II	3	
15	STS201	Probability Statistics I	3		21	MKT201	Principles of Marketing	3	
16		Program Elective I	3						
			18					14	
5 th Semester (Third Year) Fall					6 th Semester (Third Year) Spring				
No	Code	Title	Cr.	Pre-Req.	No	Code	Title	Cr.	Pre-Req.
22	COM308	Media Planning	3	COM201	27	SBS206	Bahrain Modern History	3	
23	COM301	Media Law, Ethics & Society	3	COM201	28	COM306	Public Relations Communication	3	COM202
24		Program Elective III	3		29	COM307	Public Relations Techniques	3	COM202
25	COM305	Principles of Advertising	3	COM201	30		Program Elective IV	3	
26		Concentration Elective II	3		31		Free Elective I	3	
			15					15	
Summer Semester (Third Year)									
32	CGM400	Internship	3	90 Cr.Hrs + Senior Standing					
7 th Semester (Fourth Year) Fall					8 th Semester (Fourth Year) Spring				
No	Code	Title	Cr.	Pre-Req.	No	Code	Title	Cr.	Pre-Req.
33	COM401	Mass Communication Research	3	COM201 + STS201	38	COM409	Public Relations Project	4	COM402
34	COM402	Public Relations Campaigns	3	COM307	39		Concentration Elective IV	3	
35		University Elective III	3		40		Program Elective V	3	
36		Concentration Elective III	3		41	SBS155	Human Rights	2	
37		Free Elective II	3		42	COM404	PR Planning & Management	3	
			15					15	
								TOTAL 125	

Courses Descriptions

General Studies Unit Courses Descriptions

ARA101	Arabic Language		(3crs) (NQF 5)
ويشمل هذا المساق دراسة مبادئ اللغة العربية في النحو، الصرف، التعبير الشفوي والكتابي، كما يشمل دراسة الاتصال اللغوي وعناصره، ويهدف المقرر إلى دعم حصيلة الطالب مما توافر له في مرحلة التعليم العام، وتمكينه من ممارسة اللغة العربية في وظائفها الطبيعية ممارسة صحيحة. كما يهدف إلى تنمية قدرات الطالب على: قراءة النصوص قراءة صحيحة، فهم المقروء واستيعابه، اجادة التعبير كتابة ومحادثة، تلخيص المقروء وتحليله وتذوقه، الكتابة الإدارية الصحيحة، ككتابة الرسائل الرسمية والتقارير			
ARA102	Arabic As A Second Language		(3crs) (NQF 5)
This introductory course sequence enables students to read, write, and pronounce Arabic words and sentences; engage in oral and written communication; and gain some exposure to spoken dialects and Arab culture.			
ENG097	Foundation English I		(0cr)
An intensive course for low intermediate level training course to improve oral and written communication skills in English. Skills of listening, speaking, reading and writing are taught in an integrated manner.			
ENG098	Foundation English II	Prerequisite: ENG097	(0cr)
Foundation II is a 13 hour per week English training course that represents the second tier of the Foundation Program at UCB. This course is designed to help students attain a level of competence that would make it possible for them to pursue their studies. In major of their choice, through the medium of English. The students are given a variety of assignments to develop all the four skills.			
ENG099	Foundation English III	Prerequisite: ENG098	(0cr)
Foundation III is an 8 hour per week English training course that represents the third tier of the Foundation Program at UCB. This is an extension of what the students have done in foundation II. The tasks are tougher than the previous level. This course is designed to help students attain a higher level of competence that would make it possible for them to pursue their studies in the major of their choice through the medium of English. The students are given a variety of assignments to develop all the four skills			
ENG101	English I	Prerequisite: ENG099	(3crs) (NQF 5)
During this course you will be taught how to write more than paragraph and how to organize information in English if you will write an effective essay. This course will teach you skills that will promote good writing. The student will learn paragraph development and gain essay skills essential for successful academic work.			
ENG102	English II	Prerequisite: ENG101	(3crs) (NQF 5)
The purpose of this course is to further develop the communication skills and sub-skills of reading, listening comprehension, spoken and written expression as well as the language elements (vocabulary and grammar), integrating them and presenting them in an academic context. The course is based on selected readings from diverse sources which become progressively more challenging. These are complemented by a wide variety of pre- and post-reading exercises, including class discussions. Students will develop critical thinking skills and appropriate reading strategies needed for success in all academic disciplines.			

ENG201	English III: Technical Writing	Prerequisite: ENG102	(3crs) (NQF 6)
In this course, you will explore different aspects of technical writing designed to enhance one's professional effectiveness in written communication. We will be focusing on several areas of concentration including internal memos, formal business letters, report writing, letters of application and inquiry, e-mails, resumes (and/or curriculum vitae), follow-up letters, thank you letters. Emphasis will be placed on appropriate business communication in the 21 st century.			
ENG204	Modern European Masters in Translation		(3crs) (NQF 6)
This course is intended to familiarize students with certain important trends in European thought that had a major impact on shaping the Western intellectual tradition of today. The course begins with Enlightenment thought that made the French Revolution possible. French thought and its contributions in the 18 th Century will be the background for the analysis of Condide.			
ENG205	World Literature in English	Prerequisite: ENG102	(3crs) (NQF 6)
The primary purpose of this course is to foster love of learning. Students should enjoy the experiences of reading and discussing literature. It provides something of interest and value for each student. the second goal is to encourage students to recognize a common humanity through time and across space. the selections in world literature reveal that the human need for love and friendship, for the respect of oneself and others, for a secure and beautiful environment, and for a sense of personal accomplishment know no boundaries. students also understand that though each country or region has its own culture, the human bond that connects us is stronger than the differences that divide us. equipped with this understanding, we no longer view what is foreign as necessarily threatening, instead variety becomes stimulating and valuable and an opportunity to learn from others. the third goal is to analyze literature. By analyzing literature, the students look into the various tools used in a poem, story, play etc.			
ENG206	Studies in Canadian Literature		(3crs) (NQF 6)
This course deals with selected Canadian writers intended to familiarize students with certain important trends in Canadian thought that had a major impact on shaping Canadian culture and its intellectual traditions.			
ENG210	American Literature		(3crs) (NQF 6)
This course is a survey of selected American literature. It examines major literary movements and schools in America. The student learns to compare and contrast characteristics of literary texts, interpret literary works, and relate literature to cultures.			
ENG211	Creative Writing	Prerequisite: ENG101, ENG102	(3crs) (NQF 6)
This course examines the basic techniques of fiction, with related writing exercises involving elements such as point of view, characterization, and dialogue. The course includes discussion of student exercises and readings in short fiction.			
ENG220	Themes in Literature		(3crs) (NQF 6)
The course introduces non-specialized students to the characteristics of literary texts and enables them to speak and write meaningfully about a poem or a short story. It trains students to ask the right questions of a literary text as well as develops students' aesthetic sense. Discussions will center upon the way a particular text works in its details and overall form and structure			

FRN101	French as Foreign Language		(3crs) (NQF 5)
This course aims to introduce the students to a basic knowledge of the French language and its grammar, vocabulary, and idioms.			
FRN201	French as Foreign Language II	Prerequisite: FRN101	(3crs) (NQF 6)
The course aims to enhance the students' knowledge of the French language and its grammar, vocabulary, and idioms, expanding on the basics learned in French 101.			
LIT203	Studies in American Literature	Prerequisite: ENG101	(3crs) (NQF 6)
<p>This course introduces Studies in American Literature is a study of the major literary topics and themes across the history of the United States from pre-colonial times to present day. Students will focus on the major literary forms of the emerging nation, analyze the literary themes and trends, and research and analyze various literary forms and evaluate the historical aspects of United States.</p> <p>This course will enable the student to understand the overall history of America, appreciate literature and its impact on any civilization, evaluates various periods existed in America and the transformation of human thinking and development through the stages. The student will also be acknowledged with literary techniques, poetical styles, vocabulary and language themes.</p>			
PHL201	Introduction to Philosophy		(3crs) (NQF 6)
This course traces the emergence of philosophy to its Greek origins. It raises the issues that excited the early Greek philosophers and discusses the answers that they provided and the reasons why we are still interested in what they had to say on such matters, like the origin of the universe, the nature of knowledge, reason, justice, peace, God and happiness. Various schools of philosophy are studied with particular emphasis on Plato, Aristotle, Epicurus and the Stoics.			
PHL202	Business Ethics	Prerequisite: ENG102	(3crs) (NQF 6)
This course deals with ethical principles and theories that are fundamental to a moral perspective. It studies some major ethical schools and shows how ethical behavior leads to better business and a more professional environment. It raises questions about the validity of business practices apart from moral principles. Cases studies are selected from areas relevant to the business and IT environments in order to show students how moral issues affect.			
PHL203	Critical Thinking Skills		(3crs) (NQF 6)
This course introduces students to important and well tried thinking strategies that will help them think correctly and scientifically, adopt essential thinking habits and learn how to reason well, distinguish between true and false conclusions, valid and invalid arguments and avoid falling into some common fallacies. The student will learn also how to ponder solutions to some well-known contradictions and examine the fundamental strategies used by scientists and philosophers in the formation of scientific hypotheses and theories.			
POS101	Introduction to Political Science		(3crs) (NQF 7)
This course presents an overview of the discipline, including the basic theories, concepts, approaches, and enduring questions of political science. It provides students with a foundation of knowledge and the analytical skills necessary to understand modern politics in historical context.			

PSY201	Introduction to Psychology	Prerequisite: ENG101	(3crs) (NQF 6)
This course involves mainly the study of mental processes and behavior. It explores psychological processes on 3 specific levels: brain, person and group. It also examines the history and evolution of psychology as a science, defining various schools of thought and their proponents.			
PSY202	Psychological Counseling		(3crs) (NQF 6)
The purpose of this course is to help students acquire interpersonal communication skills essential to conducting effective interviews. Emphasis will be placed on the acquisition of specific skills, competencies and concepts necessary to both understanding and mastering the interviewing process. The milieu in which this class will be taught will be highly interactive with an emphasis on both teacher-led and student-led activities.			
SBS150	Introduction to Drama and Theater Studies		(3crs) (NQF 6)
This course is for students who are interested in theatre and performance but do not necessarily have a background in Drama or Theatre studies. It approaches theatre from two angles; creating theatre, and the study of theatrical traditions. Non-majors will have the chance to study classical and modern dramatic texts, create theatre and performance pieces, learn about theatre production and develop skills in evaluating performance. Students will learn to analyze texts in relation to dramatic theory and historical context; plan, research and present individual and group projects; develop practical skills related to the theory and practice of theatre arts including the visual, kinesthetic and symbol systems of drama and theatre to communicate meaning; integrating skills, knowledge and processes towards creating a dramatic piece, and critically examining the production process and development of work.			
SBS155	Human Rights		(2crs) (NQF 5)
Theoretical & analytical study for Human Rights law principles, students should use their analytical power to understand the issues surrounding Human Rights history, sources and implementation both International (Western) and Islamic.			
SBS195	Introduction to Anthropology		(3crs) (NQF 5)
This course will introduce the undergraduate student to the scientific and comprehensive study of mankind as formally studied in the social science discipline of Anthropology. The four subfields of anthropology: physical anthropology, archeology, linguistics, and socio-cultural anthropology will be explored with emphasis on their foundations and subsequent modifications due to the growth in knowledge derived from fieldwork, scientific discovery, and contemporary theoretical frameworks.			
SBS200	Social/Cultural Anthropology		(3crs) (NQF 5)
Social/Cultural anthropology is the study of human ways of life in the broadest possible comparative perspective. Social/Cultural anthropologists are interested in all types of societies from hunting and gathering bands to modern industrial states. The aim of social/cultural anthropology is to document the full range of human cultural adaptations and achievements and to discern in this great diversity the underlying co variations among and change in human societies and cultures.			

SBS201	General Sociology	Prerequisite: ENG101	(3crs) (NQF 6)
This course will introduce the students the of humankind's most important creation-- the social group. It will focus on the study of the societies which influence in which we live. All of our greatest achievements, good and bad, are the products of human groups. The students would become familiar with the features of socializing and culture. This course is facilitating a scientific study of the social behavior of human groups. It focuses on social relationships, how these relationships influence human behavior; and how societies the sum total of these relationships, develop and change. It explores basic sociological concepts and theories, main social groups and social institutions, and examines the relationship between structure and changes in a society. It will enlighten the learner with the facts of inequality, stratification by gender, global divisions and enable them to be more adaptive and receptive in a world of diversity.			
SBS202	General Psychology		(3crs) (NQF 6)
This course introduces the student to the field of psychology, its major theories and approaches to the study of human behavior, principal research methods, and current areas of research. The student is exposed to the diverse fields of psychology such as social, cognitive, abnormal, clinical, educational, and neurophysiology.			
SBS203	Human Development	Prerequisite: ENG101	(3crs) (NQF 6)
The purpose of this course is to look at human development through the theories generated by famous psychologists like Sigmund Freud. It enables the students to gain a good understanding of the issues surrounding the diverse population in the united states and other societies. It also explains how poverty, race-ethnicity, gender, age, and ability shape development and decision making. the course also provides a variety of examples of how developmental theory can be translated into applications useful in both their personal and their professional lives. by examining the work of prominent develop mentalists such as g Stanley hall, Alfred Binuet, Urie Bronfenbrenner and many others, the students will come to understand the complex network of developmental tasks that shape us as we move through the life span.			
SBS204	Social Psychology		(3crs) (NQF 6)
This course is a brief survey of social psychological theory and research. It explores the subjects of attitudes, intra-group and inter-group relations, social perception, and group conformity processes.			
SBS205	Communication Skills	Prerequisite: ENG101	(3crs) (NQF 6)
This course introduces students to the intellectual roots and contemporary applications of cultural studies, including critical media studies, focusing on the theoretical bases for analyses of power and meaning in production, texts, and reception. The course surveys the main features of civilizations. It examines major cultural, social, economic and political trends within each civilization, stressing interactions between or among civilizations. The course requires reading and class discussion of a selection of original texts. Some emphasis is placed on Middle Eastern thought and philosophy which can lead to analytical examination of various cultures. Designed as preparation for intermediate and advanced work grounded in cultural studies, the course is writing intensive, with special emphasis on developing skills in critical thinking and scholarly argumentation and documentation			
SBS206	Bahrain Modern History		(3crs) (NQF 6)
Bahrain anciently known as Dilmun, the island was known to the Greeks as Tylos. Ruled by Portugal (16th cent.), Bahrain became a sheikdom in 1783 and a British-protected state in 1861. Independence was declared in 1971. A constitution, adopted in 1973 after declaring the independency, all this information will be detailed for the student to know the background of the Kingdom's history.			

SBS207	Art of Film		(3crs) (NQF 6)
This course is an exploration of the various techniques and features that comprise the art of filmmaking. We will examine various components of filmmaking and consider conceptual issues in film criticism.			
SBS208	Global Environmental Studies		(3crs) (NQF 6)
This course is an interdisciplinary investigation of how human activities impact the earth's environment on a global scale. Population, resource use, climate change, and biodiversity from scientific/technical and social/economic/historical and political perspectives are examined.			
SBS300	Anthropology of the Middle East	Prerequisite: ENG102	(3crs) (NQF 7)
This course is designed to explore anthropological and historical inquiry of the regional area defined as the Middle East. Excerpts from ethnographic material and related scholarly material will explore various topics such as socioeconomic patterns of habitation, urbanism and urbanization, tribal society, kinship, religion, practical ideologies, and governance and the state.			
SSE110	Social Science: Psychology		(3crs) (NQF 5)
The purpose of this course is to help students understand and appreciate factors influencing human behavior and mental processes. Course content will emphasize such areas as: (a) the key role that research plays in the field of psychology, (b) the co-roles that biology and environment play in influencing human behavior, (c) the application of psychological research findings in understanding child and adult development, gender and cultural differences/ similarities in human behavior and (d) factors relating to mental health and mental illness.			
WCS201	Cultural Studies I	Prerequisite: ENG201	(3crs) (NQF 7)
This course introduces students to the intellectual roots and contemporary applications of cultural studies, including critical media studies, focusing on the theoretical bases for analyses of power and meaning in production, texts, and reception. The course surveys the main features of civilizations. It examines major cultural, social, economic and political trends within each civilization, stressing interactions between or among civilizations. The course requires reading and class discussion of a selection of original texts. Some emphasis is placed on Middle Eastern thought and philosophy which can lead to analytical examination of various cultures. Designed as preparation for intermediate and advanced work grounded in cultural studies, the course is writing intensive, with special emphasis on developing skills in critical thinking and scholarly argumentation and documentation.			
WCS301	Cultural Studies II	Prerequisite: WCS201	(3crs) (NQF 7)
This course is designed to develop the student's understanding of and appreciation for the role of critical theory, and the theoretical issues that it poses, in relation to cultural studies and the humanities. Students will not only acquire a familiarity with the various schools of critical theory and how they have impacted various academic disciplines but also develop their own skills in critical thinking as they work their way through the questions that theoretical issues present. The key objective, other than those mentioned above, is to show students how theory is relevant to their lives, thoughts, experiences, and interpretations of the world around them. The study of theory is a valuable undertaking in its own right, but it will also be a definite source of help in making sense of the approaches encountered in other courses and is especially invaluable for those students who are considering graduate studies.			

WMN201	Women Studies	Prerequisite: ENG101	(3crs) (NQF 6)
<p>This course will concentrate on the experiences of women in throughout the world, but, on occasion, we will broaden our scope to the life of women in the Middle East countries too.</p> <p>This course does not only consider differences between women and men, but also explores differences among women. The readings and discussion will be designed to examine ideas about race, class, sexuality and other aspects of identity in addition to gender. Together we will discuss the relationships among these categories and will analyze when and how such categories operate.</p> <p>There is no single way to understand the controversial issues touched on in this course. Disagreement and debate are not only present in society at large but are an important part of the theory and practice of Women's Studies.</p>			
MAT101	Calculus 1		(3crs) (NQF 6)
<p>This course is an introduction to Calculus. Calculus is a mathematical tool used to identify and understand relationships between variables in disciplines such as natural and physical sciences, engineering and economics. In this course students will develop algebra and pre-calculus skills that are required to study calculus and will be introduced to the key ideas of differential by means of examples focused on problems in science and engineering.</p>			
MAT102	Calculus II	Prerequisite: MAT101	(3crs) (NQF 6)
<p>This course emphasizes on integral calculus of functions of one variable. It provides an introduction to the application of definite integrals, techniques of integrations and improper integrals. It also helps to develop new problem-solving and critical reasoning skills and prepares for further study in Mathematics, the physical sciences or engineering.</p>			
STS201	Probability and Statistics 1	Prerequisite: MAT101	(3crs) (NQF 6)
<p>This course aims to introduce students to some fundamental principles and knowledge of statistics. It helps to develop students' ability to compile statistical data, carry out simple statistical calculation and understand the elements of probability and probability distribution. Applications of Statistical techniques are emphasized to solve practical problems in science and engineering.</p>			
STS202	Probability and Statistics 2	Prerequisite: MAT101	(3crs) (NQF 6)
<p>This course presents an introduction to general statistics principles: Continuous and discrete distributions of one or two variables, conditional distributions, regression curve. Continuous normal distribution, correlation, linear regression, the chi squared and its limitation, the F- distribution and applications, hypotheses model cases of more than two variables. The emphasis is on topics that are of importance in applications to econometrics, finance and the social sciences. Concepts and methods that provide the foundation for more specialised courses in statistics are introduced.</p>			
MAT211	Discrete Mathematics 2	Prerequisite: MAT101	(3crs) (NQF 6)
<p>This course develops basic symbolic logic, set theory and proof techniques, and introduces students to discrete structures including sets, relations, functions, matrices and graphs. These techniques and tools are used to study basic properties of the integers.</p>			

MAT218	Linear Algebra	Prerequisite: MAT102, STS201	(3crs) (NQF 6)
This course introduces the system of linear equations, Gaussian elimination method, matrices, determinants, inverse, vector spaces and subspaces, dimension, rank- nullity theorem, eigenvalues and eigenvectors, linear transformations and matrices, similar matrices, inner product, orthogonal projection, least square.			

Accounting Courses Descriptions

ACT101	Financial Accounting I		(3crs) (NQF 5)
This course aims to provide students with an understanding of the basic concepts, principles, procedures and techniques underlying the accounting process, and to equip them with a good foundation for studies of other accounting courses in the degree programme.			
ACT102	Financial Accounting II		(3crs) (NQF 5)
The course aims to build a strong grounding of accounting principles and the preparation of financial statements. Topics covered include Accounting Information System, cash & internal control, Accounting for receivables, long-term assets, current and long-term liabilities, contributed capital, and retained earnings and corporate statement of cash flows.			
ACT201	Managerial Accounting		(3crs) (NQF 6)
This course aims to enable the student to use accounting information in managing an organization and recommending some decisions. This includes different topics such as basic cost terms and concepts, activity-based costing and cost management systems, cost-volume-profit analysis, budgeting, and decision making using relevant costs.			
ACT310	Cost Accounting		(3crs) (NQF 7)
This course aims to provide students with an understanding of the basic concepts, principles, procedures and techniques underlying cost accounting process. Topics covered are Job costing system, accounting for materials, accounting for factory overhead, and process costing system.			
ACT385	Financial Reporting and Analysis		(3crs) (NQF 7)
This course aims to provide students with an understanding of the objectives and standards of financial statement analysis, the sources of information for financial statement analysis, and applying different financial statement analysis techniques. Topics covered include vertical and horizontal analysis, analysis of liquidity, profitability, long-term debt paying ability, and market strength			
ACT301	Intermediate Financial Accounting I		(3crs) (NQF 7)
This course aims to provide students with an understanding of the conceptual framework of accounting that includes accounting assumptions and principles, corporate financial statements, such as the income statement, statement of retained earnings, the balance sheet, and the cash flow statement, other topics covered include accounting for inventories and plant assets.			
ACT305	Intermediate Financial Accounting II		(3crs) (NQF 7)
This course aims to enable the student to have knowledge about the concepts of asset valuation, revenue recognition, reporting current and long-term assets, including cash and receivables, inventories, plant assets and depreciation, natural resources, intangibles and investments, as well as to accounting for leases.			
ACT351	Auditing		(3crs) (NQF 7)
This course aims to enable the student to have knowledge about the basic definition and fundamental concepts of a financial statement audit. Topics covered are auditors and management responsibilities, Audit evidences, Audit risk, audit sampling, and audit report			

ACT355	Advanced Financial Accounting		(3crs) (NQF 7)
This course aims to enable the student to have knowledge about the accepted accounting principles of combinations and consolidations. Topics include accounting for wholly and less than wholly owned subsidiaries of different cases, and accounting for foreign currency transactions.			
ACT375	Accounting Information Systems		(3crs) (NQF 7)
This course aims to enable the student to have knowledge about the recent developments in accounting information systems technology including the use of electronic spreadsheet software for advanced business analysis. Topics covered are digital accounting records, financial management reporting systems, and database modelling.			
ACT390	Computer Accounting		(3crs) (NQF 7)
This course aims to enable the student to have knowledge about the general features of the QuickBooks and how to process any company's transaction through this software. Topics covered are setup and modify the chart of accounts using QuickBooks, producing reports related to customers, Banking, vendors, and employees, and creating a new service and merchandising QuickBooks Company.			
ACT360	Government and Fund Accounting		(3crs) (NQF 7)
Topics covered in this course include budgeting, accounting, and financial reporting principles and practices for government and other non-profit entities.			
ACT362	Profit Planning and Budget Control		(3crs) (NQF 7)
This course covers fundamentals of profit planning and control. Topics include sales planning and control, planning production, planning and controlling materials usage and purchases, planning and controlling direct labor and overhead costs, development and application of variable budgets of expense, and completion and application of the profit plan.			
ACT380	EDP Auditing		(3crs) (NQF 7)
This course deals with the process of collecting and evaluating evidence to determine whether a computer system safeguards asset, maintains data integrity, achieves organizational goals effectively and consumes resources efficiently.			
ACT370	International Accounting		(3crs) (NQF 7)
The objective of this course is to enhance the student's ability to think through and resolve international accounting and financial reporting problems. Topics covered include accounting principles and comparative practices, inflation accounting and foreign currency translation, management control in the foreign environment, analysis of foreign financial statements, transfer pricing, and international taxation.			
ACT365	Accounting Theory		(3crs) (NQF 7)
This course deals with the concepts of theory in general, with special focus on accounting theory through studying many main accounting concepts such as: accounting measurement, accounting principles and standards and revenue recognition.			

Finance Courses Descriptions

FIN385	Financial Planning and Control	Prerequisite: FIN201	(3crs) (NQF 7)
The course is to familiarize and equip the students with various aspects of personal financial planning and strategy to manage their funds. It guides each student towards receiving favorable results in the following areas: buying on credit, borrowing money, using bank services, and investing savings; home ownership vs. renting; obtaining investment information, investing in stocks and bonds; retirement planning and annuities and taxation.			
FIN370	Portfolio Theory and Management	Prerequisite: FIN351	(3crs) (NQF 7)
This course analyses the area of portfolio management. It introduces organized securities markets and exchanges and the valuation of stocks and fixed income securities. It discusses problems and models of portfolio analysis and management. It examines in detail risk-return trade-offs, the Markowitz model, modern portfolio theory and capital asset pricing model, arbitrage pricing theory, duration and gap analysis and techniques for evaluating the performance of fund managers.			
FIN360	Corporate Finance	Prerequisite: FIN201	(3crs) (NQF 7)
This course deals with the strategic financial issues associated with achieving financial goals of a corporation such as how the corporation should raise and manage capital, what investments the firm should make, what portion of profits should be returned to shareholders as dividends, and whether it makes sense to merge with or acquire another firm. In this course, the key decisions such as investment, financing and risk management that contribute to shareholder value will be introduced. Running through the key computations and concepts of corporate finance, the students shall discover the assumptions behind common models and ratios used in valuation of a company.			
FIN201	Principles of Finance	Prerequisite: ACT101	(3crs) (NQF 6)
This is an introductory course in finance that describes the fundamental financial principles that govern the ethical behavior of business in the pursuit of sustainable competitive advantage. The topics covered encompass study of financial objectives of business enterprise, basics financial statement analysis, time value of money, risks and returns and capital budgeting. By the end of the course, the students should be experienced in identifying business resources and developing quantitative and qualitative skills that are needed to make value-added decisions that enhance the financial viability of a company.			
ECO201	Microeconomics		(3crs) (NQF 6)
This is an introductory undergraduate course that teaches the fundamentals of microeconomics. This course introduces microeconomic concepts and analysis, supply and demand analysis, theories of the firm and individual behavior, competition and monopoly, and welfare economics.			
ECO202	Macroeconomics	Prerequisite: ECO201	(3crs) (NQF 6)
This course provides an overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, and inflation. Monetary and fiscal policies are discussed. Important policy debates such as, the sub-prime crisis, social security, the public debt, and international economic issues are critically explored. The course introduces basic models of macroeconomics and illustrates principles with the experience of the U.S. and other foreign economies.			

BUS310	Managerial Economics	Prerequisite: ECO201	(3crs) (NQF 7)
<p>It deals with the application of microeconomic theory and tools to business practices and decisions making under states of risk and uncertainty. Topics covered include goals of the firm; demand - analysis, forecasting and measurement; production theory – optimum use of inputs in the short run and long run, profit maximization, quantitative models; cost analysis - optimum cost and break-even analysis; market structure – optimum price, output and profit determination under alternative market structures.</p>			

Islamic Finance Courses Descriptions

FIN301	Financial Statement Analysis		(3crs) (NQF 7)
This course deals with major financial statements, including the foundations of ratio and financial analysis, analyzing of current assets, fixed assets, cash flows, and projected financial statements.			
FIN351	Investment Management		(3crs) (NQF 7)
This course is a study of the operations of securities markets, investment policies, valuation of individual securities, and techniques of investing in securities. The course also introduces students to the analysis of investment information, evaluation of risks and returns, and principles of portfolio selection.			
FIN355	Financial Markets and Institutions		(3crs) (NQF 7)
This course is a study of the functions and operations of financial institutions. The course covers the analysis of existing financial systems, money and capital markets, banks and non-bank financial intermediaries, term structure of interest rates, and securities markets including the stock and bond exchanges.			
IBF301	Islamic Economics		(3crs) (NQF 7)
This course elaborates on the Islamic world view and links it to economic life. To connect Islam, and its world view to economics, a discussion of a relevant methodology and Shari'ah, as the base of all values, principles, norms and laws, will be followed by a comparative discussion of some of the more prominent features of an Islamic economic system. Issues relating to developing and implementing Islamic economics require having a viable Islamic conceptual framework as well as knowledge of the political and social environment of contemporary society and understanding the relationship between theory and practice.			
IBF303	Theory of Islamic Banking and Finance		(3crs) (NQF 7)
The course covers topics and issues related to contemporary Islamic banking and finance practices and applications. It starts by highlighting the philosophy of Islamic banking and finance as prescribed by Islamic principles of Shariah. The crux of the course would be critical evaluation of various products and services offered by Islamic banking institutions with particular reference to Bahrain context. In an attempt to broaden the student's horizon, the course also discusses the practice of Islamic banking and finance in other countries.			
IBF305	Islamic Commercial Jurisprudence (Fiqh Muamalat)		(3crs) (NQF 7)
It is an introductory course which deals with the definition of some basic Shariah terms in relation to Fiqh al-Muamalat. The course also includes discussion on the theories of property rights, ownership, and contracts. However, the course is more focused on the general theory of contract and on its pillars. The course also covers important contracts, which are related to present economic/business and financial practices especially in Islamic banking and finance. The course, while focusing on the various types of commercial contracts and their applications, also covers fundamental principles of commercial and financial transactions in Islam.			
IBF306	Islamic Financial Systems		(3crs) (NQF 7)
This course introduces students to the differences between Islamic and conventional financial systems. During the lectures, types of Islamic financial markets, various Islamic financial institutions, and Islamic financing techniques will be discussed. It also brings some issues related to the Islamic Financial System.			

IBF309	Accounting for Islamic Banks		(3crs) (NQF 7)
<p>This course introduces the accounting framework, standards and practices of Islamic banks, financial institutions and financing instruments. The accounting treatments and disclosures of various Islamic financing activities are explained. Other related areas such as zakat for Islamic banks are also discussed. The course will make references to relevant Accounting and Auditing Organization of Islamic Financial Institutions (AAOIFI) standards for Islamic financial institutions. In addition, relevant articles and research papers are referred to for most of the topics.</p>			
IBF311	Takaful (Islamic Insurance) Practices		(3crs) (NQF 7)
<p>This course exposes students to the principles and practical framework within which the Takaful and Re-Takaful industries in the contemporary global market operate. Other topics include discussions on Takaful and risk management, a survey in the Takaful and Re-Takaful industries, and an analysis on Re-Takaful</p>			

Management Courses Descriptions

BUS315	Internship		(3crs) (NQF 7)
<p>An internship is a planned work experience in a field that is of interest to you and will provide a learning experience that will prepare you for your career. It is an opportunity to apply the knowledge you have gained in your studies to an occupation and employer that is appealing. You will also be able to acquire new skills that will be transferable to future employment. Most students who participate in an internship find that it is a rewarding experience and does help their career development.</p>			
BUS325	New Venture Creation		(3crs) (NQF 7)
<p>This course, through applied theory and practice, is designed to enable students to begin with a new venture idea and develop the opportunity into a new business beginning with a feasibility study and culminating in a marketable, business plan (Dehydrated Basis). The course utilizes lecture, case studies and hands-on team exercises. This is a capstone-type course so the student will draw on knowledge gained in marketing, human resources, organizational behaviour, and leadership to culminate in the production of a new venture proposal.</p>			
BUS435	Family Entrepreneurship		(3crs) (NQF 8)
<p>This course gives real insight into the field of entrepreneurship specific to family businesses and how such family businesses develop value and continue across generations.</p> <p>Topics such as entrepreneurial family firms' life cycles (stages), problems, opportunities and strategies throughout the different stages, resources for starting and managing the family firm and secret recipes of entrepreneurial family firms will be discussed and debated. Students will learn business terminology related to family businesses. Using real life family business cases will provide relevant and practical experience of what it is like to live and work in a family business either business owner, spouse or as the children of grandchildren.</p>			
MGT305	Human Resource Management		(3crs) (NQF 7)
<p>Human Resources Management focuses on human resource analysis, planning and staffing, performance evaluation and compensation, training and development, labour relations, employee safety, health and work life – the Human Resource Management process. In Human Resources Management, you apply the skills and tools necessary to effectively evaluate and apply the employee's skills to match organizational goals. During this course you will demonstrate the application of the supervisor's role in human resources management, impacts of EEOC (Equal Employment Opportunity Commission), writing job descriptions, recruitment, selection, conducting job interviews, orientation, developing policies and procedures, training, performance management, employee counselling and development, strategic planning and effective use of compensation and benefit strategies.</p>			
MGT410	Project Management		(3crs) (NQF 8)
<p>Project management is a course that aims at reinforcing the basic understanding of the background, principles, and techniques of project management. Businesses are becoming more alert to the necessity of the project management and manager skills to get their new products, services, and business development completed on time and within budget. Project management involves launching new products and managing them for success by delivering consistent value and helping increase profits. Consequently, successful project management delivers results, drives change, and improves the health of the business.</p>			

MGT420	Managerial Decision Making		(3crs) (NQF 8)
<p>This course provides an in-depth perspective for understanding the making of managerial decisions. An integrated and interdisciplinary decision-making process is examined, in which rational decision makers pursue strategic choices that will provide successful outcomes. The psychological, social and organizational processes and problems associated with decision making in managerial contexts, are evaluated. Furthermore, emphasis is placed on exploring the complexities of managerial decision making, intuition, and the critical role of various contextual influences.</p> <p>The theories and approaches in understanding managerial decision making are explored as are the issues associated with group decision making, conflict and negotiation.</p>			
MGT430	Total Quality Management		(3crs) (NQF 8)
<p>This course emphasizes the basic TQM principles and tools:</p> <p>TQM principles include leadership, culture, teams, empowerment, customer focus, vendor partnership and continuous improvement.</p> <p>TQM tools and techniques include the seven basic tools: benchmarking (best practice comparison), quality function deployment [QFD- customer needs and meeting them], just-in-time (production of what is needed), group techniques, re-engineering and zero-defect philosophy.</p>			
MGT490	Business Policy and Strategy		(3crs) (NQF 8)
<p>The course covers strategic concepts, models, types, corporate governance, company mission, vision and the importance of policies to guide them. It includes organization charts and structures, stakeholder and corporate social responsibilities, organization environmental factors, globalisation, goals and objectives, long term and short term, internal and external analysis, innovation and strategical control, organization strategical leadership, and strategical analysis. Students from all concentrations should incorporate cross-disciplinary knowledge to understand, analyse and critically evaluate the strategic directions a business is taking.</p>			
MGT101	Principles of Management		(3crs) (NQF 5)
<p>Principles of Management course explains management in business operations, defines management, and identifies relevant issues in human resource management and practices of management's four functions: planning, organizing, leading and controlling. It also enables students to identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences</p>			
MGT301	Organization and Management		(3crs) (NQF 7)
<p>In this course students will be able to develop the behavioral skills they need to be successful leaders and managers, including working in teams, it also helps them understand the main ideas relating to organizational behavior and their impact on creating a high-performing organization and what leadership means and what is involved in becoming a successful leader in today's business organizations. This course enables students to appreciate leadership skills as an essential complement to the technical skills they are learning in other courses, and to learn concepts and approaches that will enable them to analyse organizational problems.</p>			

BUS301	Entrepreneurship		(3crs) (NQF 7)
<p>This course helps students to identify the many ways in which entrepreneurship manifests itself, including start-up contexts, corporate contexts, social contexts, public sector contexts, and others. It also develops an appreciation for opportunity, how to recognize it, and how to evaluate it, and appraises the nature of creative new business concepts that can be turned into sustainable business ventures, appreciates the ethical issues that are intimately intertwined with entrepreneurial activities, and develop a personal framework for managing ethical dilemmas</p>			
MGT310	International Management		(3crs) (NQF 7)
<p>International Management can be defined as the process of applying management concepts, tools, and techniques in a multinational environment. International management is characterized by constant change exemplified by new global strategic imperatives and new transnational organizational demands. Therefore, a substantial part of the study of international management focuses on challenges of managing strategy, organization, and operations that are complex, diverse, and, often uncertain. Among the issues discussed in the course are the dynamic environment of international trade, internationalization dimensions and modes (exporting, sourcing, licensing, Joint ventures and FDIs), ethical challenges of international management, and the successful management and leadership of people and operations in the international arena.</p>			
MGT401	Supply Chain Management		(3crs) (NQF 8)
<p>The course enables students to analyze total system costs in supply chains, know when and how to use various forecasting techniques and computing trade-offs between cost and responsiveness in supply chains. It also clarifies the role of logistics in supply chains.</p>			
MGT415	Management of Small Business		(3crs) (NQF 8)
<p>The course provides real insight of the reality to starting a small business enterprise, managing the issues and requirements of a small business and what it is to attempt to grow that small business venture into a medium size enterprise. The course covers topic areas such as entrepreneurship, start-ups, franchises, buyouts and family business. It focuses on developing business plan, marketing plan, human resource plan, location plan and financial plan for a small business. Other topics covered in this course are: marketing growth strategies and managing growth in the small business.</p>			
MGT425	Leadership for Results		(3crs) (NQF 8)
<p>In this course, students will become familiar with Topics include development of leadership theories, personal assessment and development, values and ethics, motivation, power, followership, group dynamics, multiculturalism in leadership, conflict resolution, performance excellence, and the change process. Through a process of readings, self-discovery, group observations, and case studies, the student will identify, observe, analyze, and apply new leadership behaviors. This course is based on the premise that each student will face a variety of leadership challenges in life. How these challenges are met, whether as a formal leader or a member of a team, can have a significant impact on an organization and on one's career. Learning more about leadership will help every student meet their leadership challenges</p>			

Marketing Courses Descriptions

MKT201	Principles of Marketing		(3crs) (NQF 6)
This course aims to enable students to understand the basic principles, theories, concepts and dynamics of Marketing, apply these principles and tools in case analysis and to practical business decision making situations. Moreover, students will be able to integrate the concepts/techniques learned through application in the preparation of a comprehensive marketing plan, and broaden perspectives of ethics and social responsibility, keep abreast of global developments, and adapt to changing environments.			
MKT405	Marketing Research		(3crs) (NQF 8)
This course aims to enable the students to discuss what market research is and how, why, and when it's useful, have a basic understanding of research principles, tools and its role in business, identify a range of market research tools (e.g., focus groups, interviews, surveys), consider their strengths and weaknesses, and discuss when it would (and wouldn't) make sense to use each, and Use these tools to solve business problems and craft business strategies.			
MKT360	Promotion & Communication Management		(3crs) (NQF 7)
<p>In our society, consumers are bombarded with thousands of messages on a daily basis. Advertising and promotion are all around you—as a fundamental aspect of the food you eat, the clothes you wear, the films you watch, the sports teams you cheer for, the stocks you invest in, and the companies or organizations you may choose to work for. As you go through this course, you will gain a broad appreciation of the “ubiquity” of advertising and promotion—it is certainly not everything, but it is certainly everywhere.</p> <p>Advertising & promotion management is a critical element of any business endeavour. As you will learn in this course, integrated marketing communications provide one of the fundamental building blocks for an organization's strategy and success. Therefore, whether or not you are interested in a career in this field, it is important to understand the how and why of advertising and promotion management. The knowledge and skills acquired in this course will help you to be more effective in whatever career you choose, to be a more educated consumer in today's society, and to help create the successful businesses of the future.</p>			
MKT301	Marketing Management		(3crs) (NQF 7)
The main aims of this course are to improve your ability to assess market opportunities by analysing customers, competitors, collaborators, context, and the strengths and weaknesses of a company, develop effective marketing strategies to achieve organizational objectives, and design a strategy implementation program to maximize its chance of success.			
MKT450	Marketing Strategies		(3crs) (NQF 8)
The main aims of this course are to enable students to understand marketing strategy process and implementation, understand and articulate the importance of strategy to the successful marketing of a company's products and/or services, and to familiarize students with widely accept analytical tools / models and application.			
MKT305	Consumer Behaviour		(3crs) (NQF 7)
This course aims to enable the students to investigate the consumer on an individual level, considering the internal influences on behaviours, assimilate knowledge concerning consumer behaviour, and create skills for observing, analysing and finding solutions for consumer behaviour issues			

MKT401	Global Marketing		(3crs) (NQF 8)
The main aims of this course are to provide an understanding of the scope and function of international marketing theory and practice, increase knowledge and skills to help in developing international market entry strategies, and develop skills related to the analysis of international marketing data, in particular the use of secondary data in assessing the international marketing opportunities.			
MKT412	E-Marketing		(3crs) (NQF 8)
The main aims of this course are to understand the basic principles of E-Marketing within the context of the marketing mix, to provide an introduction into recent and expected technological changes and how these changes alter traditional marketing practices, to understand the key concepts, issues, parameters and concerns when using e-technologies like the Internet as a marketing tool, and to develop students' ability to understand, analyse, and apply E-Marketing tools in a marketing context.			
MKT375	Sales Management		(3crs) (NQF 7)
The main aims of this course are adequately preparing students for a career in Sales, give them an adequate perspective of sales functions and operations that they can use to enhance their effectiveness in other related functions (e.g. Marketing, Finance, Production, etc) and the course presents techniques for identifying, recruiting and training salespeople, controlling sales efforts; budgeting, and forecasting sales performance.			

Information Technology Courses Descriptions

CSC101	Computing Essentials		(3crs) (NQF 5)
This course introduces technical computer literacy. Students can expect to learn how computers affect the way we live and work. Students will become familiar with typical software applications such as word processing; spreadsheets, data base management, and the rudiments of programming in a current programming language. Social and technical issues including legal, ethical, and security considerations. This course is a University Compulsory requirement course.			
CSC214	Visual Programming	Prerequisite: CIT102	(3crs) (NQF 6)
This course provides an introduction to programming in the BASIC language using Visual BASIC.net. It is designed primarily to give students enough background so they can use BASIC in further course work. On successful completion of this course units a student will: Understand the GUI concept, Object Oriented Programming language principles and Writing VB project.			
CSC225	Analysis of Algorithms	Prerequisite: CIT213	(3crs) (NQF 7)
This course examines the techniques of the design and analysis of efficient algorithms and advanced data structures. Topics include: asymptotic analysis, divide and conquer, greedy algorithms, dynamic programming, and optimization algorithms. Students will apply the techniques to problems such as searching, sorting, graphs, matrices, and set manipulation.			
CSC235	Programming languages	Prerequisite: CIT213	(3crs) (NQF 7)
This course describes the fundamental concepts of programming languages by presenting design issues, examining design choices and critically comparing design alternatives without being language specific. This is an ideal course for students taking comparative programming languages because it allows those with the ability to program to learn how to choose appropriate languages for certain tasks, specific scopes, increase their ability to learn new languages and understand the significance of implementation.			
CSC251	Internet Technology	Prerequisite: CSC101	(3crs) (NQF 6)
This course is intended to give the student an overview of the Web platform and protocols. At the course completion, students will understand the fundamentals of Internet Technology, they will be able to configure the basic Internet services, design and publish basic web sites, understand the Internet security issues and implement client-server roles.			
CSC325	Introduction to Linux OS	Prerequisite: CIT104	(3crs) (NQF 7)
This course introduces the essentials of the Linux Operating Systems and Inter-process communications. Topics include Linux graphical environments, terminal interfaces and bash, the file system, file manipulation commands, networking tools, and system administration tools. It also covers programming under Linux with emphasis on concurrency, communications. Hands-on exercises are important to reinforce the lectures.			
CSC376	Artificial Intelligence	Prerequisite: CIT213	(3crs) (NQF 7)
The course is an introduction to the automation of intelligent capabilities, including knowledge representation and reasoning (search and logical inference), interpreting, behavior modeling and learning. Expert systems, knowledge acquisition, and machine learning will also be stressed. Programming projects will be given, some of which will be in Prolog.			

CSC380	Graphical User Interface	Prerequisite: CIT104	(3crs) (NQF 7)
This course deals with concepts and techniques used in the design and implementation of interactive systems. Topics include interface design guidelines, human factors, technical methods of user interface design, and the design and execution of usability studies. Students will learn how to apply various techniques through the design, creation, and testing of an interactive software application.			
CSC402	Java Programming	Prerequisite: CIT104	(3crs) (NQF 8)
This course is designed to understand the basic elements of computer hardware and software and their roles in a computer system; understand the Internet, Get familiar with Java syntax and good programming style; learn to pay attention to code clarity and documentation, Learn the basics of Java syntax for declaring classes and methods, constants and variables, arithmetic expressions, Understand the concept of an algorithm; implement simple algorithms in Java using if-else statements and simple loops, Get an introduction to the key OOP concepts: classes and objects, inheritance and event driven computations, Acquire some skills in designing software solutions to problems from various application areas.			
CSC433	Distributed Computing	Prerequisite: CIT231	(3crs) (NQF 8)
This course covers the fundamental principles that are important to the construction of such systems: models of distributed architectures versus middleware, processes, role of virtualization in distributed systems, synchronization, naming, group communication, transactions, cryptography, security and distributed algorithms. The lectures focus primarily on the principles and design of distributed systems, and cover communication, distributed storage, naming, synchronization, fault tolerance, peer-to-peer systems and data centres. A course project exposes students to the implementation aspects of distributed systems and serves to solidify students' understanding of the course material. It also covers higher level abstractions such as distributed file systems, distributed web-based systems and distributed coordination-based system.			
CSC442	Software Engineering	Prerequisite: CIT317	(3crs) (NQF 8)
This course is a continuation of CIT 317. It discusses Real-time system and state-transition based software design. And promotes experience in the use of industrial-strength design toolsets. Software design methods for handling concurrency and inter-process communications are also discussed.			
CSC451	Numerical Computing	Prerequisite: CSC225	(3crs) (NQF 8)
Numerical methods applied to the solution of problems in Computer Science. Roots of equations, matrix methods, curve fitting, numerical integration and differentiation, numerical solution of differential equations.			
CSC455	Computer Architecture	Prerequisite: CIT322	(3crs) (NQF 8)
This course deals with the ideas and concepts required to understand computer architecture using processors, memories, and I/O devices as building blocks. Issues involved in the design of instruction set architecture, processor, pipelining and memory organization. Design philosophies and trade-offs involved in Reduced Instruction Set Computer (RISC) architectures fundamentals of computer organization; assembly language is used as an aid to study computer organization. Topics also include machine level representation of data, digital logic design, ALU and CPU design, memory system organization and architecture, object code, microprogramming, CISC, RISC, and parallel computers.			

CSC457	Theory of Computation	Prerequisite: MAT211	(3crs) (NQF 8)
This course introduces formal languages and computational models. Topics covered include finite automata, pushdown automata, turing machines, undesirability and recursively enumerable functions. Some applications to computer science are also discussed, such as compiler design and text processing.			
CSC460	Data Warehousing and Data Mining	Prerequisite: CIT318	(3crs) (NQF 8)
This course provides an introduction to data warehouse design required for executive information system. Topics include data modeling, data mining, data visualization, designing and building data warehouse. Issues like data warehouse planning, design, implementation, and administration are covered in this course in project form where the role of data warehouse in supporting Decision Support Systems (DSS) is also reflected.			
CSC485	Computer Graphics	Prerequisite: CIT213, MAT211	(3crs) (NQF 8)
This course introduces the fundamentals of computer graphics with emphasis on 2-D graphics. An application-based approach is essentially used to introduce various topics such as: graphics output primitives, their attributes, colors, transformations, anti-aliasing, texture mapping, and curves and surfaces. Other topics include: 2D graphics algorithms, essentials of user interface and window management systems, and graphics hardware. Development of 3D objects is also covered in advanced part of this course. Programming using OpenGL is an essential part of this course.			
CIT102	Programming Language I		(3crs) (NQF 5)
This is one of the first courses that introduce the art and the science of programming and its use in problem solving. From algorithm design to program, the course aims at establishing a rigorous foundation in programming skills. The C++ programming language is also introduced with emphasis on procedural abstraction and good programming style. The basic concepts of programming such as problem solving, data types, operators, expressions, loops, selection, arrays, and subprograms are explained in detail.			
CIT104	Programming Language II	Prerequisite: CIT102	(3crs) (NQF 6)
This course introduces in depth study of object-oriented programming design and development using C++. It first introduces basic programming concepts like functions, arrays, records and then the student study and implement concepts of object-oriented programming such as classes, abstract data types, inheritance, composition and polymorphism. This course also introduces some advance concepts of C++ language such as dynamic arrays and pointers in C++.			
CIT210	Introduction to Web Design	Prerequisite: CIT102	(3crs) (NQF 6)
This course provides a hands-on approach in understanding how medium-sized interactive client/server Web applications are built using different types of integrated Web technologies. Students will learn how to implement a database-driven website, and gain understanding of the relevant technologies involved in each tier of the web architectural model. Other topics include the accessibility of Web agents and end-users, Web caching and proxy techniques, and security issues and strategies of Web-based applications.			

CIT213	Data Structures	Prerequisite: CIT104	(3crs) (NQF 7)
Data structures is an essential area of study for computer scientists and for anyone who will ever undertake any serious programming task. This course deals with the fundamentals of organizing and manipulating data efficiently using clean conceptual models. Students study many of the important conceptual data types, their realization through implementation, and analysis of their efficiency. Implementations in this course are carried out in the C/C++ programming language, but the principles are more generally applicable to most modern programming environments. An overview of the C/C++ essentials will be provided at the beginning of the course.			
CIT231	Cloud Computing	Prerequisite: CIT102	(3crs) (NQF 6)
A general overview of Cloud Computing is provided in this course. It provides fundamental aspects of concepts, models, technologies, architecture and security of cloud computing. Case studies on cloud computing are covered in this course which gives ideas of usage and benefits of cloud computing in industry.			
CIT262	Multimedia Systems	Prerequisite: CSC101	(3crs) (NQF 6)
The purpose of this course is to give the students basic ideas about Multimedia through theoretical and practical classes. It gives the theoretical background about different components of multimedia, like text, sound, video, concept of animation, basic software tools, Multimedia Authoring Tools, Tools for the World Wide Web. It covers hands on exposure on three basic multimedia software. Adobe Photoshop is partly covered for editing still images. Introductory part of Adobe Premier is covered for making movies. Dreamweaver is covered as a tool for World Wide Web.			
CIT311	Management Information Systems	Prerequisite: CSC101	(3crs) (NQF 7)
The course covers detailed knowledge of information technology used to manage information system of an organization to improve business and gain competitive advantage. It includes critical understanding of hardware, software, the design, implementation, use and management of information systems in business.			
CIT317	System Analysis and Design	Prerequisite: CIT213	(3crs) (NQF 8)
This course provides students with an overall foundation of systems analysis and design to effectively and efficiently design and implement system. Topics to be covered include: system development tools, cost benefit analysis, prototyping, alternate system design strategies, designing human interface, software development life cycle, rapid application development and CASE tools, systems planning and selection, system analysis, system design, and system implementation and operation.			
CIT318	Database Management Systems I	Prerequisite: CIT104	(3crs) (NQF 8)
Databases may be the most widespread computer application today. Hardly a business exists that does not employ databases to store critical information. The data stored in these databases is accessed and updated using database management systems such as Oracle, MySQL, Microsoft Access and Microsoft SQL Server. This course is designed to give the student an understanding of databases and database management systems. Emphasis is placed upon the proper design of databases while meeting users' special needs. Emphasis are on building up theoretical and practical skills in developing database application using commercial database management system such as Oracle/MySQL and/or Oracle application builder tools and/or Microsoft Access. On one hand, this course covers the theory and practice of database systems with the emphasis on relational database. While on the other hand, the course strongly emphasizes a hands-on approach to database programming and administration.			

CIT321	Database Management Systems II	Prerequisite: CIT318	(3crs) (NQF 8)
<p>Databases may be the most widespread computer application today. Hardly a business exists that does not employ databases to store critical information. The data stored in these databases is accessed and updated using database management systems such as Oracle, Microsoft Access and Microsoft SQL Server. This course is designed to give the student an understanding of databases and database management systems. Emphasis is placed upon the proper design of databases while meeting users' special needs. The Oracle database management system will be used throughout the course. The student will complete numerous database projects to reinforce these concepts and gain a proficiency in the design and use of databases. Students will become proficient in programming databases using the PL/SQL language. The student will also learn how to access databases via a procedural/ object-oriented high-level programming language. The course strongly emphasizes a hands-on approach to database programming and administration.</p>			
CIT322	Operating Systems	Prerequisite: CIT213	(3crs) (NQF 8)
<p>This course gives an overview of operating systems. Operating System provides a set of services to system users, manages secondary memory and I/O devices. Operating system controls the execution of application programs and it provides an interface between applications and hardware. Operating System makes the computer more convenient to use, allows computer system resources to be used in an efficient manner. This course is designed to provide the students the knowledge of operating system in depth. Mostly theoretical concepts about computer operating systems, Memory Management, Paging, Device Management, File Management, Processor Management (Deadlock, Starvation and Synchronization), Security, Multiprocessor Scheduling, Real Time Scheduling, Distributed Processing. The student will be trained to acquire the basic skills of UNIX operating system.</p>			
CIT324	Advanced Web Site Design	Prerequisite: CIT210	(3crs) (NQF 7)
<p>This course provides a hands-on approach in understanding advanced part of web design. Dreamweaver tool is used for world wide web design. Cascade Style Sheet (CSS) is covered for flexible advanced web design. Java Script is covered for implementing mathematical and logical part of web design. ASP.net is covered for server-side scripting.</p>			
CIT325	Computer Networks	Prerequisite: CIT104	(3crs) (NQF 8)
<p>The module provides detailed knowledge to computer network layered architecture and protocols. Coverage includes network architecture, data link layer, addressing, LAN, network layer, transport layer and network application. It uses Simulation to build computer networks including LANs, WANS, protocols both for wired and wireless systems.</p>			
CIT341	IT Project Management	Prerequisite: CIT104	(3crs) (NQF 8)
<p>This course aims to provide students with an understanding of the principles, processes, and practices associated with the management of software-intensive projects. This course is designed to equip and prepare the students work in software industry on software development project such that they have an insight into specific knowledge of the application domain, project management domain, and software engineering practices at the same time.</p>			

CIT350	Mobile Application Development	Prerequisite: CIT213	(3crs) (NQF 7)
<p>This course provides detailed knowledge of mobile computing. This covers the major techniques involved, and networks & systems issues for the design and implementation of mobile computing systems and applications. This course also provides an opportunity for students to critically understand the key components and technologies involved and to gain practical experiences in building mobile applications. Students will gain thorough knowledge about mobile IP, mobility management, location estimation, location-aware computing, user experience and other topics.</p>			
CIT432	Computer and Network Security	Prerequisite: CIT325	(3crs) (NQF 8)
<p>This course covers principles of security and information assurance. It covers the security policies, models and mechanisms related to confidentiality, integrity, authentication, identification, and availability issues related to information and information systems. Topics include cryptography, authentication, software and operating system security (e.g., buffer overflow), Internet vulnerability (DoS attacks, viruses/worms, etc.), intrusion detection systems, firewalls, VPN, Web and wireless security.</p>			
CIT497	Internship	Prerequisite: 90 Cr.	(3crs) (NQF 8)
<p>This course has been designed to provide you with the opportunity to gain valuable insight into actual business operations so that you may better correlate your academic experience with professional experience. Implementation is accomplished by permitting you to assume professional responsibilities with business or nonprofit organizations.</p>			
CIT498	Gradation Project	Prerequisite: 90 Cr. + Year 4	(3crs) (NQF 8)
<p>This course focuses on providing students working individually with a significant project experience in which they can integrate much of the material they have learned in their program, including matters related to requirements, design, human factors, professionalism, and project management.</p>			
MIS425	Business intelligence & Decision Support Systems	Prerequisite: CIT311	(3crs) (NQF 8)
<p>This course covers in-depth topics and issues for using and applying existing data available from transactional information systems to support business intelligence needs—including structured, semi-structured and unstructured information types. It includes the applications and uses of these information systems types to support functional business problems such as sales and marketing, manufacturing, finance, accounting, and human resources. Cases will highlight management issues relevant in developing and using these types of information systems effectively.</p>			
MIS430	Enterprise System	Prerequisite: CIT317	(3crs) (NQF 8)
<p>This course introduces the problems of coordination in business which is caused by low/no integration systems and processes. Offers solutions through a combination of enterprise (enterprise resource planning) systems; and enterprise application/data integration. A semester-long project will be used by students working in teams to develop a business integration solution through the application of systems integration principles based on the use of software.</p>			

MIS466	E-Business and E-Commerce	Prerequisite: CIT311	(3crs) (NQF 8)
<p>This course provides detailed knowledge of e-business and e-commerce from both technological and managerial perspectives. It discusses digital business and e-commerce frameworks, critical concepts such as digital business infrastructure, e-environment. It also covers digital business strategy; e-procurement with supply chain management; e-procurement, e-marketing for e-commerce enterprises; management of their capital structures and public policy. Digital business optimization is focused along with analysis and design. This course is designed to provide thorough knowledge regarding current and emerging digital business, electronic commerce technologies and security issues.</p>			
MIS479	Human Computer Interaction	Prerequisite: CIT104	(3crs) (NQF 8)
<p>This course examines formal methods for facilitating human-computer communication. Topics include information processing characteristics important to facilitate human-computer interaction, and formal models of human-computer interaction. Other topics include dialogue techniques, response times and display rates, information presentation, interaction devices, computer training, help systems, information search and visualization, and hypermedia.</p>			

Graphic Design Courses Descriptions

GRD103	Foundation Studio		(4crs) (NQF 5)
This is an introductory studio to graphic design methods and processes, where fundamentals of design and visual communication are addressed. The studio starts with basic investigations in the development of visual form and moves to gradually cover more complex components of graphic design dealing with the construction of meaningful visual messages and the organization of information.			
GRD128	Printmaking		(3crs) (NQF 5)
This course is an overview of a range of printmaking techniques on both paper and textiles. The emphasis of the course is on learning the principles and developing basic techniques, with attention to colour and composition. The approach calls for "being inspired by objective reality" and "expressing with subjective imagination". The various printmaking techniques included in this course are: Silkscreen, Wax Batik, Tie & Dye and Relief Printing, and they all sprang from different cultures throughout history before spreading around the globe.			
GRD129	Pastel Painting		(3crs) (NQF 5)
An introduction to the use of pastels and its different techniques will be provided in this course. Through a combination of these techniques alongside each other, students are able to create a range of textures and effects. Soft pastel, pastel pencils, and the wet brush technique will be used. The importance of composition, color and tone are explored throughout the course by studying pictures of still life, landscapes, and portraits, as well as different artists' approaches and the picture planning process.			
GRD130	Painting		(3crs) (NQF 5)
This course introduces students to various painting styles, techniques and concepts, with emphasis on the understanding of its formal language and fundamentals of artistic expression. Color theory, linear and colour perspective, pictorial composition, visual perception, and critical thinking skills will all be emphasized extensively. We will study and research major painting styles and movements in historical context. Demonstrations, slide lectures, group critiques will be given throughout the course. The use of Acrylic will be the primary medium for this class.			
GRD131	Basic Drawing		(3crs) (NQF 5)
This course begins the learning process of a most elementary and essential practice called 'drawing'. This course is concerned with an approach to drawing known as objective and/or referential. It is an approach, which emphasizes the observation of objects seen in clusters within the studio environment and studied on location within the natural environment.			
GRD132	Color Fundamentals		(3crs) (NQF 5)
A study of the dynamic interaction of color and its applications for designers and artists. This course includes an introduction to the physics of color, color composition and the three dimensions of color, hue, value, and chroma, as well as the color wheel.			
GRD133	Illustration	Prerequisite: GRD131	(3crs) (NQF 5)
This course introduces students to illustration techniques and styles with the aim of strengthening their representation and visualizing skills to enrich the graphic design process and its outcomes. Assignments cover various themes while exploring a wide range of media.			

GRD134	Digital Photography		(3crs) (NQF 5)
This course will focus on the technical and photographic aspects of the digital image including the use of digital cameras (SLR), digital camera features, modes of operation, storage media, connecting and downloading images to the computer, enhancing images via editing software, file size (resolution) issues, and printing.			
GRD151	Art History I		(3crs) (NQF 5)
This course will survey the arts of the Ancient world, middle ages and Renaissance from about 3500 BC to about 1600. The course will cover the study of the painting, sculpture, architecture, crafts and other forms of visual expression, which show the great variety and richness of the arts of these different cultures and the evolution of world civilizations. Emphasis will be on examining all these works in their physical, historical and social contexts.			
GRD152	Art History II	Prerequisite: GRD151	(3crs) (NQF 5)
This course in art history traces the development of the modern project from the 18th century until the middle of the 20th century. It is within this time span that the modern project is investigated and questioned. From the early pronouncements of the philosophers of the Enlightenment this project is traced in order to understand its ambitions, excesses, violence, achievements and fall. Duly, the course concludes with a discussion of the idea of the post-modern.			
GRD204	Graphic Design I Studio	Prerequisite: GRD101, GRD131	(4crs) (NQF 6)
This studio focuses on the development of corporate identity through investigation of abstraction and symbolic representation; logo design; and visual identity systems and their basic applications using various modes of image making and typography.			
GRD205	Graphic Design II Studio	Prerequisite: GRD204	(4crs) (NQF 6)
This studio focuses on processes of visual communication through diverse theme-based projects in which issues of meaning analysis/production, audience interpretation, and the cultural implications of design are emphasized. Through these projects aspects of image making, type/image relationships, visual narrative, and complex information organization will be explored.			
GRD221	Digital Media I	Prerequisite: CSC101	(3crs) (NQF 6)
This course covers the operation of Macintosh computers and literacy in desktop publishing programs as tools for digital imaging. The course will focus mainly on drawing and illustration tools with a basic introduction to photographic manipulation.			
GRD222	Digital Media II	Prerequisite: GRD221	(3crs) (NQF 6)
The purpose of this course is to give students the advanced level of computer literacy needed to be able to create digital media, manipulate photographic imagery, and combine graphics and text to create professional layouts.			

GRD213	Typography I	Prerequisite: GRD103	(3crs) (NQF 6)
In this course students develop a clear understanding of the usage of typography in all its forms. They explore the different components of type, the way it is used, when and where, and procedures and methods. The purpose is for the student to develop sensitivity toward type and to deal with it as a form versus a way to get a message read.			
GRD214	Typography II	Prerequisite: GRD213	(3crs) (NQF 6)
In this course students address text, new components are investigated: texture, direction, flow, space, etc. Text is formed from paragraphs made of words made of letters. Text is used for information, for support, and sometimes as an entity. Projects are distributed throughout the semester covering all these aspects.			
GRD306	Graphic Design III Studio	Prerequisite: GRD205	(4crs) (NQF 7)
The identity created by the designer is manifested in a number of ways: logo design and application, posters and hand out material, packaging and publications. This course covers publication design, which deals with layout, newsletters, books, pamphlets, and catalogues, through the application of grids and structures.			
GRD307	Graphic Design IV Studio	Prerequisite: GRD306	(4crs) (NQF 7)
This studio focuses on package design and the principles of advertising campaigns, focusing on the competition within a given market. Projects are mainly commercial. It also focuses on exploring different materials that are not common for packaging purposes and ways of utilizing these materials to produce innovative designs. In addition, the course exposes students to promotional and advertising tactics from a graphic design perspective.			
GRD323	Pre-press production	Prerequisite: GRD222	(3crs) (NQF 7)
This course focus on planning, pre-press, press and post printing, which requires decisions about file formats, papers, inks, printing methods, final output and many other aspects of production.			
GRD326	Motion Graphics	Prerequisite: GRD222	(3crs) (NQF 7)
This course focuses on the principals, strategies and techniques of motion graphics. Students will be exposed to the process of design in relation to time and motion and will learn to develop animation pieces based on the exploration of storytelling, time, movement and media.			
GRD353	Graphic Design History	Prerequisite: GRD152	(3crs) (NQF 7)
Starting with the industrial revolution's impact on the development of design as a professional practice, the course will cover a period of time from the 19th till the end of the 20th Century. The course presents an interpretive inquiry into the various design movements, period styles and pioneer designers that have shaped the practice and established the discipline of Graphic Design.			

GRD408	Final Year Research	Prerequisite: GRD307	(3crs) (NQF 8)
A research-oriented course that assists students in preparing for their final design project: Students are encouraged to investigate a topic of their choice and present their findings in a written paper. Students work mostly independently and in consultation with a chosen adviser from the faculty. Work in progress is presented and discussed with a panel of advisers on several occasions over the course of the semester.			
GRD409	Final Year Project	Prerequisite: GRD408	(4crs) (NQF 8)
In this final year project studio students synthesize their acquired knowledge and skills and develop components from their Final Year Research (GRDS 406) into a significant graphic design project. Students work independently and in consultation with a chosen adviser from the faculty. Work in progress is presented and discussed with a panel of advisers over the course of the semester. At the end of the semester completed projects are presented for evaluation to a jury of faculty members and invited professionals.			
GRD427	Interactive Digital Media	Prerequisite: GRD326	(3crs) (NQF 8)
This class looks at how meaning and usage are reshaped in digital media for the web. It explores the possibilities of animation and sound, interactivity and information structure(s) in affecting the way an image is experienced, a story is told, and an idea is understood. It implements the designer's knowledge, flexibility, and confidence of working with interactive digital media.			
CGM400	Internship	Prerequisite: Completed 90 Cr. Hrs + Senior Standing	(3crs) (NQF 8)
This course has been designed to provide you with the opportunity to gain valuable insight into actual design operations so that you may better correlate your academic experience with professional experience. An internship is a planned work experience in a field that is of interest to you and will provide a learning experience that will prepare you for your career. It is an opportunity to apply the knowledge you have gained in your studies to an occupation and employer that is appealing. You will also be able to acquire new skills that will be transferable to future employment. Most students who participate in an internship find that it is a rewarding experience and does help their career development			
GRD441	Professional Practice	Prerequisite: GRD427	(3crs) (NQF 8)
This course prepares students to face the REAL WORLD. Students learn to properly conduct interviews whether in the materials/documents they provide or in the way they present themselves. The course addresses the profession as a practice through CV writing and the preparation of a portfolio, pre-production and production.			

Multimedia Courses Descriptions

MMP101	Introduction to Visual Culture in Digital Media		(3crs) (NQF 5)
<p>This course recognizes the predominance of visual forms of media, communication, and information in the postmodern world. This course serves as an introduction to the broad field of visual culture and aims to familiarize participants with the analysis and interpretation of audio-visual texts of different media. This course explores methods and approaches central to the study of still and moving images. The course also covers in detail the theory of colors in broadcast and digital media, the luminance colors variations, usage of right colors in digital media, and aesthetics of importance of color grading and color correction methods. The class will engage in close formal analyses, discuss the technological and material conditions of visualization, and place representations into their (social, cultural, and historical) contexts. Students will learn to deconstruct multimedia compositions; most of our experience of media is a hybrid of texts, images, and sounds, rather than pure states of any one mode.</p>			
MMP102	History of Digital Media I		(3crs) (NQF 5)
<p>This course covers evolution, history, and principles of the digital media from pre modern era through modern era. The contexts of this course will cover; storytelling, narrative artwork, and different variations of art forms before the modern era, and then the process of evolution of still artwork to moving digital artwork of modern era.</p>			
MMP207	Introduction to Multimedia Tools		(3crs) (NQF 6)
<p>This course introduces the tools that are used in multimedia industry. The basics of various tools from different applications of multimedia, such as, print media, film editing, visual effects, and web design will be covered in detail with shifting from one tool to another and their relation to each other.</p>			
MMP203	User Interface and Web Design I	Prerequisite: MMP207	(3crs) (NQF 6)
<p>This course will serve as an introduction to User Interaction and Web media, concerned primarily with the design, evaluation, and implementation of interactive computing systems for human use and with the study of major phenomena surrounding them. The course introduces theories of human psychology, principles of interactive media and user interfaces designs, website design, and issues involved in using technologies for different purposes.</p>			
MMP208	Digital Audio		(3crs) (NQF 6)
<p>The course provides an introduction to the field of audio production for film, television, podcasts, radio and other multimedia outlets. This course is a lecture based and hands-on introduction to audio principles, sound reproduction, and techniques for multi-media production. This includes discussion of audio fundamentals and exercises digital recording equipment and software. The goal of this course is to introduce the students to the basic principles of the art and science of sound production.</p>			
MMP205	3D Design and Visualization		(3crs) (NQF 6)
<p>This course introduces students to the tools and skills needed to create three -dimensional designs and integration of it in multimedia applications. During initial stage, students will learn techniques to draw concepts of 3D models (objects and characters). Students will model objects and simple characters, create realistic textures during second stage, and during last stage students will learn integration of 3D motion graphics with use of sound and multimedia tools to create their enhanced multimedia and interactive media projects.</p>			

MMP206	Kinetic Typography	Prerequisite: MMP207	(3crs) (NQF 6)
<p>This course focuses on the temporal and sequential aspects of typography, image, sound and interactivity. Projects focus on sequential organization of information in time, and how pacing, rhythm, and transition can influence and construct meaning. This course considers font formats; the anatomy of digital type; factors affecting resolution and therefore type choice for animation and interactive applications; grids and modular composition systems for the screen; and the effects of sequencing and motion on typographic communications.</p>			
MMP310	3D Compositing and Animation	Prerequisite: MMP205	(3crs) (NQF 7)
<p>In this course students will study advanced applications of three-dimensional animation software. Students will learn techniques of compositing the three-dimensional environment to the real time environment with the skills of camera matching, match moving, 3D motion tracking, camera work, character rigging, sound creation, special effects, and rendering to design and create photorealistic images and animations.</p>			
MMP309	Video Production I		(4crs) (NQF 7)
<p>This course introduces students to digital video production. It develops sequentially upon the skills and knowledge of digital imaging by providing a focus on the principles of digital video design and industry standard software applications. Students are introduced to scripting, storyboarding, film and narrative conventions common to cinema. In order to explore video capture and nonlinear editing, students are introduced to the tools and features of video cameras and editing software. Demonstrations and lectures are given on planning and collaborative management, types of media sources and output considerations associated with digital video production.</p>			
MMP311	User Interface and Web Design II	Prerequisite: MMP203	(3crs) (NQF 7)
<p>This course takes MMP 204 Website and UI Design II to another level and has a two-fold focus. A state-of-the-art Web design program will be used to explore advanced Web production skills such as layers and table-free layouts, templates, re-usable elements, external Cascading Style Sheets, XML, automation of dynamic HTML, and site management. Through projects, the course will also cover more advanced design concepts in Web site creation, such as efficient navigation design, designing for portability and accessibility, separating content from presentation for easy site updating and maintenance, and planning interactivity. Throughout the course, students will also review how to adapt the basic principles of design to the Web environment, particular how to use videos, sound, color and typography creatively in Web design, and how to achieve effective Web page layout and use animation in design using Flash or Flash Catalyst.</p>			
MMP308	Visual Effects Studio		(3crs) (NQF 7)
<p>This course explores space environments, including the foundations of visual effects techniques for the creation of post visual effects and special effects. Shading techniques and natural and studio digital lighting are introduced. Motion studies specific to camera animation, special effects motion, and complex parenting techniques, keyframe interpolation techniques and basic expression animation techniques are covered as a second stage. This course also covers methods of composing computer-generated imagery and live images, along with layering, keying and matting, effects creation, motion control and tracking, image manipulation, retouching, color correction, matt painting, stabilization and rotoscoping as third stage. Feature film-level composing tools are used to develop skills and presentations with meaningful effects as fourth and final stage.</p>			

MMP313	Multimedia Production		(3crs) (NQF 7)
This course focuses on combining the elements of image, sound and typography to create unified multimedia productions. Students will work on several projects, focusing on aesthetic direction, process, development, and time management. Particular emphasis is placed on the role of text, images and sound in multimedia design, including the skills and techniques to use these elements in projects.			
MMP306	New Media Technologies		(3crs) (NQF 7)
This course explores basic concepts of new media as well as the role new media technologies play in society. Throughout the course, we will explore the evolution of digital media technologies as well as their impact on economics, politics, communication and community. The course also examines key moments in computing and media history to gain a perspective on the nature of technological innovation and change.			
MMP406	Multimedia Studio A	Prerequisite: MMP309, MMP311, MMP208, MMP206	(4crs) (NQF 8)
This studio provides students with the opportunity for high-level studio practice in multimedia design. It builds sequentially upon the skills and knowledge of multimedia by providing a focus on creative image and media production for a range of art and design applications. Emphasis is placed on combining techniques in imaging, visualization, animation, interactivity, interface design, scripting and information architecture to develop creative and functional outcomes. Studio A offers students the opportunity to start developing multimedia projects that will address the foundation levels of the creative process and project management, from conceptualization and visualization through to execution and presentation.			
MMP409	Multimedia Studio B	Prerequisite: MMP402	(4crs) (NQF 8)
Building on the projects in Studio A, this course offers students the opportunity to develop multimedia projects that will address project management, through to execution and presentation. Students will produce creative multimedia outcomes with increased conceptual understanding of design principles, end-user considerations; interactivity, visual language and communication that takes into account the professional, industry-related demands of multimedia practice. In Studio B, student work will culminate in a thesis exhibition.			
MMP407	Professional Practice		(3crs) (NQF 8)
This advanced course will clarify the professional obligations required of multimedia designers. It will also outline the basic business activity requirements of practitioners in these areas. The unit will include project management processes from small singular undertakings to large cross-disciplinary projects; professional writing skills relevant to the discipline areas. Students will also be introduced to the professional bodies that can assist with future business activities. Professionals will be asked to speak to the students.			

Public Relations Courses Descriptions

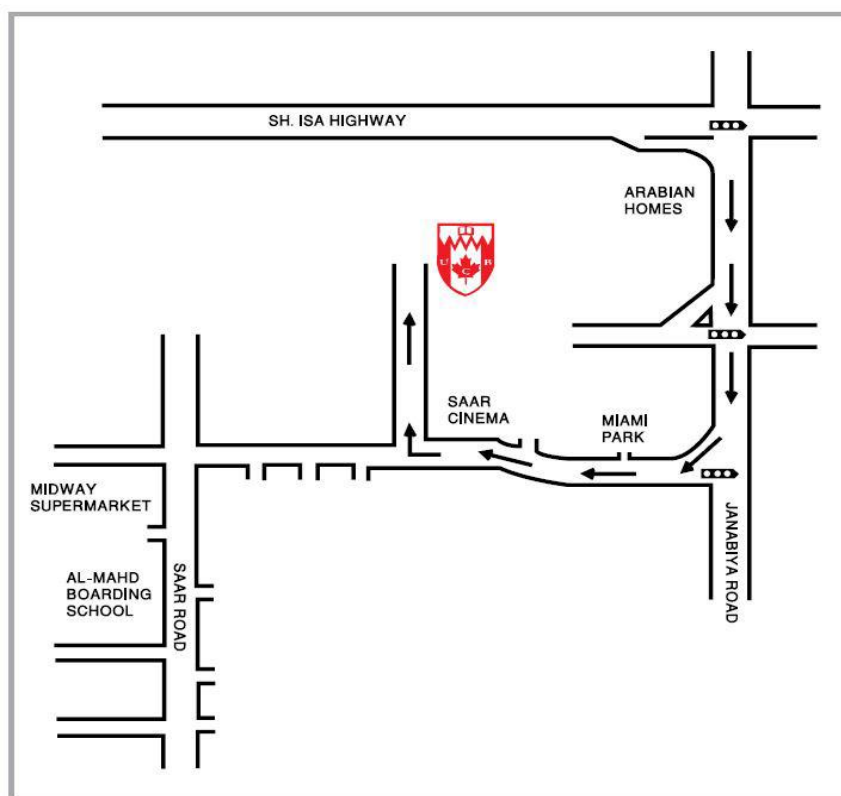
COM201	Introduction to Mass Communication		(3crs) (NQF 6)
This is course aims at providing students with scientific background that qualifies students to further study on media and communication. The course covers the concepts of human and mass communication, its importance elements, levels and characteristics. In addition to the most prominent scientific patterns of communication, the evolution of human communication fill the era of public or mass communication Students studies will be able to distinguish characteristics, uses and functions of every method of public communication and theories illustrating the influence of media on individuals and society. As part of mass communication development students learned the different activities in relation to public relations, advertising, propaganda, public opinions etc			
COM202	Introduction to Public Relations		(3crs) (NQF 6)
This course examines how the public relations profession functions in various settings and organizations. This course also lays the foundation for an understanding of how public relations theories and practices are bound together through a circular process that begins and ends with research questions aimed at understanding and solving problems.			
COM203	Media Translation 1		(3crs) (NQF 6)
This course aims at developing the translation skills of mass communication students by improving their writing and reading abilities in both languages English and Arabic. The course is divided into different faces, each of which introduces the student to the common journalistic terms and phrases in different areas of writing bi-lingual journalism in political; business; technology; art; culture sports crime and health.			
COM204	News Writing & Reporting I	Prerequisite: COM201	(3crs) (NQF 6)
This course introduces the students the students to the basic news of writing and reporting. Students will learn the techniques and procedures for writing in print and broadcast media. The course will focus on the fundamental skills necessary to function as a competent and professional news writer, while exploring skills that will prepare students to a variety of news writing applications and disciplines. The course will also examine today's continually changing news climate and media environment, along with the important of staying abreast with the changing landscape. Through writing assignments and observations, students will develop better understanding of the overall news process and production.			
COM208	Desktop Publishing	Prerequisite: CSC101	(2crs) (NQF 6)
In desktop publishing students will be introduced to the concept of desktop publishing through the design and creation of newsletters, flyers, brochures, business documents and personal documents. Each student will develop a portfolio of work to document creativity as text and graphics are brought together to creative effective design. Principles of layout and design, graphic design techniques, and publishing terminology are stressed in the course. Opportunity for solving and decision making are also incorporated.			
COM301	Media Law and Ethics	Prerequisite: COM201	(3crs) (NQF 7)
This course includes the study of the concept of freedom of the press (in the First Amendment of American constitution), and factors that led to the concept of social responsibility theory, the American Press Freedom Committee Report and the relationship between the two struggling parties vi sa vis the government and the press. In addition to the state intervention to limit freedom to protect individuals from tarnishing his reputation, respecting his privacy, and granting him the right for a fair trial; The state intervention to limit the freedom to protect society, of confidentiality of official documents, obscene materials and news, covering juvenile crimes, the right of journalist to conceal the source of his information and the organization of advertising industry.			

COM302	News Writing and Reporting II	Prerequisite: COM204	(3crs) (NQF 7)
This course introduces the basics of writing in media and the differences in styles of writing due to the popularity of the media. Students are trained to write in different styles and recognizes the most common linguistic errors in writing for different media. The course focuses on developing the writing skills of students through practicing and studying different styles and their characteristics in every mean of the media.			
COM303	Media Translation 2	Prerequisite: COM203	(3crs) (NQF 7)
This course aims at the concentrating on mass communication texts and enhancing student's capabilities to handle different media translations including that of public relations work such as press release and others.			
COM304	International & Intercultural Communication	Prerequisite: COM201	(3crs) (NQF 7)
<p>This course attempts to understand the field of Intercultural Communication relationships among people when cultural identifications effect the message used. It focuses on gaining an increased understanding about several approaches to cultural communication and learn the communication barriers one needs to overcome. Such barriers for example are cultural ethnocentrism, stereotyping, nonverbal misunderstanding, language translation difficulties, and the dominant cultural values.</p> <p>The overall aims of the course are to help the learner develop an understanding in dealing with other individuals of different cultures, appreciate the differences and challenges that each culture presents to the audience and to learn how individuals could help have dealt with these kinds of differences and challenges.</p>			
COM305	Principles of Advertising	Prerequisite: COM201	(3crs) (NQF 7)
This course provides a comprehensive overview of advertising and promotion. It creates a clear understanding of traditional advertising and promotional tools and show how other key elements within the communication marketing mix can be integrated. Attention is given to key subjects such as in Integrated Marketing Communications, corporate images, brand management, buying behavior and advertising management. The primary goal of the course is to shift the perceptual and to create advertising and promotional for different media.			
COM306	Public Relations Communication		(3crs) (NQF 7)
This course tackle the usage of news media in marketing communication campaigns, steps of executing the campaign and preparing alternative plans of action by choosing the relevant information responsible for the traditional media campaign (newspapers, magazines, radio, television and social media) through various integrated approaches such as speeches , meetings, signs, purchasing ads, ads on mobile vehicles, pamphlets and brochures, post advertising, political campaigns advertising and promotion, social marketing and cooperative advertising.			
COM307	Public Relations Techniques	Prerequisite: COM202	(3crs) (NQF 7)
This course attempts to expose students with various techniques in Public Relations practice. It trains students to explore the necessary Public Relations knowledge required to deal with campaign tasks. Students are introduced to the various aspect of influences like organizational culture, its purposes, its visions, its missions, modern corporate communication practices within and outside organization, theories of learning organization, competitive environment and learn the various aspects organizational risk and crisis. It also attempts to provide Public Relations strategies operating within the local environment.			

COM308	Media Planning	Prerequisite: COM201	(3crs) (NQF 7)
<p>This course aims at presenting an overview of the various mass media used by communication practitioners and characteristics of each. In addition to this the course will also introduce mass communication media and translating advertiser's marketing objectives, into advertising messages, and then into media objectives and strategy remain crucial for the course. A media planner will attempt to answer questions among others relating to prospects of the audience, media use, reach and frequency, media scheduling, market, media strategy and budgeting.</p>			
COM309	Public Opinion	Prerequisite: COM202	(3crs) (NQF 7)
<p>The course attempts to explain the meaning of propaganda and differentiate between propaganda and education, the uses of lies, the use of emotional appeals and persuasion. It attempts to identify the importance of public opinion and the elements of public opinions. In addition, the course is able to distinguish the meanings of public opinions, attitudes and values, the crowd, the masses and the public</p>			
COM401	Mass Communication Research	Prerequisite: COM201, STS201	(3crs) (NQF 8)
<p>This course attempts to explain research process in mass communication and its basic principles in the field of Public Relations and Social Sciences. The first section of the course deals with the typical research process taking into account the debate between scientific and research, elements of research, research ethics, sampling and problem related to mass media. The second section deals with several research approaches. Discussing into the issues of qualitative, qualitative research. The third section discusses on data analysis applying basic statistical procedures and research reporting. Section four covers other research methods commonly used in communication research such as content analysis, surveys, some aspects of longitudinal and experimental research</p>			
COM402	Public Relations Campaigns	Prerequisite: COM308	(3crs) (NQF 8)
<p>This is course attempts to study the development of communication skills, applied in the field of public relations practice. The course will prepared students with wide range of materials accessible to the organization both in print and non-print materials as part of the organization's promotional activities. The process of Public Relations practice continues to be grounded in research, planning, action and evaluation which of these techniques are now being change by technology. This course is organize into four parts. Part I described the current Public Relations practice. Part II examine the core issues of the process underline public relations. Part III, focuses on the publics that the object of these efforts. Part IV, summarize and examine the emerging trends of the PR profession.</p>			
COM403	Advertising in Electronic Media	Prerequisite: COM202	(3crs) (NQF 8)
<p>This course provides advertising in all electronic forms either in radio television or online. It provides the rational using pros and cons of adverting in electronic media, its types and providing goals, services,</p> <p>political ads that affect the public. Separate advertisements and sponsoring program will also be taught. The role of advertising in creating stereotype image, analyzing and preparing advertising campaigns that aim for promoting entertaining movies, radio and television programs. Students will study the techniques of writing scripts for commercials in electronic media, the use of audio and video production facilities including the online ads using the World Wide Web.</p>			

COM404	Public Relations Planning & Management	Prerequisite: MGT201	(3crs) (NQF 8)
<p>This course attempts to describe how to initiate and manage the ongoing development of public relations program in a more structured way to benefit both the organization and its clients. It examines many aspects of public relations planning and management specifically relating to the understanding to the role of public relations in organization, starting the planning process, examining at research and analysis, setting goals and objectives, public messages, strategies and tactics, time scale resources, evaluation and overview. By using techniques in this course students will be able to drive events rather than being driven by them.</p>			
COM405	International Public Relations	Prerequisite: COM402	(3crs) (NQF 8)
<p>This course offers the broad treatment of the field of international public relations, presenting an outline for global business systems and how can public relations practitioners perform within this international environment. At corporate level we see public relations in action in communicating corporate messages to the worldwide financial markets, shaping corporate images, telling our side of the story in times of crisis, and playing a key role in developing new identities and positioning for companies in awake of mergers, acquisitions and takeovers. At the brand level, provide relations provides marketing support in a form of ideas, for international, national, and local sponsorships, for cause related marketing and for brand building both consumers directed communications. This course attempts to address such organizational issues in the wake of internalization environment.</p>			
COM409	Public Relations Projects	Prerequisite: COM402	(4crs) (NQF 8)
<p>This course includes the outcome of the theoretical and practical studies of public relations students during the previous four years. He has also to choose his graduating project in public relations. Student is assigned by the department on integrated project, in a major field that he has chosen, to provide through his distinctive capabilities of achieving this project.</p>			

How to find us?



Admissions Contact Information

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