

COLLEGE OF ARTS AND SCIENCES

DIVISION OF BUSINESS AND ECONOMICS

DIVISION HEAD: PROF. JEREMY CRIPPS

MAJOR DEGREE PROGRAMS

The Division of Business and Economics oversees the following Degree Programs:

- Bachelor of Business Administration in Accounting
- Bachelor of Business Administration in Finance
- Bachelor of Business Administration in Management
- Bachelor of Business Administration in Marketing

The Division of Business and Economics also oversees the

- Bachelor of Arts in Economics

MINORS

The Division of Business and Economics oversees the following Minor programs:

- Accounting
- Business Administration
- Economics
- Finance
- Management
- Marketing

DISCIPLINES (FIELDS OF STUDY)

The Division of Business and Economics includes the following disciplines:

- Accounting (ACCT)
- Business Ethics and Law (BEAL)
- Economics (ECON)
- Entrepreneurship (ENTR)
- Finance (FINC)
- Management (MGMT)
- Marketing (MRKT)

• ACADEMIC AND PROFESSIONAL SKILLS DEVELOPED BY THE DEGREE PROGRAMS

The study of business administration and management provides students with concepts and skills useful for decision-making in public and private commercial organizations.

The undergraduate curriculum of the B.B.A. program at AUK covers accounting principles, economics principles, and functional areas of business administration including marketing, management, finance and accounting. The curriculum is also designed to develop the range of mathematical and computer skills needed in a business career.

While specializing provides specific skills, the liberal arts background will ensure broad academic experiences in the humanities, sciences, arts, and social sciences that teach students to think critically, analyze problems, reach creative solutions, and communicate clearly.

The approach is towards analytical problem-solving and business-related case studies.

The social and leadership opportunities at AUK encourage students to develop the ability to deal effectively with people, to learn and practice organizational and management skills, and to develop their potential for leadership in their careers and their communities.

An excellent way to prepare for a career is to supplement academic education with on-the-job experience. The B.B.A. program at AUK is designed with that purpose in mind. Students pursuing a Business Administration degree program are required to participate in an internship for a minimum of ten weeks, where student interns learn how to apply their business knowledge. AUK helps students find a position that suits their needs and skills. National and international opportunities for internships are available. Internships give students insights into practical business experience, more confidence in job interviewing, and an opportunity that could lead to further career opportunities.

The skills gained through the B.B.A. program are transferable to many career fields, but they are particularly appropriate for students who wish to start their careers in business administration. This unique program partners special training with the flexibility, adaptability and creativity necessary for growth and job satisfaction in our rapidly changing global society.

Careers in business are varied but the following is a list of possibilities:

- Accounting: Management Information Systems, Strategic Planning, Cash Management
- Finance: Banking, Investment Analysis, Financial Analysis
- Management: Manufacturing, Real Estate, Government
- Marketing: Wholesale and Retail Consumer Public Relations

OVERVIEW OF REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION PROGRAMS (ACCT, FINC, MGMT, MRKT)

Division Head: Prof. Jeremy Cripps

Program E-mail: Business@auk.edu.kw

Admission to the Program:

- A cumulative grade point average (GPA) of 2.0.

University Degree Requirements (120 credit hours)

To receive a Bachelor of Business Administration, students must complete at least 120 credit hours:

- General Education Requirements (45)
- Business Administration Core Courses (25)
- Internship (3-6)
- Specialty Program Requirements (18)
- Electives (26 -29)

- **General Education Requirements :**

Students who plan on a BBA degree are advised that they need to complete the following General Education Requirements. These courses are prerequisites for many Business courses.

- | | | |
|------------|------------------------------|---------|
| ▪ ECON 200 | Principles of Microeconomics | [S] (3) |
| ▪ ECON 201 | Principles of Macroeconomics | [S] (3) |
| ▪ MATH 103 | Mathematics for Business | [M] (3) |
| ▪ MGMT 201 | Principles of Management | (3) |
| ▪ MGMT 204 | Business Writing | [E] (3) |
| ▪ STAT 201 | Statistics | [M] (3) |

Note: MATH 201 (Calculus I) is recommended for the B.B.A. in Finance as a number of advanced Finance courses may require MATH 201 as a prerequisite.

- **Business Administration Core Courses (25 credit hours):**

All B.B.A. students must complete the following core courses:

- | | | |
|------------|------------------------------------|-----|
| • ACCT 201 | Principles of Financial Accounting | (4) |
| • ACCT 205 | Managerial Accounting | (3) |
| • FINC 332 | Financial Management | (3) |
| • MGMT 210 | Research Methods for Business | (3) |
| • MGMT 321 | International Business Management | (3) |
| • MGMT 345 | Business Operations | (3) |
| • MRKT 200 | Principles of Marketing | (3) |
| AND | | |
| • BEAL 401 | Legal Issues in Business | (3) |
| OR | | |
| • BEAL 403 | Corporate Governance | (3) |

- **Internship (3-6 credit hours)**

All students must participate in an Internship Program. The Internship Program provides students with an opportunity to demonstrate their capacity for leadership, teamwork, and business activity in the context of work experience. Each degree program requires a separate internship (Accounting: ACCT 470; Finance: FINC 470; Management: MGMT 470; Marketing: MRKT 470). Internships are completed in the junior or senior year and while in residency at AUK.

Students are limited to a maximum of 6 internship credit hours, and should have at least Junior class standing and a minimum GPA of 2.00. Internships are graded “Pass” or “Fail.” Students electing to take 6 credit hours of internship should note that a 470 internship course *may not* be used to substitute for a required course in General Education, the Business Administration Core, the Specialty Program Requirements, or a Minor.

Students undertaking a second B.B.A. degree and electing to take 6 credit hours of internship may be required to register for two separate 3 credit hour internships. The requirement will ensure that internships provide experience that complements the different disciplines associated with the First B.B.A. Degree and Second Degree. Students should consult with their Academic Advisor.

The Division’s *Internship Handbook* provides extensive details of the internship process, requirements, and methods of assessment. Information on the process and assessment of internships offered by the Division of Business and Economics is also located at the end of the “Division of Business and Economics” section of the Catalog.

- **Specialty Program Requirements (18 credit hours)**

Students may select to pursue the Bachelor of Business Administration degree in: Accounting, Finance, Management, or Marketing. Students who choose to pursue one of these degree programs must follow the specified guidelines for completing the Business Administration Core Requirements and the requisite 18 credit hours in the degree program of choice (Accounting, Finance, Management, and Marketing). Courses in the B.B.A. program are listed at the Junior (300 level) and Senior level (400 level) with the following prefix designations: **ACCT**, **BEAL**, **ECON**, **ENTR**, **FINC**, **MGMT**, and **MRKT**.

Students must also choose in consultation with the academic advisor 2 courses (6 credit hours) at the Junior (300 level) or Senior (400 level) from among the business administration, economics, and management electives.

Also, note that for all 400 level courses, “Permission of Instructor” is required for enrollment.

- **Electives (26-29 credit hours)**

Students are allowed 26-29 credit hours to complete the 120 credit hour requirement for graduation. BBA students are strongly advised to consult with the Academic Advisor for the best course choices.

The Accounting Internship course has the designation ACCT 470. Information on the process and assessment of internships offered by the Division of Business and Economics is located at the end of the “Division of Business and Economics” section of the Catalog.

BACHELOR OF BUSINESS ADMINISTRATION IN MANAGEMENT(MGMT)

Program Lead: Dr. Athmar Al-Salem *Program E-mail:* Business@auk.edu.kw

Management Program Learning Outcomes:

Upon completion of the AUK Degree Program Bachelor of Business Administration in Management, the student will be able to:

- Create an application of management reporting systems and critically assess the performance employing management information systems.
- Acquire the analytical skills for the evaluation of an organizational strategic plan compared with actual results and provide solutions to problems arising.
- Demonstrate the ability to communicate and ensure internal controls are professionally implemented and provide assurance for users of financial statements.
- Demonstrate the understanding of basic technical skills such as the application of variance, ratio, and comparative entity analysis in order to control activity and protect corporate assets.
- Demonstrate awareness of cultural differences in business environments and in practices relative to domestic practice.
- Apply ethical reasoning and teambuilding practices in business management.

Students must complete the following 4 courses (12 credit hours):

- | | | |
|------------|---|-----|
| • ENTR 201 | Principles of Entrepreneurship | (3) |
| • MGMT 301 | Leading and Managing Organizational Change | (3) |
| • MGMT 333 | Organizational Behavior | (3) |
| • MGMT 413 | Management Strategy and International Affairs | (3) |

Students must also choose in consultation with the academic advisor 2 courses (6 credit hours), 300-level or above, from among the business administration and management electives.

Business administration electives include courses with the following prefix designations: **ACCT, BEAL, ECON, ENTR, FINC, MGMT, and MRKT.**

The Management Internship course has the designation MGMT 470. Information on the process and assessment of internships offered by the Division of Business and Economics is located at the end of the “Division of Business and Economics” section of the Catalog.

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (MRKT)

Program Lead: Dr. Mohsen Bagnied

Program E-mail: Business@auk.edu.kw

Marketing Program Learning Outcomes:

Upon completion of the AUK Degree Program Bachelor of Business Administration in Marketing, the student will be able to:

- Critically assess the target market for product and planning acquisition of planned target market share.
- Acquire the analytical skills for survey analysis to examine the make-up of merchandise and manufacturing markets.
- Professionally present analyses of market potential and communicate unique product attributes.
- Demonstrate the understanding of basic technical skills such as market research survey and assessment techniques and comparative analysis of product markets.
- Demonstrate awareness of cultural differences in the product market and in practices relative to domestic markets.
- Apply ethical reasoning and teambuilding practices in marketing goods and services.

Students must complete the following 4 courses (12 credit hours):

- | | | |
|------------|---------------------------|-----|
| • MRKT 329 | International Marketing | (3) |
| • MRKT 355 | Promotion and Advertising | (3) |
| • MRKT 401 | Marketing Research | (3) |
| • MRKT 413 | Marketing Strategy | (3) |

Students must also choose in consultation with the academic advisor 2 courses (6 credit hours), 300-level or above, from among the business administration and management electives.

Business administration electives include courses with the following prefix designations: **ACCT**, **BEAL**, **ECON**, **ENTR**, **FINC**, **MGMT**, and **MRKT**.

The Marketing Internship course has the designation MRKT 470. Information on the process and assessment of internships offered by the Division of Business and Economics is located at the end of the “Division of Business and Economics” section of the Catalog.

BBA 2008-2009 4 YEAR PLAN

Courses Required to Graduate				BBA - FOUR YEAR PLANS								
				BBA / ACCT		BBA / FINC		BBA / MGMT		BBA / MRKT		
				<i>By Year / Semester: 1/2, 3/4, 5/6, 7/8</i>								
				Fall	Spr.	Fall	Spr.	Fall	Spr.	Fall	Spr.	
Gen. Ed. Requirements:				Credit Hrs								
ENGLISH	ENGL	101	3	1		1		1		1		
	MGMT	204	3		2		2		2		2	
ORAL	ENGL	108	3	3		3		3		3		
Arabic Lang.	ARAB		3	1		1		1		1		
Arab Culture	.		3		2		2		2		2	
MATH	MATH	103	3	1		1		1		1		
	STAT	201	3		2		2		2		2	
CSIS	CSIS		3	3		3		3		3		
Health	HFIT		1	1		1		1		1		
Learning	EDUC	100	1	1		1		1		1		
Humanities	.		3	1		1		1		1		
	.		3		2		2		2		2	
Social Science	ECON	200	3	3		3		3		3		
	ECON	201	3		4		4		4		4	
Sciences	.		4	5		5		5		5		
	.		3		4		4		4		4	
			45									
BBA Business Core:				Credit Hrs	Fall	Spr.	Fall	Spr.	Fall	Spr.	Fall	Spr.
ACCT	201		4	3		3		3		3		
ACCT	205		3		4		4		4		4	
MRKT	200		3	3		3		3		3		
MGMT	210		3		4		4		4		4	
MGMT	321		3	5		5		5		5		
FINC	332		3		6		6		6		6	
MGMT	345		3	5		5		5		5		
BEAL	401/403		3		8		8		8		8	
			25									

BBA Degree Program Requirements				Credit Hrs	Fall	Spr.	Fall	Spr.	Fall	Spr.	Fall	Spr.
ACCT	FINC	MGMT	MRKT									
ACCT 301	FINC 341	ENTR 201	MRKT 309	3	5		5		5		5	
ACCT 305	FINC 345	MGMT 301	MRKT 355	3		6		6		6		6
ACCT 401/5	FINC 355	MGMT 333	MRKT 401	3	7		7		7		7	
ACCT 413	FINC 413	MGMT 413	MRKT 413	3		8		8		8		8
Related Reqs: (300 level or above)												
		.		3		6		8		6		6
		.		3	7		7		7		7	
				18								
Internship [3-6 Cr Hrs]				470	3	6	6	6	6	6	6	6
				3								
Electives				Credit Hrs	Fall	Spr.	Fall	Spr.	Fall	Spr.	Fall	Spr.
				3		2		2		2		2
Required Pre-Req				MGMT 201	3	3	3	3	3	3	3	3
				.	3	4	4	4	4	4	4	4
				.	3	5	5	5	5	5	5	5
				.	3	7	7	7	7	7	7	7
				.	3	6	6	6	6	6	6	6
				.	3	7	7	7	7	7	7	7
				.	3	7	7	7	7	7	7	7
				.	3	8	6	8	8	8	8	8
				.	2	8	8	8	8	8	8	8
Special Req: Min 40 Cr Hrs @ 300												
				29								
				GPA								
GRADUATION REQUIREMENT				Above 2.0	120							

ECONOMICS (ECON)

In addition to overseeing the Bachelor of Business Administration Programs, the Division also oversees the Bachelor of Arts program in Economics.

Academic and Professional skills developed by the Degree Program

Economics is the science of making choices when resources are scarce. These choices are made by individuals who act through numerous social institutions such as families, business firms, financial institutions, governments, labor unions, trade associations, and charities. Economics applies a rigorous method for analyzing choices-constrained maximization-to investigate how these institutions make decisions to purchase, produce, and trade resources and goods that satisfy human needs and desires. The Economics degree program at AUK provides the student with the comprehensive study of domestic and international economics. The student will learn the principles of economics, the theories and methods of economic analysis, the nature of international economic activity, the character of regional Arab economics and the economics of oil and energy. In this Program, students will also examine economic issues including labor, trade, finance and investment.

Graduates with a Bachelor of Arts in Economics are often sought after by banks, businesses, international corporations, government agencies and non-government organizations. In addition, the degree program in economics at AUK will provide the student with a solid foundation to continue graduate work in economics. Furthermore, the study of economics is a very useful adjunct to the study of management and business administration and other social sciences, including anthropology, political science, and sociology and is helpful for students intending to pursue graduate programs in business, law, accounting, finance and public administration.

BACHELOR OF ARTS (B.A.) IN ECONOMICS

Program Lead: Dr. Mourad Dakhli

Program E-mail: Business@auk.edu.kw

Economics Learning Outcomes:

Upon completion of the AUK degree in Economics, the student will be able to:

- Critically assess the target economic market by utilizing the skills learned in microeconomics and macroeconomics, such as being able to determine the biological and physical impact variables on economies, identify correlative factors within the market, and distinguish empirical statistical data findings from normative results.
- Acquire analytical skills such as comparative advantage and exchange to identify efficient market resource allocation as well as acquire the ability to determine the opportunity cost of alternatives and to compare static data analyses.
- Professionally present an interpretation and analyses of economic data and markets.
- Demonstrate the understanding of basic technical skills when organizing and analyzing statistical data and presenting visual information.

Admission to the Program:

Students are encouraged to choose in consultation with their academic advisor 5 courses (15 credit hours) from the following areas: **SBSA, ENTR, FINC, HIST, PLSC** and others that may fit the student career objectives if approved by the advisor.

- **Free Electives (24 credit hours)**

Choose 8 courses (24 credit hours) in consultation with the academic advisor.

ECONOMICS 2008-2009 4 YEAR PLAN

					Spring	Fall
General Education Requirements:				Hrs		
ENGLISH	ENGL	101	3		1	
	MGMT	204	3			2
ORAL	ENGL	108	3		3	
Arabic Lang	ARAB		3		1	
Arab Culture	.		3			2
MATH	MATH	103	3		1	
	STAT	201	3			2
CSIS	CSIS		3		3	
Health	HFIT	101	1		1	
Learning	EDUC	100	1		1	
Humanities	.		3		1	
	.		3			2
Social	ECON	200	3		3	
Science	ECON	201	3			4
Science	.		3		3	
	.		4			4
				45		
BA Economics Core				Hrs		
ECON		200				
ECON		201				
ECON		300	3		3	
ECON		301	3			4
ECON		304	3		5	
ECON		305	3		5	6
ECON		351	3			6
ECON		405	3		7	
ECON		409	3		7	
ECON		452	3			8
ECON		470	3			8
ECON		485	3			8
				30		

Economics Electives		Hrs	Spring	Fall
<i>Select from SBSA, ENTR, FINC, HIST, PLSC, & all B&E Division courses at the 300 level or above</i>				
.		3	5	
.		3	5	
.		3	3	
.		3		6
.		3		6
		15		
Free Electives		Hrs		
.		3		2
.		3		4
.		3		4
.		3	5	
.		3		6
.		3	7	
.		3	7	
.		3	7	
.		3		8
.		3		8
<i>Special Req: Min 40 Cr Hrs @ 300</i>				
		30		
		GPA		
GRADUATION REQUIREMENT		Above 2.0	120	

COLLEGE OF ARTS AND SCIENCES

DIVISION OF BUSINESS AND ECONOMICS

MINORS IN THE DIVISION OF BUSINESS AND ECONOMICS

Students may elect to complement their Degree with a Minor, defined as specialization in a discipline (academic area) *outside* their chosen Degree Program.

The Division oversees the following Minors:

- Accounting
- Business Administration
- Economics
- Finance
- Management
- Marketing

The Minors in Accounting, Finance, Management, and Marketing are designed for students taking a B.B.A. degree. For example, a student can complete their B.B.A. in Accounting with a Minor or Minors that provide specializations(s) in one or more of the following disciplines: Finance, Management, Marketing, or Economics.

The Minor in Business Administration is designed for students taking a B.A. in Economics or a Degree Program in the Divisions of Humanities & Arts, Sciences & Engineering, or Social Sciences. It is not designated for students taking a B.B.A. degree.

The Minor in Economics is designed for students taking a B.B.A. degree or a Degree program in the Divisions of Humanities & Arts, Sciences & Engineering, or Social Sciences. It is not designated for students taking the B.A. in Economics.

- **General Requirements for a Minor**

Students wishing to complete a Minor must complete a minimum 18 credit hours. The minimum credit hours for the Economics Minor are 18; for Accounting, Finance, Management, and Marketing Minors 21; and for the Business Administration Minor 22.

No more than 9 credit hours in the student's Degree Program, or another Minor, may be counted toward a Minor. Internship credits may not be used to substitute for courses comprising the requisite minimum 18 credit hours in a Minor program.

- **Requirements for a Minor in Accounting, Finance, Management, or Marketing**

Students choosing to add a Minor in Accounting, Finance, Management, or Marketing should consult Program Leads in the appropriate discipline (**field of study**):

- Accounting: Prof. John Russell
- Finance: Dr. Ralph Palliam
- Management: Dr. Athmar Al-Salem
- Marketing: Dr. Mohsen Bagnied

However, a partial indication of the Minor requirements may be gained from the Catalog by reviewing courses listed under the 18 hours of program requirements in the appropriate discipline. For the Division of Business and Economics, this 18 credit hours is comprised of 4 compulsory courses (12 credit hours) plus 2 courses (6 credit hours), 300-level or above, from among the business administration and management electives chosen in consultation with the student's Academic Advisor and Program Lead.

Specific details of the course requirements for the Minors in Business Administration and in Economics respectively are given below.

MINOR IN BUSINESS ADMINISTRATION (22 CREDIT HOURS)

Program Lead: Prof. Jeremy Cripps

This Minor is designated for students taking the B.A. in Economics or Degree Programs in the Divisions of the Humanities & Arts, Sciences & Engineering, and Social Sciences. The Minor requires students to complete the following:

- ACCT 201 Principles of Financial Accounting (4)
- ECON 200 Principles of Microeconomics [S] (3)
- ECON 201 Principles of Macroeconomics [S] (3)
- MGMT 333 Organizational Behavior (3)
- MRKT 413 Marketing Strategy (3)

In addition, students must complete 2 courses (6 credit hours) from among the Business Administration electives.

Business Administration electives include courses with the following prefix designations: **ACCT**, **BEAL**, **ECON**, **ENTR**, **FINC**, **MGMT**, and **MRKT**.

MINOR IN ECONOMICS (18 CREDIT HOURS)

Program Lead: Dr. Mourad Dakhli

This Minor is designated for students taking a B.B.A. or Degree Programs in the Divisions of the Humanities & Arts, Sciences & Engineering, and Social Sciences. Students must complete 6 courses (18 credit hours) for the Minor.

The following 2 courses (6 credit hours) are core courses for the Economics Minor:

- ECON 200 Principles of Microeconomics [S] (3)
- ECON 201 Principles of Macroeconomics [S] (3)

In addition, students must choose in consultation with the academic advisor 4 courses (12 credit hours) from among the following:

- ECON 300 Intermediate Microeconomics [S] (3)
- ECON 301 Intermediate Macroeconomics [S] (3)
- ECON 304 Economics of Labor [S] (3)
- ECON 305 International Economics [S] (3)
- ECON 351 Money and Banking [S] (3)
- ECON 405 Comparative Economic Systems (3)
- ECON 409 Economic Development (3)
- ECON 452 Econometrics (3)
- ECON 470 Internship in Economics (3)
- ECON 485 Seminar in Economics (3)

Up to two non-economic courses (e.g. **HIST**, **PLSC**, **MGMT**) can be taken in lieu of two from the above in consultation with the student's Academic Advisor.

COLLEGE OF ARTS AND SCIENCES

DIVISION OF BUSINESS & ECONOMICS INTERNSHIP PROCESS AND ASSESSMENT

The Internship process and assessment is completed in the following stages:

Program discussion: Potential Interns (Juniors or Seniors pursuing a Degree Program within the Division) are advised on the nature and purpose of an internship. The essential point is that they learn that there is a significant difference between the theory they learn in the classroom and the practice they will encounter during their internship.

Internship Handbook: The student is asked to read through the Internship Handbook. They are asked to ask questions and confirm that they understand the process of the internship. At this stage they will also complete the *Permission to Enroll* form which registers the student for an internship.

Internship Contract signed: The next stage is to have a meeting with the organization which has agreed to provide the internship. At this meeting the nature of the internship is discussed and the student, the off-campus supervisor, and the internship 470 instructor all sign the form.

At this meeting special details of the internship are agreed in the format of a contract between the three parties.

Visit to Place of work: At the time of the contract signing, or at a time near to this meeting, the 470 instructor visits the place of work where the student is going to be working and checks that the environment is suitable and that the nature of the work and the place of work go together.

Contact Off-campus supervisor: Contact is established between the Off-campus supervisor and the 470 instructor to ensure that if any problems arise during the internship there is a clear understanding of the roles each party will play in making sure that the student has a quality learning experience.

Weekly email reports from Intern: During the period of the internship, interns are expected to email the 470 instructor at least once a week to report on progress and activity. Students are expected to record their activities so that they can in the future review what activities have occupied their time while they are on an internship.

Mid-Term assessment of the Intern: is initially made by the Off-campus supervisor and this leads to the 470 instructor submitting a Midterm grade. Note that grades for internship are on a Pass/Fail basis.

Intern's Internship Final Report: At the end of an intern's period of work the intern is required to present a Report of activity. This report is to record the activities that the students has completed. The student submits the report.

Once the report is submitted, it is reviewed by the 470 instructor. Additions may be requested during an interview and discussion with the student.

Final Assessment: The final assessment begins with a final assessment by the Off-campus supervisor. This is submitted by the Off-campus supervisor.

The 470 instructor then confirms the Off-campus supervisor assessment. The 470 instructor will then submit a final grade.

Overall Assessment: The most auspicious evaluation and assessment of the student comes when, as often happens, the student is either encouraged to return to the company where the internship is held or even as in fewer cases when the students is offered immediate employment.

The most important assessment for the student is his/her understanding of the differences in the work day between the tasks and deadlines in the academic environment and the routine of tasks and deadlines in the work environment.