

## Advertising Management

Course Objectives	Course Learning Outcomes
<p><u>This course should enable the student to:</u></p>	<p><u>A student who satisfactorily complete the course should be able to:</u></p>
<p>This course will enable the students to understand the planning, organizing, directing, coordinating and controlling of various activities related to development and implementation of advertising program.</p>	<ol style="list-style-type: none"> <li>1. Integrated Marketing Communication – Role and Importance of advertising in Marketing mix</li> </ol>
	<ol style="list-style-type: none"> <li>2. Creative Strategy: Ad appeals, Ad values, ad designing – print copy visual element, layouts designing, story boarding.</li> </ol>
	<ol style="list-style-type: none"> <li>3. Steps in campaign planning – role of research in advertising campaign planning</li> </ol>
	<ol style="list-style-type: none"> <li>4. Setting up the ad budget – process and methods. Appropriation of ad budgets</li> </ol>
	<ol style="list-style-type: none"> <li>5. Trends in advertising, Internet advertising and international and Global advertising</li> </ol>
	<ol style="list-style-type: none"> <li>6. Social Ethical and legal issues in advertising</li> </ol>





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Department of Business Studies

<b>BALW4115</b>	<b>BUSINESS LAW</b>	<b>Credit Hours: 3</b>
<b>Pre-requisite(s):</b>	None	
<b>Course Description:</b>	Business Law is an introduction to the legal and ethical framework of business. This course will examine court systems, obligations and contracts law, employment law, and partnership, corporation and agency law.	
<b>Objectives</b>	<b>Learning Outcomes</b>	
<p>This course in Business Law aims to:</p> <ul style="list-style-type: none"><li>• Develop the students' <i>knowledge and understanding of the general legal framework within which business takes place, and of the specific legal areas relating to business such as obligations and contracts law, partnership, corporation and agency law, and employment law; and</i></li><li>• Develop the students' <i>ability to identify legal and ethical issues that arise in business decisions and the laws that apply to them.</i></li></ul>	<p>On successful completion of this course, the students should be able to:</p> <p><b>Chapter 1 – Essential Elements of the Legal System</b></p> <ul style="list-style-type: none"><li>• <i>Identify</i> the essential elements of the court system, and</li><li>• Explain the sources of law</li></ul> <p><b>Chapter 2 –Contract Law</b></p> <ul style="list-style-type: none"><li>• <i>Recognize and apply</i> the appropriate legal rules applicable under the Contract Law, in order to establish legal liability and</li><li>• <i>Identify</i> grounds for breach of contract and appropriate remedies</li></ul> <p><b>Chapter 3 – Labor Law</b></p> <ul style="list-style-type: none"><li>• <i>Recognize and apply</i> the appropriate legal rules applicable under the Labor Law</li><li>• <i>Identify</i> any infringement or breaches of the law by an employer and</li><li>• <i>Explain</i> the statutory procedure for employees to follow in order to receive full compensation for any losses caused by the actions of the employer</li></ul> <p><b>Chapter 4 – Partnership, Corporation and Agency Law</b></p> <ul style="list-style-type: none"><li>• <i>Describe</i> the formation and operation of partnerships and corporations including limited partnerships</li></ul> <p><b>Chapter 5 – Capital and Financing Companies</b></p> <ul style="list-style-type: none"><li>• <i>Describe</i> the process of raising capital and capital maintenance</li></ul> <p><b>Chapter 6 – Management, Administration and Regulation of Companies</b></p> <ul style="list-style-type: none"><li>• <i>Describe</i> the relationship between the general meeting, the board and corporate management including director's duties</li></ul>	



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	<p><b>Chapter 7 - Legal Implications Relating to Companies in Difficulty or in Crisis</b></p> <ul style="list-style-type: none"><li>• <i>Describe</i> the process of insolvency, voluntary administration, receivership and liquidation</li></ul> <p><b>Chapter 8 - Corporate Governance and Ethical Issues</b></p> <ul style="list-style-type: none"><li>• <i>Discuss</i> issues relating to governance and ethics and</li><li>• <i>Demonstrate</i> an understanding of fraudulent and criminal behavior</li></ul>
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University of Technology and Applied Sciences - AL Mussanah

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<b>BAMK 4109</b>	<b>Direct Marketing</b>	3 Credit Hours
<b>Prerequisites:</b>	BAMK 1205 (Principles of Marketing)	
<b>Goal</b>	Give the student abroad knowledge of direct marketing and its importance in the current business world.	
<b>Objectives</b>	<b>Outcomes</b>	
This course will enable the student to understand the importance and the role of direct marketing next to how direct marketing can be conduct.	The students should be able to: 1. Discuss the benefits of direct marketing to customers and organizations. 2. Analyze the trends fueling direct marketing rapid growth. 3. Define customer database. 4. List the ways organizations use database in direct marketing. 5. Identify the major forms of direct marketing. 6. Compare the different types of online marketing channels. 7. Explain the effect on the Internet of electronic commerce. 8. Identify the benefits of online marketing to consumers and marketers. 9. Identify the different ways marketers' conduct online marketing. 10. Analyze the public policy and ethical issues facing direct marketing.	





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University of Technology and Applied Sciences - AL Mussanah

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<b>BAMK 4110</b>	<b>Marketing Strategy</b>	3 Credit Hours
Prerequisites:	BAMK 1205 (Principles of Marketing)	
<b>Goal</b>	This course will develop the necessary skills and knowledge for the analysis of marketing cases, finding solutions to actual problems and how to implement them.	
<b>Objectives</b>	<b>Outcomes</b>	
To facilitate the integration of the basic techniques of marketing into marketing plane. This course goes beyond the analysis of the environment and marketing mix and demonstrates through the extensive use of cases, how the marketer must integrate their analysis into a long or short-run plan to implement the marketing opportunity.	The students should be able to: <ol style="list-style-type: none"><li>1. Create and justify a marketing strategy for specific target market.</li><li>2. Describe the various stages of consumer decision-making and explain how marketing strategies influence each stage.</li><li>3. Apply various marketing strategies to solve business problems.</li><li>4. Design marketing strategies for each stage in a product life cycle.</li><li>5. Describe how cultural values are influenced by various marketing strategies.</li><li>6. Analyze the impact of information and communications technology on the strategies business that is used to market products and services.</li><li>7. Describe how organizations make decisions about product, place, price and promotion.</li><li>8. Compare strategies used to market products and services in various domestic and international market sectors.</li><li>9. Demonstrate sales practice used in business-to-business marketing.</li><li>10. Use the results of marketing research to develop an international marketing strategy.</li><li>11. Design marketing strategies to meet buyers demand in the international marketplace.</li></ol>	





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<b>BAMG 4216</b>	<b>Strategic Management</b>	3 Credit Hours
Prerequisites:	(Capstone)	
<b>Goal</b>	The course focuses on the formal decision making process called "strategic management." The primary course aim is to acquaint students with the process of developing a business strategy and how to implement that strategy	
<b>Objectives</b>	<b>Outcomes</b>	
<p>The course should enable the student to:</p> <ol style="list-style-type: none"><li>1. To provide understanding of the strategic management model, its components and processes .</li><li>2. To provide understanding of the relationship between strategic management and business and corporate objectives and strategies .</li><li>3. Learn how to make business decisions based on strategic management analysis.</li></ol>	<p>The students should be able to:</p> <ol style="list-style-type: none"><li>1. Describe the fundamentals of business strategy, the strategic process and business objectives</li><li>2. Describe and analyze the internal and external business environment of an organization.</li><li>3. Identify key elements in business planning and performance measurement.</li><li>4. Explain the concept of competitive advantage and conduct a simple analysis of an organization's competitive position.</li><li>5. Identify the ways in which businesses fulfill their responsibilities to different groups of people and institutions.</li><li>6. Explain the impact upon business of contemporary developments such as globalization and technological advances</li></ol>	





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## Supply Chain Management

*Prerequisites: None*

*Credits: 3 C.H*

### **Goal:**

To provide students with a knowledge of management and improvement of supply chain processes. The course will focus on supply chain strategies, plans and operations.

### **Objectives:**

The course will enable students to understand the nature of supply chain management, the current topics on the different aspects of supply chain management, and its challenges and opportunities.

### **Outcomes:**

Students will be able to:

- 1- Define the supply chain.
- 2- Identify the supply chain drivers and obstacles
- 3- Forecast the demand in a supply chain and recognize all the issues related to planning of supply and demand
- 4- Manage the inventory cycle and safety
- 5- Identify the financial factors influencing supply chain decisions
- 6- Recognize the role of information Technology and e- business in supply chain management
- 7- Recognize the importance of coordination and network design in a supply chain.



Course Code: **BAFI 4212**  
 Course Name: **Insurance -Theory and Practice**

Pre-requisite: <b>None</b>	
<b>Course Goals:</b>	The main aim of this course is to impart knowledge related to theory and practice of insurance industry
<b>Course Objectives</b>	
<ul style="list-style-type: none"> <li>• To enable the students to understand the need, importance and basic concepts of insurance</li> <li>• To enable the students to understand the functioning of insurance business</li> <li>• To gain the knowledge of different insurance policies</li> <li>• To gain the knowledge of different terminologies used in insurance business</li> <li>• Rules and Regulations relating to insurance companies in Oman</li> </ul>	<p>Enable the students to understand:</p> <ol style="list-style-type: none"> <li>1. The conceptual framework: what is Insurance-Brief history of insurance- Perils and Risks- importance and benefits of insurance- Principles of insurance</li> <li>2. The business of insurance: Premium and bonus Calculations- Claim and Settlements-Managing insurance business-Final account of insurance companies-Role in economic development.</li> <li>3. Insurance terminologies: Both life and non-life</li> <li>4. Insurance Products-Life and Non-life: Endowment, Annuities and other life insurance policies-Fire, Marine, Health and other type of non-life policies</li> <li>5. Insurance company law: The Insurance Companies Law in Oman, Royal decree No 12/79- Role of Capital Market Authority in Insurance industries.</li> </ol>







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University of Technology and Applied Sciences - AL Mussanah

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**Customer Relationships Management**

*Prerequisites: None*

*Credits: 3 C.H*

**Goal:**

To provide students with an insight into the structure and working of the customer-focused business. The course will investigate the techniques which are used to maximize customer satisfaction in order for the business to win in today's competitive environment.

**Objectives:**

The course will enable the students to be familiar with the techniques of making organizations more customers focused. They will learn the various roles CRM plays in business, and why it's more important than ever.

**Outcomes:**

Students will be able to:

- 1- Define factors influencing the quality and management of customer/service provider relationships- internal and interfaces.
- 2- Apply the organizational customer care strategies
- 3- Recognize the effects of service worker behavior and skills for effective service provision.
- 4- Evaluate customer needs and customer satisfaction/dissatisfaction
- 5- Recommend and advice ways to deal with the consumers in business, not-for-profit and government settings.
- 6- Handle consumer needs and complaints
- 7- Manage and control the service demand.





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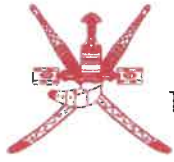
Department of Business Studies

<b>BAEB 4200</b>	<b>Management Information System</b>	3 Credit Hours
Prerequisites:	None	
<b>Goal</b>	To equip students with knowledge and skills of using computer-based information systems in business management activities.	
<b>Objectives</b>	<b>Outcomes</b>	
The course will enable students to understand the role of technology and systems related to challenges for business professionals. They will know all the processes of information systems and business.	Students will be able to: 1) Define information systems. 2) Describe the relationships between technology and business activities. 3) Recognize the models and frameworks of Information System 4) Define concepts of basic decision- making and basic communication and describe the roles of different types of information systems in communication and decision-making. 5) Identify different ways of increasing efficiency and effectiveness of internal operations (e.g. empowerment, structuring...etc.) 6) Work individually and in a team 7) Work with highest codes of ethics 8) Communicate effectively in English 9) Utilize the available information sources	



ساعتان معتمدتان	التخاطب باللغة العربية	PHIL 3200
	لا يوجد	المتطلبات السابقة
	تقوية صلة الطالب بلغته العربية والأعزاز بها وتأكيد دورها في حياته العلمية والعملية لاستيعاب ما يتلقاه من معارف وعلوم.	الهدف العام
	الأهداف الخاصة	النتائج
<p>1. أن يمتلك الطالب المهارات الاساسية للتخاطب باللغة العربية حديثا وكتابة.</p> <p>2. أن يكتسب الطالب وسائل الاقناع لعرض ما يريد من أفكار و آراء بأسلوب واضح ومعاني دقيقة.</p> <p>3. أن يعمل الطالب على زيادة معرفته واهتمامه بلغته العربية لتنمية ذوقه الجمالي وزيادة مهاراته فيها.</p> <p>4. أن يتمكن الطالب من توظيف معلوماته اللغوية لصالح ما اكتسبه من علوم وخبرات.</p>	<p>1. قدرة الطالب على الكتابة والحديث بأسلوب علمي تقل فيه الأخطاء الاملائية والاسلوبية.</p> <p>2. المام الطالب بمهارات الاختصار والايجاز في رسائل المخاطبات.</p> <p>3. احتفاظ الطالب بالكثير من المعلومات التي اكتسبها في ثقافته الادبية واللغوية خلال تعليمه وتثقيفه الذاتي.</p> <p>4. زيادة مهارات الطالب في لغته العربية حديثا وكتابة.</p>	





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<b>PHIL 4100</b>	<b>Oman Civilization</b>	3 Credit Hours
Prerequisites:	None	
<b>Goal</b>	To acquaint the student with Omani and Islamic civilization, their development and significance during different pre- and post-Islam eras, and with the Islamic judicial system.	
<b>Objectives</b>	<b>Outcomes</b>	
To enable the student to: 1. Understand the geography of Oman 2. Be familiar with the significance of Omani civilization during pre- and post-Islam eras 3. Understand Islamic civilization, its development, and its supporting factors 4. Understand the Islamic judicial system during different post-Islam eras	The students should be able to: 1. Describe Oman's geography 2. Explain the effects of geography on Omani civilization 3. Investigate and describe the significance of Omani civilization during the pre-Islam era 4. Investigate and describe Oman's embracing of Islam 5. Investigate and describe the significance of Omani civilization during the caliphates, ummait, and abbasi eras 6. Describe the characteristics of Islamic civilization 7. Describe the development, and external and internal supporting factors for Islamic civilization 8. Describe the Islamic judicial system during the post-Islam eras	



## Learning Outcome

Course Code:	Graduation Project
BAPR4211 BAAC4211	<p>A student who satisfactorily complete the course should be able to:</p> <ul style="list-style-type: none"><li>• Apply the relevant knowledge and skills gained from the different courses</li><li>• Acquire new knowledge in the area of study</li><li>• Search for information in the area of study.</li><li>• Do proper literature review in the area of study and identifying gaps, problems, potential contribution, and objectives for the study</li><li>• Design a comprehensive and robust research methodology with details on data collection methods (e.g. questionnaire, or interview or existing statistics)</li><li>• Reflect a solid understanding of different methods for analysis of the data collected and do proper analysis of the data collected via questionnaire, or interview or existing statistics</li><li>• Reflect on, evaluate, and critically assess findings of other studies and own study.</li><li>• Review relevant and contemporary empirical papers focusing on analysis, findings, and discussion parts then reflect on how the results/findings and discussion sections are addressed and argued.</li><li>• Demonstrate communication skills through oral presentations and written reports</li><li>• Manage his/her time effectively to achieve a time constrained target</li><li>• Work collaboratively to plan and execute project work or research within discipline of study</li><li>• Work in a group of students and develop team work skills</li><li>• Demonstrate a responsible, ethical and professional attitude</li></ul>

