

	Course Code	Course name	Pre-R	Co-R	Credit Hours	Contact Hours	Course Type
Semester 1 (15 CH)	20SMGB310	Management Information System	N/A		3		
	20SMGB311	Accounting for Decision Making	N/A		3		
	20SMGB312	Management Principles II	N/A		3		
	20SMRB313	Marketing Principles II	N/A		3		
	-	Elective	N/A		3		
Semester Total					15		

Semester 2 (15 CH)	20SMGB320	Economics II	20SMGB311		3		
	20SHRB321	Organizational Behavior	20SMGB312		3		
	20SMGB322	Contract Law	N/A		3		
	20SMRB323	Integrated Marketing Communications	20SMRB313		3		
	20SMGB324	Statistics for Business	20SMGB310		3		
Semester Total					15		

Semester 3 (15 CH)	20SMRB411	Customer Relationship Marketing	20SMRB323		3		
	20SMRB412	Marketing Research	20SMGB324		3		
	20SMRB413	Marketing Planning and Strategy	20SMGB324		3		
	20SMRB414	Digital Marketing	20SMRB323		3		
	-	Elective	N/A		3		
Semester Total					15		

Semester 4 (15 CH)	20SMRB420	Consumer Behavior	20SMRB411		3		
	20SMRB421	International Marketing	20SMRB413		3		
	20SMRB422	Marketing of Services	20SMRB411		3		
	20SMGB423	Strategic Management	20SMRB413		3		
	20SMRB424	Graduation Project	20SMRB412 20SMRB413		3		
Semester Total					15		
Program Total					60		

Elective Units

Students may choose to take any of the Units listed below.

Bachelor of Business (Marketing): Electives

Course Code	Course name	Pre-R	Credit Hours	Contact Hours	Available for the program
English Dept.	Reading and Writing for Business	N/A	3		
20SMGB314	Business Ethics	N/A	3		
20SMGB315	Professional Development and Communication Skills	N/A	3		
20SMGB413	Product and Service Innovation	N/A	3		
20SMRB317	Emotional Intelligence in Leadership	N/A	3		
20SMRB410	Business Finance	N/A	3		
20SMGB412	Entrepreneurship, Innovation & New ventures	N/A	3		
20SMRB416	Wealth Management	N/A	3		
20SMGB416	E-Business	N/A	3		
20SMGB417	Macroeconomics	N/A	3		
20SMRB418	Internship	N/A	3		

Units Description

SEMESTER 1

1. 20SMGB310 – Management Information Systems [3CH, 3 Lec, 0 Lab]

This unit examines the applications of information technology to the management of organizations as one of the key factors in helping organizations to achieve competitive advantage. Students will learn how to think strategically about information systems and advancing technologies. This unit explores how organizations determine and implement information systems to meet organizational needs and goals.

Pre-requisite: N/A

2. 20SMGB311 - Accounting for Decision Making [3CH, 3 Lec, 0 Lab]

This unit introduces students to the role of accounting in measuring progress and meeting targets required to achieve organizational objectives. Students will perform basic analysis using financial statements to make recommendations relating to performance criteria such as profitability, liquidity, efficiency and solvency. In addition, students will apply concepts relating to the basic types of accounts; behavior of costs; cost-volume profit analysis; short-term decision making; budgeting and capital budgeting.

Pre-requisite: N/A

3. 20SMGB312 – Management Principles II [3CH, 3 Lec, 0 Lab]

The aim of this unit is to enable students to gain knowledge and understanding of management functions by examining the roles and responsibilities of a manager. Students should acquire comprehensive knowledge of a wide range of management concepts. Particular emphasis is placed on the management process, its dynamic nature and its key elements of planning, organizing, directing, coordinating and controlling.

Pre-requisite: N/A

4. 20SMRB313 - Marketing Principles II [3CH, 3 Lec, 0 Lab]

This unit provides students with a sound knowledge of the origins of trading goods and services and the development of modern marketing practice and theory. Emphasis is placed on developing an understanding of marketing principles and their application. After successful completion of this unit, students will have a basic knowledge of the marketing concept, the marketing mix (product, place, promotion and price), segmentation, targeting, positioning, customer value, branding. In addition to services marketing, consumer and business behavior, ethics and social responsibility in marketing, market planning, market research and competitive analysis. Furthermore, students will have the opportunity to evaluate and formulate marketing strategies.

Pre-requisite: N/A

5. Elective – Students can select any unit from electives' list.

SEMESTER 2

6. 20SMGB320 - Economics II [3CH, 3 Lec, 0 Lab]

This unit covers basic microeconomic theory and some macroeconomics. Examples of the application of theory within the context of the contemporary economy are provided throughout, and students should be left with a subtle taste of what political economy is about. From the onset, economics is engaged as a framework for dealing with scarcity. The main topics are demand and supply, price theory, elasticity, costs and intervention analysis. Which in turn lead into to an understanding of the various market structures: perfect competition, monopoly and monopolistic competition. Oligopoly is addressed via Applied Game Theory. The final part of the unit moves to shape students understanding of the macro economy: National income, growth, inflation, unemployment and macroeconomic policy.

Pre-requisite: 20SMGB311 Accounting for Decision Making

7. 20SHRB321 - Organizational Behavior [3CH, 3 Lec, 0 Lab]

This unit examines three dimensions that assist in the understanding of human behavior at work: individual, group and organization. It looks at the theories and research base that inform the way in which individual level factors (e.g. personality and motivation), group level factors (e.g. leadership and group dynamics) and organizational differences (e.g. structure and culture) combine to explain behavior. It seeks to frame the behavior of organizations in terms of how employees interact intra-personally and interpersonally through their heads, hearts and hands.

Pre-requisite: 20SMGB312 Management Principles II

8. 20SMGB322 – Contract Law [3CH, 3 Lec, 0 Lab]

This unit is an introduction to business law in Australia, Kuwait and the law of contract. Topics include the origins of the Australian legal system, the current legal environment of business and the law of contracts as it regulates business transactions. The unit emphasizes areas of law relevant to business operations, legal concepts, and social environment with emphasis on business ethics; role of contracts in business; and Kuwait specific employment contract legislation. Furthermore, the unit provides the student with techniques on how to resolve conflicts of law and the different forms of dispute resolution. This is followed by a detailed study of contracts including basic elements, interpretation, remedies for breach, assignment and discharge. A particular study is made of the nature, terms, validity, operation and discharge of contracts.

Pre-requisite: N/A

9. 20SMRB323 - Integrated Marketing Communications [3CH, 3 Lec, 0 Lab]

This unit refers to an evolved definition of integrated marketing and teaches students how to communicate in the business world effectively. It champions the importance of integrating all marketing communications and helps students understand how communications are produced and transmitted. This unit covers the traditional elements of the promotional mix (advertising, public relations, personal sales and sales promotion), the role of social media and alternative media (such as guerilla marketing, experiential marketing, lifestyle marketing, buzz marketing, product placement, etc.) and other marketing tactics.

Pre-requisite: 20SMRB313 Marketing Principles II

10. 20SMGB324 – Statistics for Business [3CH, 3 Lec, 0 Lab]

This unit introduces students to the concepts and applications of probability and statistical modeling. Topics covered include descriptive statistics, measures of central tendency and dispersion, probability and probability distributions (binomial, Poisson, normal), confidence intervals, one and two sample hypothesis tests, one way analysis of variance, chi-square tests, linear regression and correlation. The use of a calculator and a statistical/spreadsheet computer package for data analysis is also covered.

Pre-requisite: 20SMGB310 Management Information Sys.

SEMESTER 3

11. 20SMRB414 - Digital Marketing [3CH, 3 Lec, 0 Lab]

This unit is designed to extend the way in which the principles of modern marketing theory and practice are applied. Emphasis is placed on the legitimate role of marketing within the context of electronic commerce, interactive marketing and electronic marketing. In an age of increasing interactivity, the concept of a defined market space is addressed. Exchanges and transactions within a virtual world comprising customers, service providers' stakeholders, and competitors underline the unit's emphasis on web-based value propositions and key elements contributing to both the traditional and 'new' marketing mix. Other electronic marketing areas such as database marketing and aspects of direct marketing are also addressed.

Pre-requisite: 20SMRB323 Integrated Marketing Communications

12. 20SMRB411 - Customer Relationship Marketing [3CH, 3 Lec, 0 Lab]

This unit introduces students to the concept of customer relationship management (CRM) as a strategy and as a technique. It gives a unified treatment of the strategic and tactical aspects of customer relationship management, as we know it today. It stresses developing an understanding of customer value as the guiding concept for marketing decisions. The unit adopts a holistic approach towards CRM by providing the concepts, explaining the tools and developing relevant strategies. It introduces key concepts needed to understand and implement CRM strategies.

Pre-requisite: 20SMRB323 Integrated Marketing Communications

13. 20SMRB412- Marketing Research [3CH, 0 Lec, 3 Lab]

This unit covers the fundamentals of marketing research, including information gathering skills, survey design (defining the problem, establishing research objectives, determining the sample plan, questionnaire design, and data collection methods), analysis of data and research statistics. The unit uses a series of case studies, which provide the framework to apply all marketing research concepts. Practical activities include computer applications with SPSS (Statistical Package for the Social Sciences).

Pre-requisite: 20SMGB324 Statistics for Business

14. 20SMRB413 - Marketing Planning and Strategy [3CH, 3 Lec, 0 Lab]

This unit involves students directly in evaluation and writing of a detailed integrated marketing plan. Focus is placed on the marketing planning process, the formal document and actual implementation. Content includes the development of a sustainable, long-term strategy to meet future demands through a rich understanding of the market and underlying drivers of changes.

Pre-requisite: 20SMGB324 Statistics for Business

15. Elective – Students can select any unit from electives' list.

SEMESTER 4

16. 20SMRB420 - Consumer Behavior [3CH, 3 Lec, 0 Lab]

This unit introduces students to the general perspectives of the study of consumer behavior. Furthermore, this unit is designed to provide knowledge of the psychological foundations of consumer behavior and the mechanisms of influence that are most likely to lead consumers to change their attitudes, beliefs, and, most importantly their actions. The aim of this unit is to provide students with the knowledge in how to engage these mechanisms in building effective communications targeted to consumers in the marketplace.

Pre-requisite: 20SMRB411 Customer Relationship Marketing

17. 20SMRB421 - International Marketing [3CH, 3 Lec, 0 Lab]

The aim of this unit is to introduce students to the theory and practice of marketing across international borders. Marketing in an international environment is increasingly important for many businesses. While the core principles of marketing apply, this unit will provide students with knowledge and techniques related to undertaking marketing in an international environment and marketing to global markets.

Pre-requisite: 20SMRB413 Marketing Planning and Strategy

18. 20SMRB422 - Marketing of Services [3CH, 3 Lec, 0 Lab]

This unit focuses on the difficulties of marketing service products compared to marketing goods. The theory based on the 7Ps (product development, pricing, promotion, place decisions, process design, people and physical evidence) of services marketing provides a solid foundation on which practical applications can be addressed. The importance of customer service, customer satisfaction, demand-capacity management and service recovery is also addressed.

Pre-requisite: 20SMRB411 Customer Relationship Marketing

19. 20SMGB423 – Strategic Management [3CH, 3 Lec, 0 Lab]

This unit covers the main concepts and techniques of strategic analysis and implementation at the organizational, business and corporate levels. The areas covered include industry and environment analysis, capabilities analysis, strategic decision-making and implementation. Formal strategic formulation and emergent strategy under conditions of rapid change, uncertainty and complexity are addressed.

Pre-requisite: 20SMRB413 Marketing Planning and Strategy

20. 20SMRB424 – Graduation Project [3CH, 3 Lec, 0 Lab]

A graduate project thesis represents the culminating experience resulting from your graduate study. Your thesis is the most important artifact you create in earning your degree. It will persist in perpetuity, long after your graduation. Students shall complete their projects under the direction and supervision of faculty members. It is the thesis that proves your ability to apply, analyze, synthesize and evaluate information related to a particular subject matter. The thesis demonstrates that you are capable of finding solutions to significant problems. It shows that you can perform critical analysis and make sound technical decisions based on the findings.

Pre-requisites: 20SMRB412 Marketing Research

20SMRB413 Marketing Planning and Strategy

