

BSc. (Honours) Business Studies

Student Handbook

AOU / OU-UK

2022



BA Honours Programme in Business Studies

Student Handbook

July 2023 (Revised)

*The BA Honours Programme in Business Studies has been developed and is delivered by the Arab Open University (AOU). It has been validated through a process of external peer-review by the Open University (OU), UK, as being of an appropriate standard and quality validated award of the **BA Honours Programme in Business Studies** by the **OUPV (Open University Validation Partnerships)**.*

Note

Please note that the information in this handbook is subject to change and continuous updating. Please check for further updates at our following website:

<http://www.arabou.edu.kw>

Acknowledgement:

This handbook is the result of a tremendous team effort at the Faculty of Business Studies (FBS). The cooperation and collaboration of all Business Studies Programme Team members responsible for developing the Student Handbook is greatly appreciated. The team's hard work and dedication resulted in the creation of this handbook to assist students enrolled in the Business Studies Programme. The assistance and administrative services provided are also highly valued. Last but not least, the General Programme Coordinators (GPCs) provided invaluable guidance and support to the team in the preparation of this handbook.

Prof. Said AlHallaq,
Dean of the FBS,
Arab Open University.

1. Foreword

This handbook is a reference guide to the Faculty of Business Studies (FBS) at the Arab Open University (AOU). It introduces you to the Business Management Programme with its various tracks and provides you as well with details of programme requirements, examination policies, and with relevant information to help you during your tenure at AOU.

Your FBS tutors and staff at your local branch will be your main link with the University, so feel free to contact them when necessary. In addition to this handbook, please also refer to the AOU Student Prospectus for Undergraduate Programmes published by the Arab Open University, which provides information on overall university regulations and policies.

<https://www.arabou.edu.kw/university/Documents/Regulations/student/en/2022/Student%20Prospectus%202023-2024.pdf>

AOU is a partner of the Open University – UK, and thus many of our rules and regulations are derived or based on the OU UK system. You are therefore strongly advised to also refer to the OU Student's Guide to studying in a programme validated by the Open University", which is available on the AOU website. <https://www.arabou.edu.kw/students/guide/Pages/default.aspx>

As always, we at FBS are open to your suggestions and comments. If you have any comments that can improve the experience for students at AOU, we would appreciate hearing from you.

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1. Welcome and Introduction:

By Prof. Said Al Hallaq, Dean

Welcome to the Faculty of Business Studies (FBS) of the Arab Open University (AOU). Here at the FBS-AOU, we offer the high-quality education that enable you to participate effectively in local, regional, and global labour markets is accessible.

The AOU is a premier institution of higher education in the Middle Eastern region, and it is currently operating in 9 Arab countries including Kuwait, KSA, Oman, Bahrain, Jordan, Lebanon, Egypt, Sudan and Palestine with AOU headquarters in Kuwait. Students refer to their local country branch administrations for academic and administrative matters related to their local countries. The AOU uses a Blended Mode of education delivery consisting of at least 25% face to face tutorials and the remaining studies based on Independent Learning.

The FBS is the largest faculty of AOU in operation for the past about 20 years. The FBS offers majority of its programmes of study, including the BA (Hons) Programme in Business Studies, in partnership with the Open University (OU), UK. This partnership enables the FBS to offer quality programmes to its students which are well recognized locally as well as internationally. The graduates of this programme are entitled to receive a dual degree at the completion of their studies.

During your studies and stay at FBS it will be emphasized to you to constantly conduct ethical practices in life, education, and, eventually, in your jobs. Adopting ethical behaviors will assist you in developing respectable and noble personality traits that will be priceless to you for the rest of your life. We encourage you to put up your best effort and study diligently to fully develop yourself.

The Faculty of Business Studies (FBS) offers state-of-the-art, cutting-edge Business Management programmes in Management, Marketing, Accounting, Economics, Systems, Finance/Microfinance, Financial Technology, Human Resource and Management Information System. Our graduates receive two awards: an AOU which it is fully accredited by the local Higher Education Authority and an award that is validated by the Open University UK. Furthermore, you would be pleased to know that the Business School at OU-UK, with which FBS-AOU is affiliated, is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Thank you for choosing the FBS at Arab Open University, wishing you the best for every step in your journey.

Introduction:

Why Study Business Administration?

The field of Business administration is in great demand, and you have made a wise decision to study this major. While pursuing a degree in Business Administration, you will gain a wide range of transferable skills that are useful to practically any industry. Budgeting, project management, data analysis, problem solving, teamwork, and communication are some examples. You'll also obtain a foundational understanding of a range of business tasks, including marketing and communications, accounting, information technology, and law.

The graduates of Business Administration studies are highly sought after by companies for the strength and variety of their business administration and management competencies. A degree in Business Administration and through the pathways offered at AOU can help you prepare for a job in a variety of disciplines, such as Quality Management, Consulting and Advisory Services, Retail and Entrepreneurship, Finance, Accounting, and Financial Technology. In addition to pursuing positions in the sector, we encourage all our graduates to support their local communities by utilizing their skills and expertise to solve issues or improve existing solutions. The BA Honours Programme in Business Studies at FBS provides its graduates an opportunity to study exciting and most updated modules to develop in-demand skills.

2. Academic Calendar (Including Term and Assessment Dates)

The FBS follows the general academic calendar of the AOU, which consists of two main semesters of the fall and spring semesters, including a short summer semester. Fall and spring semesters are normally 16-week duration, whereas the summer semester is around 8-week duration. The fall semester usually starts in September and ends in February whereas the spring semester runs from February till June. The summer semester usually runs from July till September; with an exception for Saudi Arabia branch to adhere with the ministry of higher education at Saudi Arabia where the fall semester starts in August and ends in January whereas the spring semester runs from January till June. The summer semester usually runs from June till August. The assessment dates are clearly marked in the academic calendar. The module calendars for individual modules are based on the academic calendar of the AOU. A representative sample of the academic calendar is available at: <https://www.arabou.edu.kw/students/pages/academic-calendar.aspx>

3. Teaching and Learning Methodology

Blended Mode of Education Delivery

The AOU uses a Blended Mode of education delivery consisting of at least 25% face to face tutorials and the remaining studies based on Independent Learning. The face-to-face tutorials are usually conducted in well-equipped classrooms during which the Tutor acts as a guide and facilitator. The Blended Mode of education delivery is basically based on the principle of Independent Learning on part of the students with the tutors mainly acting as facilitators during the face-to-face tutorial sessions.

Knowledge and understanding are acquired from specially prepared teaching texts for the majority of modules, which are supported by self-assessment and in-text questions, reference texts, multi-media packages, directed reading, computer mediated conferencing, web-based resources, and video and audio recordings. Students work independently with the teaching materials, but they are encouraged to form self-help groups with other students, communicating face-to-face, by telephone, email and computer conferencing. Details about learning and teaching strategy at the AOU can be accessible through the following link:

<https://www.arabou.edu.kw/blended-learning/Pages/about.aspx>

4. A List of Programme Directors and Academic Staff: Their Contact Details and Availability Arrangements

The programme team leader for the BA Honours Programme in Business Studies is the Dean of the FBS, Prof. Said Al-Hallaq (dean.bs@arabou.edu.kw). The lists of programme directors at the AOU headquarters and academic staff at the branches are available electronically through the AOU's website at <https://www.arabou.edu.kw/Pages/default.aspx>. The academic staff at the FBS is available to you during the 25% face-to-face tutorial sessions and during the office hours.

5. A List of the Support Staff (Technical and Administrative Staff)

The support staff at headquarters and the branches are willing to support you throughout your studies. Support is available to students on registration, admission, computer labs, LMS, E-Library and so on, across all AOU country branches. In terms of the FBS modules, the technical support related to the labs, LMS, SIS, etc. is available to students. The contact details of support staff are available across the entire AOU country branches' websites: <https://www.arabou.edu.kw/Pages/default.aspx>

6. Details of External Examiners

External Examining is an essential component of the Quality Assurance mechanisms at FBS, AOU. All assessment components are reviewed and evaluated by a team of External Examiners (EEs) at the start of every semester. The external examiners are also provided samples of students' work at the end of the semester for evaluation of the marking process, students are not allowed to contact EE directly by any means. Branch Course Coordinators (BCC) communicate students' feedback and concerns to GCCs who in turn discuss all issues with the EEs. The EEs are members of the various exam board committees at FBS. Information about the current team of EEs at FBS is provided below in Table 6.1.

Table 6.1 Team of External Examiners at FBS

Name	Institution
Prof. Mehmet Asutay	Durham University Business School
Prof. Mahbub Zaman	Hull University Business School
Prof. Harry Barton	Nottingham Trent (retired)
Dr Oregan Nicholas	Aston University
Dr Rachel Male	Queen Mary University London
Dr David Higgins	University of Liverpool Management School
Dr Georgiana Grigore	University of Leicester

7. An Introduction to the Programme

Arab Open University's Faculty of Business Studies (FBS) is non-traditional in approach, creative in application, and unique in perspective. FBS is the Arab World's most comprehensive blended learning business school, offering the full spectrum of business and management education options from single modules through to bachelor's and master's degrees. All are delivered with the flexibility, accessibility and quality that students expect from AOU.

The BA (Hons) Programme in Business Studies was launched at the beginning of the academic session 2002/2003 at AOU branches in Kuwait, Jordan, and Lebanon. The programme commenced in the other three AOU branches Bahrain, Egypt, and Saudi Arabia one semester later, to be followed by a seventh branch in Oman which began to operate in 2007. Sudan the eighth branch started to operate in Fall 2015. The Business Studies Programme was first validated by The Open University in December 2003 and continues to undergo periodic revalidation to maintain its currency.

The Objectives of AOU's Faculty of Business Studies are to:

- Offer an honours level 6 experience.
- Provide knowledge, skills, business awareness, and confidence that will enable candidates to succeed in the wider business world.
- Facilitate a study that specializes in one of the nine areas of business: management, marketing, accounting, economics, systems practice, finance/micro finance, financial technology, human resource management, and management information systems.
- Offer a well-resourced, high-quality education in a dynamic setting.
- Provide an overview of the business world, including a knowledge of markets and market economies.
- Gain knowledge and understanding of corporate structures, cultures, and operations, as well as the complexity of major business tasks and procedures.
- Acquire an understanding of the processes and effects of organizational decision-making, the evolution and diversification of organizational strategies, and the nature and role of policies that affect business

This BA programme gives the candidates the ability and knowledge of business foundational, practical and advanced applied theories and concepts in a variety of specialised topics and different disciplines.

Also, the programme will equip candidates with the required and needed skills, know-how and experience of applying theories and concepts to real life situations in the market in different fields.

Bachelor's degrees with honours are awarded to students who have demonstrated:

- Ability to carry out professional activities, formulate and analyse information, issues, and identify answers using a scientific approach in one's profession.
- Knowledge and abilities required to work effectively in a group setting.
- Ability to provide a framework for using relevant business models in decision-making.
- Possession, recognition, and strengthening of individual skills and capacities in both theoretical and practical aspects at the same time.
- Ability to conduct ethically and accept responsibility for one's professional impact on society and the environment.
- Application of critical and integrative thinking talents.
- Application of ethical thinking to commercial problems.
- Capacity to take on responsibility, operate as part of a team, delegate and coordinate obligations, and plan and organize one's time.
- Industrial and technical skills that contribute to the country's and region's economic development.

In order for you to receive the Business degrees you must successfully complete a minimum of 133 credit hours (499 credit points), of which 96 credit hours (360 Credit Points) are for OU requirements while 37 credit hours to meet local accreditation requirements. The following table includes AOU courses for freshmen students to be taken in the first year (Category 1). Category 2 includes the further AOU courses to be taken as faculty requirements and electives. In addition, Category 3 includes OU UK 360 Pts requirements for levels 4, 5 and 6. The majority of modules in the core Business programme requirement (Category 3) are modules fully sourced from The OU UK and adapted for delivery in the AOU environment.

Distribution of 133 credit hours

No	Category	Credit Hours
1	University Requirements: Mandatory & Electives	21 (18 & 3)
2	Faculty Requirements & Electives	16 (12 & 4)
3	Core Modules (Faculty & Track)	96 (56 & 40)
Total		133

7.1 Philosophy

FBS' philosophy is to provide not only high-quality education opportunities to students, but also successful delivery through an across-the-board teaching and learning strategy that includes a flexible blended learning approach. This strategy aims to help the faculty meet strategic goals while also remaining competitive in the market for higher education providers. Additionally, the AOU in general is keen to keep its programmes validated from the OU in the UK to provide our students with additional international recognition for maximizing their employability possibilities and chances.

7.2 The BA Honours Programme in Business Studies

This BA degree provides candidates with the skills and understanding of business fundamentals, practical, and advanced applied theories and ideas in a wide range of specialized areas and disciplines. Furthermore, the programme will provide applicants with the necessary and requisite abilities, know-how, and experience in applying theories and ideas to real-life problems in the market in many disciplines.

7.3 Graphical Representation of the Business Studies Programme

The following table lists the detailed programme structure for the Business Studies programme for the nine tracks, including the different levels of modules along with their classifications.

Level		Programme Structure									
University Requirements (Student may select from variety of modules)											
Modules		Tracks- Faculty requirements									Pts
		Accounting	Management	Economics	Marketing	Systems	Finance	FINTECH	HRM	MIS	
Common Module		BUC111 (15 pts): Business communication 1 BUC112 (15 pts): Business communication 2 ECO101 (15 pts): Principles of Microeconomics									45
Lvl	Modules	Track									Pts
		Accounting	Management	Economics	Marketing	Systems	Finance	FINTECH	HRM	MIS	
4	Track Modules	BUS101 (15 pts): Introduction to Math for Business	BUS101 (15 pts): Introduction to Math for Business	BUS101 (15 pts): Introduction to Math for Business	BUS101 (15 pts): Introduction to Math for Business	BUS101 (15 pts): Introduction to Math for Business	BUS101 (15 pts): Introduction to Math for Business	BUS101 (15 pts): Introduction to Math for Business	BUS101 (15 pts): Introduction to Math for Business	BUS101 (15 pts): Introduction to Math for Business	120
		BUS102 (15 pts): Introduction to Statistics	BUS102 (15 pts): Introduction to Statistics	BUS102 (15 pts): Introduction to Statistics	BUS102 (15 pts): Introduction to Statistics	BUS102 (15 pts): Introduction to Statistics	BUS102 (15 pts): Introduction to Statistics	BUS102 (15 pts): Introduction to Statistics	BUS102 (15 pts): Introduction to Statistics	BUS102 (15 pts): Introduction to Statistics	
		MGT111 (15 pts): Principles of Management I	MGT111 (15 pts): Principles of Management I	MGT111 (15 pts): Principles of Management I	MGT111 (15 pts): Principles of Management I	MGT111 (15 pts): Principles of Management I	MGT111 (15 pts): Principles of Management I	MGT111 (15 pts): Principles of Management I	MGT111 (15 pts): Principles of Management I	MGT111 (15 pts): Principles of Management I	
		MGT112 (15 pts): Principles of Management II	MGT112 (15 pts): Principles of Management II	MGT112 (15 pts): Principles of Management II	MGT112 (15 pts): Principles of Management II	MGT112 (15 pts): Principles of Management II	MGT112 (15 pts): Principles of Management II	MGT112 (15 pts): Principles of Management II	MGT112 (15 pts): Principles of Management II	MGT112 (15 pts): Principles of Management II	
		ACT111 (15 pts): Financial Accounting	ACT111 (15 pts): Financial Accounting	ACT111 (15 pts): Financial Accounting	ACT111 (15 pts): Financial Accounting	ACT111 (15 pts): Financial Accounting	ACT111 (15 pts): Financial Accounting	ACT111 (15 pts): Financial Accounting	ACT111 (15 pts): Financial Accounting	ACT111 (15 pts): Financial Accounting	
		ACT112 (15 pts): Managerial Accounting	ACT112 (15 pts): Managerial Accounting	ACT112 (15 pts): Managerial Accounting	ACT112 (15 pts): Managerial Accounting	ACT112 (15 pts): Managerial Accounting	ACT112 (15 pts): Managerial Accounting	ACT112 (15 pts): Managerial Accounting	ACT112 (15 pts): Managerial Accounting	ACT112 (15 pts): Managerial Accounting	
		MKT111 (15 pts): Principles of Marketing I	MKT111 (15 pts): Principles of Marketing I	MKT111 (15 pts): Principles of Marketing I	MKT111 (15 pts): Principles of Marketing I	MKT111 (15 pts): Principles of Marketing I	MKT111 (15 pts): Principles of Marketing I	MKT111 (15 pts): Principles of Marketing I	MKT111 (15 pts): Principles of Marketing I	MKT111 (15 pts): Principles of Marketing I	
		MKT112 (15 pts): Principles of Marketing II	MKT112 (15 pts): Principles of Marketing II	MKT112 (15 pts): Principles of Marketing II	MKT112 (15 pts): Principles of Marketing II	MKT112 (15 pts): Principles of Marketing II	MKT112 (15 pts): Principles of Marketing II	MKT112 (15 pts): Principles of Marketing II	MKT112 (15 pts): Principles of Marketing II	MKT112 (15 pts): Principles of Marketing II	

Students may exit with a Certificate of Higher Education (HE) in Business Studies at the end of this stage. Thus, for a Certificate of Higher Education in Business Studies, student will be required to have successfully obtained 120 credits at Level 4.											120
Level	Modules	Track									Pts
		Accounting	Management	Economics	Marketing	Systems	Finance	FINTECH	HRM	MIS	
5	Common Modules	B207A (30 pts): Shaping business opportunities I B207B (30 pts): Shaping business opportunities II									60
	Track Modules	BB293 (30 pts): Financial accounting in context B294 (30 pts) Financial Analysis and Decision Making	B205A (30Pts): Exploring innovation and entrepreneurship B205B (30Pts): Exploring innovation and entrepreneurship	DD209A (30Pts): Running the Economy DD209B (30 Pts): Running the Economy	B206 (30 Pts): Understanding Customers BUS208 (30 Pts): Contemporary issues in Marketing	SYS210 (30 Pts): Managing technology and innovation SYS280 (30 Pts): Principles and Practice of Systems' Thinking	FIN241 (15 Pts): Microfinance B294 (30 Pts): Financial Analysis and Decision Making FIN242 (15 Pts): Financial Technology	FIN241 (15 Pts): Microfinance FIN242 (15 Pts): Financial Technology FINT200 (15 Pts) AI in FinTech FINT201 (15 Pts) Financial Modelling Systems	HRM205 (15 Pts): Employment Law HRM206 (15 Pts): Staffing Organizations HRM210 (15 Pts): Training and development HRM215 (15 Pts): Employment Compensation & Benefits	SYS210 (30 Pts): Managing technology and innovation MIS200-IS (15 Pts): Relational database Management Systems MIS201-IS (15 Pts): Programming for Business Studies	60
Students may exit with a Diploma of Higher Education in Business Studies at the end of this stage. Thus, for a Diploma of Higher Education in Business Studies, student will be required to have successfully obtained 120 credits at Level 4 and 120 credits at Level 5.											120
Level	Modules	Track									Pts
		Accounting	Management	Economics	Marketing	Systems	Finance	FINTECH	HRM	MIS	
6	Common Modules	BUS310 (30 Pts): Strategic Management									30
	Track Modules	B326 (30 Pts): Advanced Financial Accounting B391 (30 Pts): Management accounting and finance ACC300 (15 Pts): Accounting Information System ACC302 (15Pts): Auditing Theory and Practice	BUS628 (30 Pts): Global Human Resource Management BUS629 (30 Pts): International Management B329 (30 Pts): Leadership in a changing world	DD309A (30 Pts): Doing Economics I DD309B (30 Pts): Doing Economics II ECO342 (30 Pts): Economic development & contemporary issues	B328 (30 Pts): Marketing in Action B327 (30 Pts): Sustainable enterprise and innovation MKT331 (15 Pts): Services Marketing MKT332 (15 Pts): Digital Marketing	B329 (30 Pts): Leadership in a changing world B327 (30 Pts): Sustainable enterprise and innovation SYS380 (30 Pts): Managing Systems Complexity	B391 (30 Pts): Management accounting and finance FIN301 (15 Pts): Financial and Securities Markets FIN302 (15 Pts): Portfolio theory FIN340 (15 Pts): Corporate Finance FIN302 (15 Pts): Portfolio theory FIN340 (15 Pts): Corporate Finance FIN341 (15 Pts): Islamic Finance	FIN301 (15 Pts): Financial and Securities Markets FIN302 (15 Pts): Portfolio theory FIN340 (15 Pts): Corporate Finance FINT300 (15 Pts) Blockchain and Cryptocurrency FINT301 (15 Pts) Cloud Computing for FinTech FINT302 (15 Pts) Financial Data Management	BUS628 (30 Pts): Global Human Resource Management B329 (30 Pts): Leadership in a changing world HRM320 (15 Pts): Workplace Health & Safety HRM330 (15 Pts): Strategic HRM	MIS300 (30 Pts): Project Management MIS330 (15 Pts): Business Data management MIS331 (15 Pts): Business Intelligence MIS332 (30 Pts): System analysis and design	90
Total Pts for Level 6											120
General Total Pts											360

Modules	Track									Pts
	Accounting	Management	Economics	Marketing	Systems	Finance	FINTECH	HRM	MIS	
Elective Modules	BUS110 (30 Pts): Introduction to Business ECO102 (15 pts): Principles of Macroeconomics ACC204 (15 pts): Intermediate financial accounting	BUS110 (30 Pts): Introduction to Business ECO102 (15 pts): Principles of Macroeconomics	BUS110 (30 Pts): Introduction to Business MKT112 (15 pts): Principles of Marketing II	BUS110 (30 Pts): Introduction to Business ECO102 (15 pts): Principles of Macroeconomics	BUS110 (30 Pts): Introduction to Business SYS111 (15Pts): Principles of Technology Ventures	BUS110 (30 Pts): Introduction to Business ECO102 (15 pts): Principles of Macroeconomics	ECO102 (15 Pts): Principle of Macroeconomics MGT112 (15 Pts): Principles of Management II MKT112 (15 Pts): Principle of Marketing II MIS111 (15 Pts): Introduction to Management Information System I BUS115 (15 Pts): Small Business Management	BUS110 (30 Pts): Introduction to Business HRM101 (15 pts): Principles of Human Resource Management	BUS115 (15 Pts): Small Business Management ACT112 (15 Pts): Managerial Accounting MGT112 (15 Pts): Principles of Management II MKT112 (15 Pts): Principles of Marketing II	15
Students are required to complete 15 points from the available elective courses.										

Figure 7.3: A graphical representation of various modules in the Business Studies programme

7.4 Attendance Requirements

The FBS follows the hybrid and blended model of education at the AOU, which requires 25% of a face-to-face tutorial's attendance in a classroom environment. The 25% face-to-face tutorial sessions are mandatory, and if you fail to attend three consecutive tutorial sessions without due cause, you will be suspended from the module. The 25% face-to-face tutorial sessions are clearly marked in an individual module calendar by using the following guidelines:

Table 7.4: Relationship between Module Credit Hours and Tutorial Sessions

No. of Credit Hours	Points	No. of Hours/Tutorial Sessions
3	10	1 hour tutorial every week
4	15	1 hour tutorial every week
8	30	2 hours tutorial every week
16	60	4 hours tutorial every week

Opportunities Available to Students Upon the Completion of their Intended Programme (Employment, Further Academic Studies etc.):

On successful completion of the BA Honours Programme in Business Studies, you will be able to get various employment opportunities in both the Middle Eastern markets

and the international markets since this degree would be validated by the OUVF. In fact, the degree opens the world of technology and an array of exciting careers in a wide range of sectors for you.

8. Programme Specifications

Students seeking a BA (Hons) degree in business studies at AOU must successfully complete a minimum of 133 credit hours (499 credit points), of which 96 credit hours (360 Credit Points, Pts) are for OU requirements while 37 credit hours to meet local accreditation requirements. The following table includes AOU courses for freshmen students to be taken in the first year (Category 1). Category 2 includes the further AOU courses to be taken as faculty requirements and electives. In addition, Category 3 includes OU UK 360 Pts requirements for levels 4, 5 and 6. The majority of modules in the core Business programme requirement (Category 3) are modules fully sourced from the OU UK and adapted for delivery in the AOU environment.

While all the tracks share a common core requirement, track specific modules vary from one track to another. More specification details are provided at the AOU website at [Undergraduate Programmes \(arabou.edu.kw\)](http://arabou.edu.kw) for easy reference.

Suggested Graduation/Study Plan for Business Studies – (Yearly-Based) All Tracks

Suggested Graduation/Study Plan for Business Studies – (Yearly-Based) / **Accounting**

First Year				
Semester	Modules	Title	Credit Hours	Pre-requisite
1st (20 CHs)	AR113	Arabic Comm. Skills – I	3	--
	EL111	English Comm. Skills – I	3	EL099
	GR118	Life Skills and Coexistence	3	--
	GT101	Learning and Information Technology	3	EL099
	BUS101	Introduction to Math for Business	4	EL099
	ECO101	Principles of Microeconomics	4	EL099
2nd (19 CHs)	ACT111	Financial Accounting	4	EL111
	BUC111	Business communication 1	4	EL111
	MKT111	Principles of Marketing I	4	EL111
	MGT111	Principles of Management I	4	EL111
	EL112	English Comm. Skills – II	3	EL111
Second Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1st (20 CHs)	BUS102	Introduction to Statistics	4	BUS101
	ACT112	Managerial Accounting	4	ACT111
	BUC112	Business communication 2	4	BUC111
	MKT112	Principles of Marketing II	4	MKT111
	MGT112	Principles of Management II	4	MGT111
2nd (19 CHs)	GB102	Principles of Entrepreneurship for Non-Specialists.	3	
	B207A	Shaping business opportunities	8	MKT112+ MGT112
	BB293	Financial Accounting in Context	8	ACT112+ ECO101
Third Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1st (19 CHs)	B207B	Shaping Business opportunities	8	B207A+ BUC112
	B294	Financial Analysis and Decision Making	8	ACT112+ BUS102
	GR---		3	
2nd (20 CHs)	BUS310	Strategic Management	8	B207B
	B326	Advanced Financial Accounting	8	BB293
	---	Faculty Elective	4	
Fourth Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1st (16 CHs)	B391	Management accounting and finance	8	B294
	ACC302	Auditing Theory and Practice	4	BB293 OR B294
	ACC300	Accounting Information Systems	4	BB293 OR B294

First Year				
Semester	Modules	Title	Credit Hours	Pre-requisite
1st (20 CHs)	AR113	Arabic Comm. Skills – I	3	--
	EL111	English Comm. Skills – I	3	EL099
	GR118	Life Skills and Coexistence	3	--
	GT101	Learning and Information Technology	3	EL099
	BUS101	Introduction to Math for Business	4	EL099
	ECO101	Principles of Microeconomics	4	EL099
2nd (19 CHs)	ACT111	Financial Accounting	4	EL111
	BUC111	Business communication 1	4	EL111
	MKT111	Principles of Marketing I	4	EL111
	MGT111	Principles of Management I	4	EL111
	EL112	English Comm. Skills – II	3	EL111
Second Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1st (20 CHs)	BUS102	Introduction to Statistics	4	BUS101
	ACT112	Managerial Accounting	4	ACT111
	BUC112	Business communication 2	4	BUC111
	MKT112	Principles of Marketing II	4	MKT111
	MGT112	Principles of Management II	4	MGT111
2nd (19 CHs)	GB102	Principles of Entrepreneurship for Non-Specialists.	3	
	B207A	Shaping business opportunities	8	MKT112+ MGT112
	B294	Financial Analysis and Decision Making	8	ACT112+ BUS102
Third Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1st (19 CHs)	B207B	Shaping Business opportunities	8	B207A+ BUC112
	FIN241	Microfinance	4	ACT112+ ECO101
	FIN242	Financial Technology	4	ACT112+ ECO101
	GR---		3	
2nd (20 CHs)	BUS310	Strategic Management	8	B207B
	FIN301	Financial and Securities Markets	4	FIN241+FIN 242
	FIN341	Islamic Finance	4	FIN241
	---	Faculty Elective	4	
Fourth Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1st (16 CHs)	B391	Management accounting and finance	8	B294
	FIN302	Portfolio Theory	4	FIN301
	FIN340	Corporate Finance	4	FIN241

First Year				
Semester	Modules	Title	Credit Hours	Pre-requisite
1st (20 CHs)	AR113	Arabic Comm. Skills – I	3	--
	EL111	English Comm. Skills – I	3	EL099
	GR118	Life Skills and Coexistence	3	--
	GT101	Learning and Information Technology	3	EL099
	BUS101	Introduction to Math for Business	4	EL099
	ECO101	Principles of Microeconomics	4	EL099
2nd (19 CHs)	ACT111	Financial Accounting	4	EL111
	BUC111	Business communication 1	4	EL111
	MKT111	Principles of Marketing I	4	EL111
	MGT111	Principles of Management I	4	EL111
	EL112	English Comm. Skills – II	3	EL111
Second Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1st (20 CHs)	BUS102	Introduction to Statistics	4	BUS101
	ACT112	Managerial Accounting	4	ACT111
	BUC112	Business communication 2	4	BUC111
	FINT101	Introduction to FinTech	4	EL111
	SYS111	Principles of Technology Ventures	4	EL111
2nd (19 CHs)	GB102	Principles of Entrepreneurship for Non-Specialists.	3	-
	B207A	Shaping business opportunities	8	MKT111+ MGT111
	FINT200	AI in FinTech	4	FINT101
	FIN241	Microfinance	4	ACT112+ ECO101
Third Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1st (19 CHs)	B207B	Shaping Business opportunities	8	B207A
	FINT201	Financial Modelling Systems	4	FIN200
	FIN242	Financial Technology	4	ACT112+ ECO101
	GR---		3	
2nd (20 CHs)	BUS310	Strategic Management	8	B207B
	FIN301	Financial and Securities Markets	4	FIN241+FIN242
	FINT300	Blockchain and Cryptocurrency	4	FINT101+FIN242
	---	Faculty Elective	4	
Fourth Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1st (16 CHs)	FINT301	Cloud Computing for FinTech	4	FINT101 + FIN242
	FINT302	Financial Data Management	4	FINT200+FIN242
	FIN302	Portfolio Theory	4	FIN301
	FIN340	Corporate Finance	4	FIN241

First Year				
Semester	Modules	Title	Credit Hours	Pre-requisite
1 st (20 CHs)	AR113	Arabic Comm. Skills – I	3	--
	EL111	English Comm. Skills – I	3	EL099
	GR118	Life Skills and Coexistence	3	--
	GT101	Learning and Information Technology	3	EL099
	BUS101	Introduction to Math for Business	4	EL099
	ECO101	Principles of Microeconomics	4	EL099
2 nd (19 CHs)	ACT111	Financial Accounting	4	EL111
	BUC111	Business communication 1	4	EL111
	MKT111	Principles of Marketing I	4	EL111
	MGT111	Principles of Management I	4	EL111
	EL112	English Comm. Skills – II	3	EL111
Second Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (20 CHs)	BUS102	Introduction to Statistics	4	BUS101
	ACT112	Managerial Accounting	4	ACT111
	BUC112	Business communication 2	4	BUC111
	ECO102	Principles of Macroeconomics	4	ECO101
	MGT112	Principles of Management II	4	MGT111
2 nd (19 CHs)	GB102	Principles of Entrepreneurship for Non-Specialists.	3	
	B207A	Shaping business opportunities	8	ACT112+ MGT112
	DD209A	Running the Economy	8	BUS102+ ECO102
Third Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (19 CHs)	B207B	Shaping Business opportunities	8	B207A+ BUC112
	DD209B	Running the Economy	8	DD209A+ MKT111
	GR---		3	
2 nd (20 CHs)	BUS310	Strategic Management	8	B207B
	DD309A	Doing Economics	4	DD209B
	---	Faculty Elective	4	
Fourth Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (16 CHs)	DD309B	Doing Economics	8	DD309A
	ECO342	Economic Development & Contemporary Issues	4	DD209B

First Year				
Semester	Modules	Title	Credit Hours	Pre-requisite
1 st (20 CHs)	AR113	Arabic Comm. Skills – I	3	--
	EL111	English Comm. Skills – I	3	EL099
	GR118	Life Skills and Coexistence	3	--
	GT101	Learning and Information Technology	3	EL099
	BUS101	Introduction to Math for Business	4	EL099
	ECO101	Principles of Microeconomics	4	EL099
2 nd (19 CHs)	ACT111	Financial Accounting	4	EL111
	BUC111	Business communication 1	4	EL111
	MKT111	Principles of Marketing I	4	EL111
	MGT111	Principles of Management I	4	EL111
	EL112	English Comm. Skills – II	3	EL111
Second Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (20 CHs)	BUS102	Introduction to Statistics	4	BUS101
	ACT112	Managerial Accounting	4	ACT111
	BUC112	Business communication 2	4	BUC111
	MKT112	Principles of Marketing II	4	MKT111
	MGT112	Principles of Management II	4	MGT111
2 nd (19 CHs)	GB102	Principles of Entrepreneurship for Non-Specialists.	3	
	B207A	Shaping business opportunities	8	MKT112+ MGT112
	B205A	Exploring innovation and entrepreneurship	8	BUC112+ ACT112
Third Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (19 CHs)	B207B	Shaping Business opportunities	8	B207A+ BUC112
	B205B	Exploring innovation and entrepreneurship	8	B205A+ ECO101
	GR---		3	
2 nd (20 CHs)	BUS310	Strategic Management	8	B207B
	B329	Leadership in a changing world	8	B207B
	---	Faculty Elective	4	
Fourth Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (16 CHs)	BUS628	Global HRM	8	B207B
	BUS629	International Management	4	B205B

First Year				
Semester	Modules	Title	Credit Hours	Pre-requisite
1 st (20 CHs)	AR113	Arabic Comm. Skills – I	3	--
	EL111	English Comm. Skills – I	3	EL099
	GR118	Life Skills and Coexistence	3	--
	GT101	Learning and Information Technology	3	EL099
	BUS101	Introduction to Math for Business	4	EL099
	ECO101	Principles of Microeconomics	4	EL099
2 nd (19 CHs)	ACT111	Financial Accounting	4	EL111
	BUC111	Business communication 1	4	EL111
	MKT111	Principles of Marketing I	4	EL111
	MGT111	Principles of Management I	4	EL111
	EL112	English Comm. Skills – II	3	EL111
Second Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (20 CHs)	BUS102	Introduction to Statistics	4	BUS101
	ACT112	Managerial Accounting	4	ACT111
	BUC112	Business communication 2	4	BUC111
	MKT112	Principles of Marketing II	4	MKT111
	MGT112	Principles of Management II	4	MGT111
2 nd (19 CHs)	GB102	Principles of Entrepreneurship for Non-Specialists.	3	--
	B207A	Shaping business opportunities	8	MKT112+ MGT112
	HRM205	Employment Law	4	ECO101+ ACT112
	HRM206	Staffing Organizations	4	BUC112+ ACT112
Third Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (19 CHs)	B207B	Shaping Business opportunities	8	B207A+ BUC112
	HRM210	Training and development	4	HRM205
	HRM215	Employment Compensation and Benefits	4	HRM206
	GR---		3	
2 nd (20 CHs)	BUS310	Strategic Management	8	B207B
	HRM320	Workplace Health & Safety	4	HRM215
	HRM330	Strategic Human Resource Management	4	HRM210
	---	Faculty Elective	4	
Fourth Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (16 CHs)	BUS628	Global Human Resource Management	8	B207B
	B329	Leadership in a changing world	4	B207B

First Year				
Semester	Modules	Title	Credit Hours	Pre-requisite
1 st (20 CHs)	AR113	Arabic Comm. Skills – I	3	--
	EL111	English Comm. Skills – I	3	EL099
	GR118	Life Skills and Coexistence	3	--
	GT101	Learning and Information Technology	3	EL099
	BUS101	Introduction to Math for Business	4	EL099
	ECO101	Principles of Microeconomics	4	EL099
2 nd (19 CHs)	ACT111	Financial Accounting	4	EL111
	BUC111	Business communication 1	4	EL111
	MKT111	Principles of Marketing I	4	EL111
	MGT111	Principles of Management I	4	EL111
	EL112	English Comm. Skills – II	3	EL111
Second Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (20 CHs)	BUS102	Introduction to Statistics	4	BUS101
	ACT112	Managerial Accounting	4	ACT111
	BUC112	Business communication 2	4	BUC111
	MKT112	Principles of Marketing II	4	MKT111
	MGT112	Principles of Management II	4	MGT111
2 nd (19 CHs)	GB102	Principles of Entrepreneurship for Non-Specialists.	3	
	B207A	Shaping business opportunities	8	MKT112+ MGT112
	B206	Understanding Customers	8	BUC112+ ACT112
Third Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (19 CHs)	B207B	Shaping Business opportunities	8	B207A+ BUC112
	BUS208	Contemporary Issues in Marketing	8	B206+ MKT112
	GR---		3	
2 nd (20 CHs)	BUS310	Strategic Management	8	B207B
	MKT331	Services Marketing	4	BUS208
	MKT332	Digital Marketing	4	BUS208
	---	Faculty Elective	4	
Fourth Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (16 CHs)	B327	Sustainable enterprise and innovation	8	B207B
	B328	Marketing in Action	4	BUS208

First Year				
Semester	Modules	Title	Credit Hours	Pre-requisite
1 st (20 CHs)	AR113	Arabic Comm. Skills – I	3	--
	EL111	English Comm. Skills – I	3	EL099
	GR118	Life Skills and Coexistence	3	--
	GT101	Learning and Information Technology	3	EL099
	BUS101	Introduction to Math for Business	4	EL099
	ECO101	Principles of Microeconomics	4	EL099
2 nd (19 CHs)	ACT111	Financial Accounting	4	EL111
	BUC111	Business communication 1	4	EL111
	MKT111	Principles of Marketing I	4	EL111
	MGT111	Principles of Management I	4	EL111
	EL112	English Comm. Skills – II	3	EL111
Second Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (20 CHs)	BUS102	Business communication 2	4	BUS101
	ACT112	Managerial Accounting	4	ACT111
	BUC112	Business communication 2	4	BUC111
	MKT112	Principles of Marketing II	4	MKT111
	MGT112	Principles of Management II	4	MGT111
2 nd (19 CHs)	GB102	Principles of Entrepreneurship for Non-Specialists.	3	
	B207A	Shaping business opportunities	8	MKT112+ MGT112
	SYS210	Managing technology & innovation	8	BUC112+ ACT112
Third Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (19 CHs)	B207B	Shaping Business opportunities	8	B207A+ BUC112
	SYS280	Systems' Thinking & Practice	8	SYS210+ ECO101
	GR---		3	
2 nd (20 CHs)	BUS310	Strategic Management	8	B207B
	SYS380	Managing Systems Complexity	8	SYS280
	---	Faculty Elective	4	
Fourth Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (16 CHs)	B327	Sustainable enterprise and innovation	8	B207B
	B329	Leadership in a changing world	4	B207B

First Year				
Semester	Modules	Title	Credit Hours	Pre-requisite
1 st (20 CHs)	AR113	Arabic Comm. Skills – I	3	--
	EL111	English Comm. Skills – I	3	EL099
	GR118	Life Skills and Coexistence	3	--
	GT101	Learning and Information Technology	3	EL099
	BUS101	Introduction to Math for Business	4	EL099
	ECO101	Principles of Microeconomics	4	EL099
2 nd (19 CHs)	MIS111	Introduction to Management information system I	4	EL111
	MKT111	Principles of Marketing I	4	EL111
	MGT111	Principles of Management I	4	EL111
	BUC111	Business communication 1	4	EL111
	EL112	English Comm. Skills – II	3	EL111
Second Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (20 CHs)	ACT111	Financial Accounting	4	EL111
	BUC112	Business communication 2	4	BUC111
	MIS112	Introduction to Management information system II	4	MIS111
	SYS111	Principles of Technology Ventures	4	EL111
	--	Faculty Elective	4	
2 nd (19 CHs)	GB102	Principles of Entrepreneurship for Non-Specialists.	3	---
	SYS210	Managing technology and innovation	8	SYS111
	BUS102	Introduction to Statistics	4	BUS101
	MIS200-IS	Relational database Management Systems	4	MIS112
Third Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (19 CHs)	B207A	Shaping Business opportunities	8	MIS112 OR SYS111
	MIS201-IS	Programming for Business Studies	4	MIS200-IS+BUS102
	MIS330	Business Data management	4	MIS200-IS
2 nd (20 CHs)	B207B	Shaping Business opportunities	8	B207A+BUC112
	MIS331	Business Intelligence	4	MIS201-IS
	MIS332	System analysis and design	8	MIS330
Fourth Year				
Semester	Modules	Title	Credit Hours	Prerequisite
1 st (16 CHs)	MIS300	Project Management	8	B207B
	BUS310	Strategic Management	8	B207B
	GR	University Requirements / Electives	3	

8.1 Types of the Programme's Awards

The AOU-FBS basically offers two types of awards as classified bellow:

1. Degree Award: BA (Hons) Business Studies (360 points) validated by the local authorities of Ministries of higher educations in the AOU branches. This is a dual degree award, and the student gets a second degree from The Open University, UK as well.
2. Exit Awards: Two different types of exit awards validated by The Open University, UK, based on the completed credits as below (see figure 8.1):
 - Certificate of HE in Business Studies (120 points of Level 4)
 - Diploma of HE in Business Studies (120 points of Level 4 and 120 points of level 5 credits)

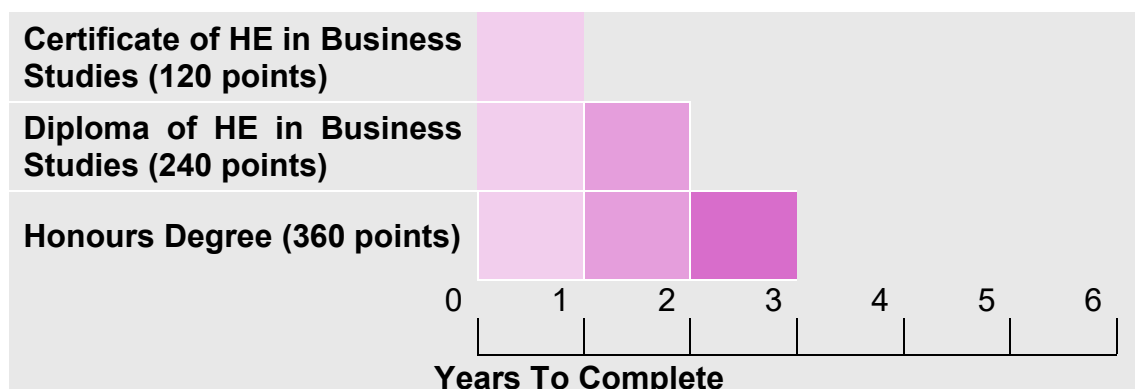


Figure 8.1. Types of Awards Offered by AOU and the Open University, UK.

Please note that the Certificate and Diploma awards are exit awards only.

9. Module Specifications

Each module of the Business Studies programme has module specifications that describe the module, its aims and objectives, Learning Outcomes, Teaching and Learning strategy, assessment methods, indicative contents etc. Each module within a programme is designed to deliver content that achieves the desired learning outcomes and objectives consistent with the vision and mission of AOU. Module Specification documents for all tracks (Management, Accounting, Marketing, Economics, Systems Practice, Finance/ Microfinance, Human Resources Management and Management Information System) are provided at the AOU website. For details about Module Specifications of the individual modules, please refer to AOU's website at:

<https://www.arabou.edu.kw/faculties/business/Pages/course-catalogue.aspx>

10. Students' Support, Guidance and Advice

Most formal and informal arrangements for student support and guidance are branch-based activities. Student counselling, academic advising, placement, health care, on

campus activities, social accommodation and financial support are all provided through the branch facilities. Well-experienced tutors are available across different AOU campuses in order to provide proper academic advice and guidance to students. The contact information of those staff members is made available at the local country campuses.

FBS provides students through the AOU website and branch websites, with all the information they need about their study plan, module offerings, module description, all relevant academic rules and regulations.

In addition to the guidance and support that the student receives from the Department of Admissions and Registration and the Student Affairs Department on academic and social issues, students are offered different methods of student support. Besides weekly tutorials, students at all branches are encouraged to visit their tutors during office hours. Other methods of student support include:

- Online chat sessions with tutors.
- Online communication and online office hours.
- Face-to-face feedback sessions.
- Orientation sessions that introduce students to the system at Arab Open University by each programme, in addition, of course, to the major orientation at the beginning of each semester which assemble students from all programmes.
- Emails by means of which tutors and students can discuss important ideas related to the module material.
- Advising and registration counselling.
- The use of computer libraries and software.
- Online library.
- Telephone calls.
- Substantial feedback on TMAs.
- Online Student Support System where students' complaints, queries and suggestions are channeled to the right person for response and where an online monitoring system and monthly reports are generated to make sure that each and every question raised by students is answered.

The following table provides an overview of the available services to support Business studies students across the AOU country campuses. You are encouraged to identify your academic advisor who is available to all students to reflect on your own learning needs, and you are offered the following support as appropriate to those needs.

Table 10.1: Summary of Students' Support and Guidance Services.

Service	Details
Student's Induction arrangements	New students are introduced to AOU through an induction programme – held regularly in the first week of the semester – with multiple sessions for the convenience of employed students. The Faculty of Business Studies at each branch of AOU conducts its own business studies specific induction for its students, emphasizing the characteristics of the blended learning model. Students are also familiarized with the processes, rules and regulations of the university.
Student handbook	AOU's student handbook contains the main information that is related to the university, including various programmes of study.
LMS	A virtual learning environment aims to support students remotely via the teaching/learning material, supplementary material, frequently asked questions and collaborative tools and technologies.
List of support staff (technical and administrative)	Support staff at the Headquarters and at the branches are ready to support you in your studies. Their contact details are available at branch websites Arab Open University - Headquarters (arabou.edu.kw)
Personal tutoring	In addition to the face-to-face tutorial sessions where the students have direct contact with their tutors, tutors also maintain scheduled weekly office hours and can be remotely contacted via email and telephone.
Study skills	The blended learning model requires a unique set of skills. Specially trained tutors guide students in acquiring self-study skills, such as the use of e-learning tools, research methodologies, effective writing, and practice of academic rigor.
Online Resources	An access to the AOU resources e.g., physical library/digital library, e-Learning materials – outside normal class times.
Appeals and Complaints System	An online access to different student services through the Student Support System (SSS) can be found at: https://sisksa.aou.edu.kw/
Support for Special Needs Students	The AOU provides all students with the necessary services to enable them to fulfill the intended learning outcomes of their study in a friendly educational and social environment. Students with disabilities and learning difficulties are given special attention. The services provided to our students are dealt with confidentially and anonymously and are not disclosed to a third party without a written consent from a student. This 'Support for Special Needs Students' provides students with all

	information about the services and facilities that are made available to them by the AOU where students with special needs are supported whenever required. In fact, each branch is supported with such services, which are within a convenient reach.
Scholarships and Financial Support.	A limited number of scholarships are available for deserving students at selected branches. Financial aid is available for qualified students on a merit cum needs basis. Students can also avail of installment tuition payment facilities. Check with your local branch for further details and application procedures.
Career Advice	Although many of our students are already employed, career advising, and employment enhancement services are offered by the Student Affairs Department. The general goal of this programme is to assist students to make better career choices and to match their skills and competencies with career opportunities in the job market. Services provided by the Student Affairs Department include CV and cover letter writing and job interview skills. Individual branches organize job fairs and career day activities that promote the interaction of students with prospective employers. AOU maintains a detailed alumni data base that can serve as a potential networking platform for job seekers.
Counselling	Counselling spans both academic and personal issues. At the beginning of each semester, academic advisors guide students in drawing up their academic plans and course of study, considering the commitments of the student and the natural progression through the programme. Students facing personal or academic difficulties are strongly urged to contact their branch counsellor for help and resolution. All student related information is held in the strictest confidence to protect the privacy of each student.

11. Opportunities for the Personal Development Planning

By virtue of being an Open Education institution, the AOU encourages its students to prepare Personal Development Planning (PDP) for themselves. The PDP provides the opportunity for students to plan for their studies according to the goals and objectives they want to achieve from their studies. Further, it enables them to track their achievements and goals in a systematic manner. It also provides a platform for them to reflect on their studies and measure their progress towards the intended objectives that they want to achieve. In fact, the PDP is a valuable tool in Open Education since it

supports the process of developing independent learning, which is the key for success in an open educational environment.

12. Opportunities and Support for Studying Abroad

By virtue of AOU's partnership with The Open University UK, graduates receive two degrees, one from the AOU and a validated degree from The OU UK. However, all academic work must be completed within one of the AOU branches. In case you wish to transfer to another institution, you will be required to inquire about the transfer of credits' provisions at that institution.

13. Work Placement information

Work placements are intended to permit students to enrich their learning experience by combining practical work with academic course work. In the current FBS format, such experience is related to project work in some of the level six modules and through the main practical work involved is an individual practical work, which is required during the preparations for the Tutor Marked Assignment (TMA), one of the assessment components per module.

14. Facilities and Services

The AOU has invested heavily in physical infrastructure as well as IT infrastructure to provide its students with state-of-the-art facilities and services. Since the AOU uses the 25% face to face blended mode of education delivery, all branches of AOU are operating from modern branch buildings with classrooms and labs that are equipped with state-of-the-art facilities. The classrooms are equipped with modern IT facilities that enable the tutors to deliver their tutorial sessions in an efficient and effective manner. The labs at branches have the necessary computer systems with the needed software and hardware features to enable the students to perform their computing assignments and tasks.

- **Minimum Technical Specifications for Students and the Laboratories**

The AOU has invested substantially in the construction of branch buildings in all country branches to support the students in the 25% face to face requirement of blended mode of education delivery. The branch buildings are equipped with computer labs that provide computing facilities to the students.

- **The Learning Management System (LMS)**

The LMS is the main electronic system through which students receive extensive facilities and services related to educational activities. The tutors make extensive use of the LMS to post course related educational materials including the course calendar, TMA, Tutorial Slides, any video recordings and supplementary material for students. Students use the LMS to download educational material for their courses, get course related announcements and information and upload their TMA work. The LMS is one of the most important systems for students to get familiar with in order to receive extensive facilities and services:

<https://mdl.arabou.edu.kw/>

- **The Student Information System (SIS)**

The SIS is also an essential electronic system which provides extensive services to students. Students receive all online registration related services, financial services, online payment services, scheduling and examination results information etc. through the SIS at AOU. Students receive the Appeal and Complaints facilities through the SIS. Additionally, students with special needs receive facilities and services through the SIS:

<https://sisonline.arabou.edu.kw/>

- **Student Guidance and Support Facilities**

Guidance and support are available for students in order to support them fully during their studies at FBS. Induction Programmes and Orientation Sessions are conducted for new students to make them familiar with the AOU educational system. Academic advising is available to students to guide them during the registration process. The AOU makes extensive use of the university's website to provide information, guidance and support to students: www.arabou.edu.kw

- **Library resources.**

The e-library for all branches is available through the Learning Management System (LMS). It includes a range of resources from the Oxford University, EBSCO search (IT, Business and English literature), Edu search, Emerald journals and GALE, and Open University UK Databases.

Students are encouraged to use the e-library as extensively as possible, so as to effectively interface with AOU's blended learning model. FBS enforces the use of the e-library by requiring business students to provide good reference in all its TMAs.

Well trained e-library staff are available to attend to all your queries and guide you in the use of computers, computer programmes, LMS (learning management system), and search methodologies. 24/7 online access to the e-library's e-resources is provided for the faculty and the students of the university. The e-library can be accessed through the link provided on the LMS.

Hard copy books and periodicals received by the library are catalogued and displayed on the shelves. Reference books from the library are issued to both students and staff. Some branches have arrangements whereby AOU students can access materials and resources from other libraries in their local communities/countries - so check with your local branch.

- **Computing resources.**

Adequate numbers of computers are available at individual branches and are networked using high speed internet connections. Specially equipped computer labs with multimedia facilities are open to students for extended hours during the day. Student e-mail services along with the LMS serve as the backbone for communication between students, staff, and tutors.

- **Audio/Visual equipment and smart classrooms**

AOU is transitioning toward smart classrooms or e-classrooms at many of the branches. This includes tutor PCs, LCD projectors, motorized screens, and audio systems. These facilities enable tutors to use the most effective teaching tools within the classroom.

- **Technical support and helpdesk**

AOU prides itself on the level of technical support extended to students. Qualified staff assist students in the use of all facets of E-learning. Many branches have established Student Help Desks to render a range of services to students.

- **Artificial Intelligence Lab**

Established in 2010, in collaboration with the Kuwait Foundation for the Advancement of Sciences, the Artificial Intelligence Laboratory is expected to promote research within AOU to better serve the needs of students.

- **Catering Services**

All branches have professionally managed cafeterias that offer catering services to students at reasonable prices.

In summary, all branches of AOU enjoy adequate resources and provide extensive support to students as is clear from the following:

- Operating in a new building for most branches, including Kuwait, Egypt, Jordan, Bahrain, KSA (Riyadh) and Lebanon.
- Meeting the local standards of the local accreditation bodies and ministries of higher education.
- Continuously updating the physical and electronic resources, including e-library, Learning Management System (LMS), Student Information System (SIS), and etc. in order to support our students. Additionally, a wide range of supplementary materials and video recordings are offered through the LMS.
- The AOU provides sufficient computer labs for its students, which are equipped with hardware and software resources.
- Specialized labs are provided to the AOU campuses through different involved countries. The new buildings offer a number of seminar halls and dedicated spaces for libraries with at least one lab for accessing the e-library. It is interesting to point out that well-trained human resources are provided to assist students, and access either the physical resources or e-library resources. Regular workshops are held for students, particularly, for newcomers, in order to train them on how to use the LMS and e-library resources, and to provide them with the fundamental background about the appropriate academic behavior.
- The e-Library resource can be accessed via the AOU's website through the following URL: <http://www.aou-elibrary.com/>

15. Assessment and Progression Regulations

The assessment and progression regulations have been made available to you through the AOU's website at <http://www.arabou.edu.kw/>. Additionally, an assessment guide will be provided to you with the module material packages.

Complete details on assessment and progression regulations can be found at the AOU website and are also distributed as part of each module package. The following discussion summarizes the salient features of the assessment process.

Assessment is based on two components and uses three types of instruments.

The two components are:

- Continuous assessment: This comprises the TMA (20%) and the MTA (30%) representing 50 % of the overall assessment score.
- Examination assessment: This consists of one final exam at the end of the semester. This component represents 50 % of the overall assessment score.

The three instruments are:

- Tutor-Marked-Assignments (TMA)
- Mid-Term Assessments (MTA)
- Final Exams

For a student to pass a module, he/she must achieve an overall score of 50% in the final examination and continuous assessment, combined i.e., he/she should score a minimum of 20% in the continuous assessment and 30% in the final examination or vice versa. Grade D (1.5 points) is considered as the minimum passing grade for a student's successful completion of the module.

A student unable to appear in the final examination due to an acceptable medical report or a force majeure, will be given a grade of "Incomplete" (I), and shall be allowed to sit for a make-up final examination in the nearest semester when that module is offered; otherwise, he/she shall receive a grade of Fail (F).

- **Student Appeals**

Students may appeal their final grade to the Branch Examination Committee (BEC) within one week from announcement of course results. Students not satisfied with the decision of the BEC can choose to take his/her case to the Faculty Examination Committee. Institutional procedures ensure that the grading and assessment process is fair and equitable. For details on the appeals process and re-appeals, refer to the AOU website.

Students can also seek redress for any non-examination related complaints at any time, by completing the University's student complaint form. These cases are referred to the concerned department by the Student Affairs office. Students are notified of the outcome of the complaint through the Student Affairs office in a timely manner. Again, if not satisfied with the outcome, the student has the right to appeal to the concerned Vice President, and in extraordinary cases even to the President of the Arab Open University and the Vice-Chancellor of The Open University UK

- **Cheating and Plagiarism**

AOU takes the academic integrity of its programmes and processes very seriously. Any student found cheating or to have committed an act of plagiarism shall be referred to the competent Branch Disciplinary Committee. Punishment, if warranted, may include dismissal from the University. The following are considered acts of cheating and plagiarism:

- Copying printed material and submitting it as part of TMAs, or examination scripts without proper acknowledgement and documentation
- Copying material from the internet, including tables and pictures without proper acknowledgement.
- Copying other students' work
- Knowingly permitting other students to use your work as their own.
- Using material prepared for the student by individuals or institutions, i.e., material which is not the student's own work
- Taking unauthorized material into the examination room.

Please be informed that AOU uses sophisticated software which is highly effective in detecting instances of plagiarism involving the use of public material without proper referencing. [Students' Conduct and Disciplinary Procedures Bylaw At AOU.pdf \(arabou.edu.kw\)](#)

- **Inability to submit assignments or take the Final Examination.**

- A student who cannot take the final examination or submit a report/project which is considered a main component of the assessment, must submit a medical report or a force majeure to the Students' Affairs Office within three days of the date of the final examination.
- If the Branch Examination Committee accepts the case, the student is awarded I (Incomplete) and the student may take the examination with all other students studying the module at the end of the next semester or academic year
- If the Branch Examination Committee rejects the excuse, the student is awarded a zero (0) in this examination
- A student who cannot take a final examination of a module with accepted reasons, can take that examination again on the next occasion that the examination for the same module is held.
- The numerical mark of zero (0) shall be recorded for each TMA not submitted by the cut-off date unless the student provides within three days of the cut-off date

evidence of a medical report or extraordinary circumstances which are beyond his/her control. If the case is approved then, depending on the circumstances, the TMA may be submitted up to three weeks after the cut-off date

- **Repeating Modules**

- The student may not retake any module in which he obtains grade (C) or above.
- A student who fails in an elective module may retake the same module or any other elective module for the purpose of completing the programme's approved study plan requirements
- A student who fails in a compulsory module must retake the same module in a subsequent semester.
- For the purposes of raising the student's cumulative average to the required limit for graduation purposes only, the student may retake any module in his Study Plan other than The OU UK modules in his programme's study plan in which he/she had previously obtained a (D) grade.

For regulations regarding how grade point averages are computed when repeating modules, refer to the guidelines at the AOU website.

16. Determination of Results

The final module results are approved by the Central Examinations Committee pursuant to a recommendation submitted by the Examinations committee of the Faculty of Business. The final results are then announced on the Arab Open University website. Students should log in to SIS (Student Information System) with their ID and password to view their results.

Your final result will be processed centrally at the Headquarter. The FBS at the AOU follows a tiered approach to the examination boards and committees. There exist mainly four examination committees at the AOU named as follows:

- The Branch Examination Committee (BEC).
- The Course Assessment Committee (CAC).
- The Faculty Examination Committee (FEC).
- The Central Examination Committee (CEC).

External Examiners are members of the FEC, and the Chief External Examiner is a member of the CEC. The main role of the assessment boards is to standardize the assessment processes and procedures at the AOU and to ensure fair processing of students' grades.

All awards recommended by The Arab Open University Examination Boards are ratified by The Open University's Ratification Panel. This panel has the authority of the OU Senate to ratify the recommendations of all Examination Award Boards (EAB) after satisfying itself that the recommendations have been determined with due regard to the approved regulations, that the correct procedures have been followed, and that the appropriate academic standards have been upheld.

Once the Examination Board has taken place, The Arab Open University sends documentation to the OUVF via secure electronic transfer. Once documentation is complete, it is submitted to The Open University's Ratification Panel. Once confirmed, The Arab Open University is informed, and if conferred, results can be released to students as final.

17. How Results Are Communicated

Final module results are announced on the university website (<http://www.aou.edu.kw/>). You can look at your results by logging in to the Student Information System (SIS) with your credentials. This link can be found under the student services menu. The various steps involved are as follows:

1. Login to the online student services with your student number as User ID and your password and select the correct branch.
2. Once you have entered the system, you can avail the benefits of the available services provided within the system.
3. You can select the box titled grades box in the 2nd row in order to view your grades. On selecting the grades' box, the grades details will appear on your computer screen.

18. Other Institutional Policies and Regulations

All relevant AOU policy applies to FBS students. You are therefore urged to familiarize yourselves with University wide policy, procedures, and regulations provided at the AOU website and the 31 articles of University council approved by-laws. These articles directly relate to all aspects regarding your programme of study, including assessment policy, appeal procedures, plagiarism, maximum allowable duration of study, transfer of credits between branches, ... etc. [Regulations \(arabou.edu.kw\)](http://arabou.edu.kw)

Some of the information below may be given in the form of general brief statements that refer you to a separate generic institutional policy document:

- Disability statement.
- Grounds and procedures for appeals.
- Equal opportunities statement.
- Data protection.
- Health and safety issues.

The AOU strongly believes in providing equal opportunities to all students studying at the university. It also makes efforts to provide a safe, secure, healthy and confidential environment to you. You have the right to appeal to the branch authorities. Processes and procedures for your appeals /complaints are contained in the rules and regulations of the AOU.

19. Students' Participations and Evaluations

You are strongly encouraged to participate in and evaluate the academic activities at the AOU. Your feedback is solicited through various surveys such as students' views on the BA studies modules, tutors, facilities etc. Your views are considered as a very important instrument, which is continuously solicited and used in enhancing your learning experience at the AOU.

Students are encouraged to participate in the in-class activities and provide feedback to their tutors on any aspect of their studies at FBS. AOU strongly encourages students' participation during in-class discussions, and it provides opportunity to students to provide feedback during the semester to their tutors, so that any issues that maybe hampering students' progress can be flag during the semester. In this way, students will not have to wait till the end of semester to provide feedback. Also, the local dean is available at all branches for students to meet and provide feedback to him/her regarding any issue related to his/her study. The student can also provide feedback to his/her academic adviser and get support throughout the semester regarding his/her studies at FBS.

Students' feedback represents an essential element of the Quality Assurance (QA) process at the AOU. The QA department solicits feedback from students through a variety of questionnaires and feedback forms, which are offered through the Learning Management System (LMS). The QA department has Branch QA Coordinators (BQACs) who are responsible for collecting students' feedback at each branch. The feedback is subjected to detailed analysis by both the AOU_QA department as well as

by the Deanship to be included in the annual programme evaluation that is submitted to the OUVF.

The major areas on which students' feedback is obtained include the following:

- Students' evaluation of tutors,
- Students' evaluation of modules, and
- Students' evaluation of branch resources and service.

Students can also file appeals, which are dealt with through the online appeals and complaints system (a part of the SIS). The Arab Open University's Alumni Association (AOUAA) is an association, which aims at maintaining relations between the AOU and its former students and between graduates and their fellows. The alumni's website at the AOU is <https://www.arabou.edu.kw/alumni/Pages/default.aspx>

The AOUAA is a forum for forming relationships among people of common interests. The AOUAA is organized into nine chapters at the KSA, Kuwait, Bahrain, Oman, Egypt, Jordan, Lebanon, Sudan and Palestine. The AOU alumni association Bylaws can be found on the university's website. The FBS encourages you to register in the AOUAA.

20. Student representation in committees

Students have the opportunity to represent their interests through student councils or student committees. Student council bylaws as ratified by AOU, allow students to form branch-based student councils by electing members on a democratic basis. Representatives from these student bodies are encouraged to voice student concerns, attend branches' administrative departmental meetings, also programme meetings to communicate academic concerns and issues to PCs and BCCs to be conveyed to GCCs and the deanship for discussions and recommendations, and in general to be partners in improving the learning experience at AOU.

21. Contact Us

The AOU has comprehensive centralized websites set up for its branches, in English unless otherwise noted: <https://www.arabou.edu.kw/faculties/business/Pages/contact-us.aspx>