

FBS Programme specification

1. Overview/ factual information

Programme/award title(s)	BA(Hons) Business Studies with Management BA(Hons) Business Studies with Marketing BA(Hons) Business Studies with Accounting BA(Hons) Business Studies with Economics BA(Hons) Business Studies with Systems BA(Hons) Business Studies with Finance/Micro-Finance BA(Hons) Business Studies with Human Resource BA(Hons) Business Studies with Management Information System
Teaching Institution	Arab Open University
Awarding Institution	The Open University (OU)
Date of first OU validation	
Date of latest OU (re)validation	2022
Next revalidation	2027
Credit points for the award	360 validated UK OU credit points (96 AOU credit hours) and an additional 4 credit hours as Faculty requirement plus 8 AOU credit hours of electives
UCAS Code	NA
HECoS Code	NA
LDCS Code (FE Colleges)	NA
Programme start date and cycle of starts if appropriate.	September 2022
Underpinning QAA subject benchmark(s)	Business and Management, Accounting
Other external and internal reference points used to inform programme outcomes. For apprenticeships, the standard or framework against which it will be delivered.	NA
Professional/statutory recognition	NA
For apprenticeships fully or partially integrated Assessment.	NA
Mode(s) of Study (PT, FT, DL, Mix of DL & Face-to-Face) Apprenticeship	Blended learning

Duration of the programme for each mode of study	4 years
Dual accreditation (if applicable)	
Date of production/revision of this specification	2022

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in student module guide(s) and the student handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

2.1 Educational aims and objectives

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 eight areas of business: management, marketing, accounting, economics, systems practice, finance/micro finance, 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

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 providing 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.

2.2 Relationship to other programmes and awards

(Where the award is part of a hierarchy of awards/programmes, this section describes the articulation between them, opportunities for progression upon completion of the programme, and arrangements for bridging modules or induction)

Candidates can study for the first three semesters of the programme without any specialisation. In general, students will undertake BUS101- Introduction to Math for Business, BUS102- Introduction to Statistics, BUC111- Business communication 1, ACT111- Financial Accounting, ACT112- Managerial Accounting, ECO101- Principles of Microeconomics, MGT111- Principles of Management I, MGT112- Principles of Management II, MKT111- Principles of Marketing I, MKT112- Principles of Marketing II or ECO102- Principle of Macroeconomics, BUC112- Business communication 2, and MIS111 Introduction to Management Information System I, MIS112 Introduction to Management Information System II, SYS111 Principles of Technology Ventures (for MIS track) before making their specialisation selection. This is a clear benefit as there are opportunities for students to learn more about the options and their strengths and weaknesses before embarking on specialised modules.

With its eight tracks, FBS believes that this program would be especially accessible to candidates in their starting point in business carriers, junior and middle management positions or who intend to pursue such career paths.

AOU-FBS also provides exit awards for candidates who are unable to continue through the full programme of study required for the BA (Hons) degree. Students may exit with a Diploma of Higher Education in Business Studies.

For a Diploma of Higher Education in Business Studies a student will be required to have successfully obtained 120 points/ 32 credits at Level 4 and 120 points/ 32 credits at Level 5.

2.3 For Foundation Degrees, please list where the 60 credit work-related learning takes place. For apprenticeships an articulation of how the work based learning and academic content are organised with the award.

NA

2.4 List of all exit awards

AOU students can obtain:

A **Diploma** of Higher Education in Business Studies/ (Specialization) = 120 points/ 32 credits at Level 4 **and** 120 points/ 32 credits at Level 5.

A **Bachelor** Degree of Higher Education in Business Studies/ (Specialization) = 120 points/ 32 credits at Level 4 **and** 120 points/ 32 credits at Level 5 **and** 120 points/ 32 credits at Level 6.

3. Programme structure and learning outcomes

The New BA Business Studies Program Structure

Modules		Summary of any proposed modifications- Faculty requirements							Pts
		Accounting	Management	Economics	Marketing	Systems	Finance	HRM	
Common Module		BUCT11 (15 pts): Business communication 1 BUCT12 (15 pts): Business communication 2 ECO101 (15 pts): Principles of Microeconomics							45
Level	Modules	Track							Pts
		Accounting	Management	Economics	Marketing	Systems	Finance	HRM	MIS
4	Track Modules	BUS101 (15 pts): Introduction to Math for Business BUS102 (15 pts): Introduction to Statistics MGT111 (15 pts): Principles of Management I MGT112 (15 pts): Principles of Management II ACT111 (15 pts): Financial Accounting ACT112 (15 pts): Managerial Accounting MKT111 (15 pts): Principles of Marketing I MKT112 (15 pts): Principles of Marketing II	BUS101 (15 pts): Introduction to Math for Business BUS102 (15 pts): Introduction to Statistics MGT111 (15 pts): Principles of Management I MGT112 (15 pts): Principles of Management II ACT111 (15 pts): Financial Accounting ACT112 (15 pts): Managerial Accounting MKT111 (15 pts): Principles of Marketing I MKT112 (15 pts): Principles of Marketing II	BUS101 (15 pts): Introduction to Math for Business BUS102 (15 pts): Introduction to Statistics MGT111 (15 pts): Principles of Management I MGT112 (15 pts): Principles of Management II ACT111 (15 pts): Financial Accounting ACT112 (15 pts): Managerial Accounting MKT111 (15 pts): Principles of Marketing I ECO102 (15 pts): Principle of Macroeconomics	BUS101 (15 pts): Introduction to Math for Business BUS102 (15 pts): Introduction to Statistics MGT111 (15 pts): Principles of Management I MGT112 (15 pts): Principles of Management II ACT111 (15 pts): Financial Accounting ACT112 (15 pts): Managerial Accounting MKT111 (15 pts): Principles of Marketing I MKT112 (15 pts): Principles of Marketing II	BUS101 (15 pts): Introduction to Math for Business BUS102 (15 pts): Introduction to Statistics MGT111 (15 pts): Principles of Management I MGT112 (15 pts): Principles of Management II ACT111 (15 pts): Financial Accounting ACT112 (15 pts): Managerial Accounting MKT111 (15 pts): Principles of Marketing I MKT112 (15 pts): Principles of Marketing II	BUS101 (15 pts): Introduction to Math for Business BUS102 (15 pts): Introduction to Statistics MGT111 (15 pts): Principles of Management I MGT112 (15 pts): Principles of Management II ACT111 (15 pts): Financial Accounting ACT112 (15 pts): Managerial Accounting MKT111 (15 pts): Principles of Marketing I MKT112 (15 pts): Principles of Marketing II	BUS101 (15 pts): Introduction to Math for Business BUS102 (15 pts): Introduction to Statistics MGT111 (15 pts): Principles of Management I MGT112 (15 pts): Principles of Management II ACT111 (15 pts): Financial Accounting ACT112 (15 pts): Managerial Accounting MKT111 (15 pts): Principles of Marketing I MIS111 (15 pts): Introduction to Management	120

		Principles of Marketing II							Information System I MIS112 (15 pts): Introduction to Management Information System II SYS111 (15 pts): Principles of Technology Ventures	
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	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	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	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 (15 Pts): 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 FIN341 (15 Pts): Islamic Finance	BUS628 (30 Pts): Global HRM B329 (30 Pts): Leadership in a changing world HRM320 (15 Pts): Work Place 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									
General Total Pts										360

BA in Business studies- PILOs:

3. Intended learning outcomes for the Programme	
<p>At the end of the programme, learners will be expected to:</p> <p>PLO 1 – Demonstrate comprehensive knowledge of business concepts and theories across core disciplines.</p> <p>PLO 2 – Communicate professionally in diverse business scenarios using appropriate techniques and tools</p> <p>PLO 3 – Analyse business data for reporting and decision-making.</p>	<p>Learning and teaching strategy</p> <p>The acquisition and development of knowledge, understanding, and skills are achieved through a comprehensive and integrated learning strategy that incorporates diverse pedagogical approaches. Knowledge and understanding are acquired through UK Open University (UKOU) published distance-learning materials, including specially written module materials, study guides, assignments, and project guides. Multimedia materials and e-library resources further enhance the learning experience. Materials are tailored to the Arab region, removing culturally inappropriate references while maintaining academic rigor.</p> <p>Students are supported by tutors who provide academic guidance, answer queries, grade and comment on assignments, and facilitate group learning. Tutors conduct weekly face-to-face sessions for each module, ensuring active engagement with the curriculum.</p> <p>Cognitive, practical, and transferable skills are introduced progressively from Level 4 to Level 6. Study activities include guided</p>

PLO 4 – Critically evaluate the global business environment, considering ethical, legal, and cultural dimensions.

PLO 5 – Demonstrate leadership qualities to manage teams and projects in dynamic business contexts.

PLO 6 – Apply entrepreneurial capabilities to develop innovative solutions in competitive markets.

PLO 7 – Integrate technology and quantitative tools to solve organizational problems effectively.

exercises, case studies, and project-based learning to build independence and critical thinking. Specific skills are mapped across modules, offering opportunities for practice and refinement through structured activities and assessments.

Knowledge and skills are assessed through continuous assessments, assignments, midterm exams, and final examinations. Case studies and reflective exercises are incorporated to synthesize theoretical knowledge with practical application. Assessments are central to teaching, allowing tutors to provide personalized feedback and support skill development.

Students engage in collaborative learning through group activities, computer conferencing, and the use of the Learning Management System (LMS). These platforms enable knowledge sharing and module-related problem resolution. Technological tools, including statistical software and database systems, are integrated into the curriculum to develop students' technical proficiency.

Tutorials and assignments are designed around case studies and current business issues, allowing students to apply theoretical

knowledge to practical scenarios. This ensures preparedness for real-world challenges.

The programme incorporates an internationalized selection of cases and materials, exposing students to diverse business environments. Ethical and legal considerations are embedded throughout the curriculum, emphasizing responsible and sustainable business practices.

Students are encouraged to conduct independent research using a variety of academic databases and resources. Self-reflective assessments and activities at higher levels focus on personal and professional development. This comprehensive strategy ensures alignment with the consolidated PILOs, equipping graduates with the knowledge, skills, and attributes to excel in diverse and dynamic business environments.

4. Distinctive features of the programme structure

- **Where applicable, this section provides details on distinctive features such as:**
 - where in the structure above a professional/placement year fits in and how it may affect progression
 - any restrictions regarding the availability of elective modules
 - where in the programme structure students must make a choice of pathway/route
- **Additional considerations for apprenticeships:**
 - how the delivery of the academic award fits in with the wider apprenticeship
 - the integration of the 'on the job' and 'off the job' training
 - how the academic award fits within the assessment of the apprenticeship

AOU procedures/rules and local educational authorities in branches don't include professional/placement year within the scope of equivalency, only accredited modules with specific rules for equivalency such as matching credit hours and content to the requested equivalency AOU modules against accredited institutions and modules.

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In general, Elective modules are included for every track in the program and track study plans, where students are required to finish 4 credit hours during the time of study for a BA degree, AOU and FBS permits

students from any track/specialization to register for any other specialized core module and counts as elective beside the available elective modules indicated in the track structure.

5. Support for students and their learning.

(For apprenticeships this should include details of how student learning is supported in the work place)

AOU branches provide student advice and counselling though to varying units. However, the Learning Management System (LMS) is the main interface for students in addition to the academic advising sessions, where they are provided with academic and administrative information.

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.

The Faculty of Business Studies provides students through the AOU website and branch websites, with all the information needed for their study plan, module offerings, module description, all relevant academic rules and regulations.

In addition to the individual tuition provision, students have access to regular opportunities for engagement with each other, branch library access, an extensive variety of specially written resources presented in different media (print and online), audio-visual material, published

articles, case-studies and a set of interactive tools to help students develop their management thinking abilities.

Moreover, students are learning from working in individually, groups, face-to-face, and online, in structured activities supported by a wide range of resources including specially designed books, online library and face-to-face meetings.

The AOU Learning Management System (LMS)

LMS is a user-friendly *Moodle* e-learning portal platform. Students are accessing most academic services and support from this system including

- Downloading the course materials
- Uploading the Assignments, reports and other class works
- Text based interaction with the tutors and peers
- Using forums for course discussions
- Sending instant messages to the tutors and class mates

Faculty and staff are committed to helping students with their challenges. All faculty members have regular office hours to meet students. If students wish to meet faculty outside of office hours, they need to make an appointment. The staff members can also be contacted through email.

In addition to this virtual learning environment, AOU branches have a “physical” learning resource centre with enough space, desks and computers where students can sit and study while being able to access the physical library. This library is updated every year with relevant and important books and magazines related to the new

technologies in the Business field. AOU e-library currently subscribes to the following EBSCO databases:

- Academic Search Premier
- Business Source Complete
- Computers and Applied Science Complete
- Education Research Complete
- Literary Reference Center
- English Language Learning
- Research Starter – Business
- Research Starter – Education
- ERIC
- LISTA.

Computing facilities are designed to be used for legitimate, university-related purposes. Access to computing labs is allowed to registered students in all branches. The IT unit in each branch attempts to maintain a quiet, work-friendly environment in its computing labs in order that lab users can use their time productively and with minimal distraction.

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.
- 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 that 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 channelled 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.
- Video Conferencing technologies provide a basis for remote collaboration with academia.

Proper academic advising is regarded as a very critical factor affecting student's success and retention and is given exceptional attention in all branches. Each student is assigned to an advisor. Each advisor should show his advisee the ultimate way to achieve his/her goal while taking into account his strengths, weaknesses, and past performance. Full time faculty members based on their areas of specialty provide the academic advising and the student's registered track. Given that, AOU adopts an open learning approach that fosters flexibility for the students; two types of advising are offered at the AOU: Face to face advising and E- Advising. Both are offered within certain context and in accordance to specific criteria and guidelines. Advising usually starts at the beginning of the semester, before registration, but continues throughout the semester, where students can meet their advisors in their office during the semester. Face to face advising is mandatory for new comers, and for old students who are not eligible for e-advising.

For new students, the staff members conduct the advising and registration process in their office; new students were directed to their corresponding advisors, where a meeting is conducted to help the new comer easily integrate into the system. During this meeting, students are advised with the specialty, tracks and courses that should be taken. Besides following the rules and regulations in choosing the list of courses for the student to register during the semester. The advisor takes into consideration several factors, among these factors, the financial situation of the student, his workload (part time/full time job), and the student's results in the placement test.

The e-advising is offered for continuing students with good GPA and according to the academic advising policy.

Regular sessions on how to provide in-text citation and reference assignments properly according to the Harvard style of referencing, are held by branch course coordinators (BCC) and tutors for all students registered in any of the business courses. Moreover, similar sessions are held to teach students how to use the AOU e-library.

6. Criteria for admission

(For apprenticeships this should include details of how the criteria will be used with employers who will be recruiting apprentices.)

To be admitted in any bachelor programme the applicant should have fulfilled the following conditions:

- Obtain a general secondary school certificate or equivalent.
- A minimum of (550) score in the TOEFL hard copy version, equivalent score (213) in the soft copy version or equivalent score in the IBT (79), or the equivalent score thereof in the IELTS (6.5)

shall be exempted from the English Placement Test, provided that their scores have been obtained within the two years preceding their admission to the University.

- Fulfil any other conditions determined by the University or competent authorities of the Branch country.

Branch specific admissions policy:

Oman

- Secondary school certificate.

Admission to Programmes is subject to local authority regulations.

7. Language of study

English is the most widely used language in the world of business, and it has become an essential requirement for employment in most business organizations. English is the language of instruction in all modules (courses) of the OU-AOU BS programme.

8. Information about non-OU standard assessment regulations (including PSRB requirements)

Each course shall have the final mark out of (100) marks to be equally distributed between the Continuous Assessment and the Final Examinations. This distribution may be adjusted either by increasing or decreasing the ratio of each component according to the nature of the course following the approval of the concerned Faculty Council and the endorsement of the Academic Committee.

The Continuous Assessment's (50) marks shall be assigned as follows:

- a) A minimum of (20) marks for TMA.

- b) A maximum of (30) marks for MTA.
- c) The Deanship may exclude any course from the marks distribution stipulated above after pursuing the approval of the Academic Committee.
- d) The minimum number of TMAs required for each course shall be at least one TMA per course per semester. The Deanship may determine the maximum number of TMAs.
- e) One Midterm Assessment (exam) MTA per module/ per semester.
- f) The Deanship, GCCs, and BCCs are responsible for the preparation of assignments, MTA, TMA, and final examinations of every module. Such assignments and examination are unified in all Branches, and the final examination is held at the same time and the same date in all Branches, according to special instructions issued by the University Council.
- g) Mid-term exams are unified for every course at the Branch level; however, the Deanship may unify the content and time of the midterm exam in all Branches. In all cases, the Dean shall approve all midterm exams.

The final mark of each course shall be calculated, and be entered in letters and their equivalent points as follows:

Generic Assessment Criteria

Indicative Grade	% Marks	Characteristics	
A	90 and above	<p>High standard of critical analysis using appropriate conceptual frameworks</p> <p>Excellent understanding and exposition of relevant issues</p> <p>Clearly structured and logically developed arguments</p> <p>Good awareness of nuances and complexities</p> <p>Substantial evidence of well-executed independent research</p> <p>Very good evaluation and synthesis of source material</p> <p>Very good use of relevant data and examples, all properly referenced</p>	<p>Outstanding</p> <p>Student meets all requirements of LOs. The student demonstrates an excellent grasp of the subject knowledge including critical thinking and consistently adheres to the conventions of writing. The student demonstrates outstanding ability in use of relevant ideas / facts / theories / concepts / models / perspectives with consistency and precision of breadth and depth. The student work is strikingly insightful with evidence of originality and integration of information from sources with sound judgment and professional standards of writing with further scope for research.</p>

B+	82-89	<p>Very good standard of critical analysis using appropriate conceptual frameworks</p> <p>Clear awareness and exposition of relevant issues</p> <p>Clearly structured and logically developed argument</p> <p>Awareness of concepts and complexities</p> <p>Evidence of independent research</p> <p>Good evaluation and synthesis of source material</p> <p>Good use of relevant data and examples, all properly referenced</p>	<p>Very Good</p> <p>Student meets all requirements of Los. The student demonstrates a very good grasp of the subject knowledge and consistently adheres to the conventions of writing. The student demonstrates high ability in use of relevant ideas / facts / theories / concepts / models / perspectives with consistency and precision of breadth and depth. The students work is insightful with evidence of originality to a great extent and integration of information from sources with sound judgment and professional standards of writing.</p>
B	74-81	<p>Uses appropriate conceptual frameworks</p> <p>Attempts analysis but includes some errors and/or omissions</p> <p>Shows awareness of issues but no more than to be expected</p>	

		<p>from attendance at classes</p> <p>Arguments reasonably clear but underdeveloped</p> <p>Insufficient evaluation of source material</p> <p>Some good use of relevant data and examples, but incompletely referenced</p> <p>Insufficient evidence of independent research</p>	
C+	66-73	<p>Adequate understanding of appropriate conceptual frameworks</p> <p>Answer too descriptive and/or any attempt at analysis is superficial, containing errors and/or omissions</p> <p>Shows limited awareness of issues but also some confusion</p> <p>Arguments not particularly clear</p>	<p>Good</p> <p>Student almost all requirements of LOs. The student demonstrates an sound grasp of the subject knowledge and adheres to the conventions of writing. The student demonstrates ability in use of relevant ideas / facts / theories / concepts / models / perspectives with consistency and precision of breadth and depth. The student work is has fair evidence of originality and</p>

		<p>Limited evidence of independent research and reliance on a superficial repeat of class notes</p> <p>Relatively superficial use of relevant data, sources and examples and poorly referenced</p>	<p>integration of information from sources with judgment and appropriate standards of writing.</p>
C	58-65	<p>Shows acquaintance with and understanding of key concepts and issues from a range of sources; ideas synthesized and related to the topic. Ideas organized and grouped into a coherent argument; use of examples / detail / quotations / references / experience to support argument; some critical analysis of ideas/ evidence; limited appraisal of implications.</p>	

D	50–57	Shows general understanding of key concepts and issues. Ideas organized and grouped into a coherent argument; use of examples / experience to support argument; limited appraisal of implications.	Satisfactory Student fairly meets requirements of LOs. The student demonstrates fair level of knowledge but with weak competency in presenting the argument. Adheres to broad standards of writing and lacks in presentation of knowledge in depth and breadth.
F	Below 50	Unsatisfactory Student fails to meet the LOs. The student demonstrates patchy overall knowledge of the subject. Lacks skills in presenting argument, contains inaccuracies with very little evidence of independent thought.	

This marking scheme has been developed in accordance with the QAAD Standards Benchmark, Higher Education National Framework, and AOU assessment bylaws and policies

<u>Grade</u>	<u>Points</u>
A	4.0
B+	3.5
B	3.0
C+	2.5
C	2.0
D	1.5
F	0.0

The cumulative average shall be calculated in points with the equivalent ratings given as follows:

Average in points	Rating
3.67 – 4.00	Excellent
3.00 – 3.66	Very good
2.33 – 2.99	Good
2.00 – 2.32	Pass
Less than 2.00	Poor

9. For apprenticeships in England End Point Assessment (EPA).

(Summary of the approved assessment plan and how the academic award fits within this and the EPA)

NA

10. Methods for evaluating and improving the quality and standards of teaching and learning.

FBS is committed to evaluating the program's quality and standards of teaching and learning, as well as its delivery, utilizing a variety of well-designed assessment and evaluation systems that include key indicators for assessing the program's performance:

Standardising assessment method

Creating good Tutor Marked Assignments (TMAs), preparing Mid-Term Assessments (MTAs), and preparing final exams are all part of the standardizing assessment approach. All of these assessment methods are developed in collaboration with external examiners and the deanship. Furthermore, using group and double grading to eliminate grading variation, cross-branch grading to eliminate grading variation

or over-marking, and adhering to a standard marking grid and marking guidelines, as well as preventing plagiarism by submitting student work to a standard plagiarism-detection software: Turnitin.

All parties of the FBS and each in its own capacity, contribute significantly to the advancement of the FBS programme in the following areas:

1. Encouraging examples of good practice among the different branches to enhance the Faculty of Business Studies programme and disseminating them across AOU branches.
2. Preparing the Annual Monitoring Report (AMR) or Annual Programme Evaluation (APE)
3. Preparing the Self Evaluation Document (SED)
4. Getting student feedback on tutors, delivery of tutorials, and the teaching learning practice at large

Continued review and critical appraisal of the Faculty programme which are exercised by external examiners through their periodic visits, meetings with academic reviewers, are considered among the many activities conducive to boosting the delivery. That the weekly follow-up of the Faculty programme PCs, GCCs, BCCs and tutors is a key element to the successful sustainability and strength of the Faculty of Business Studies programme.

The Academic Appraisal

Academic appraisal is an appraisal system used to evaluate the soundness of academic staff knowledge and skills in delivery. This appraisal system is crucial to deciding the efficacy of their services rendered to the University in terms of the continued need for your services or otherwise. This appraisal process also helps you and the

university identify your training needs. The academic appraisal is conducted once a year.

TMA/MTA monitoring

To maintain uniformity of standards in student assessment TMA/MTA grading practices are evaluated by the BCC of the course. The BCC remarks on the criteria set to assess your TMA/MTA marking assessment standards. This process takes place every semester for the courses you teach.

Tutorial/peer monitoring

TMA/peer monitoring is a collegiate approach to identifying tutor's strengths and weaknesses in delivering the course content during tutorials

Student feedback

AOU recognizes the importance of student views and feedback. For this purpose student's views survey is circulated during each semester where students are expected to give a formal feedback on the tutorial, content, delivery style, clarity of learning outcomes, and helpfulness of the tutor towards the student. Student feedback will duly be communicated to tutor.

Evaluation of student support and guidance resources

All AOU-branches are continuously providing the student with academic counselling and advice. AOU-branches provide student advice and counselling via various academic and academic-related units. The Learning Management System (LMS) is considered to be the main interface for students, where they are provided with academic and administrative information. FBS imitate the experiences of AOU branches (i.e., Lebanon, Bahrain, and Oman) which were on the lead of student

satisfaction on this aspect. There has been a daily follow up with the MBA candidates through office hours, emails, and chatting groups through (Whats App). Moreover, the MBA candidates are attending extra sessions (volunteering not required) for Personal Development Planning, learning the importance of SPSS and PMP. In addition, MBA candidates realize the importance of research and publication. There are seven new publications in process for our MBA Graduates of Lebanon Branch. In order to raise awareness about students' PDP, the Branch Quality Assurance Units, are preparing posters in this regard to be placed on the branch's announcement boards.

11. Curriculum map

This table indicates which study units assume responsibility for delivering (shaded) and assessing (✓) particular programme learning outcomes.

S.No	Module	PLO 1	PLO 2	PLO 3	PLO4	PLO 5	PLO 6	PLO 7
1	BUC111- Business Communication I	✓	✓		✓	✓		✓
2	BUC112- Business Communication II	✓	✓		✓		✓	✓
3	BUS110- Introduction to Business	✓	✓	✓		✓	✓	✓
4	BUS101- Introduction to Math for Business	✓	✓	✓	✓			✓
5	BUS102- Introduction to Statistics	✓	✓	✓	✓			✓
5	MGT111- Principles of Management I	✓	✓		✓	✓	✓	✓
7	MGT112- Principles of Management II	✓		✓		✓	✓	✓
8	ECO101- Principles of Microeconomics	✓		✓	✓		✓	✓
9	EC102- Principles of Macroeconomics	✓		✓	✓		✓	✓

10	ACT111- Financial Accounting	✓	✓	✓	✓		✓	✓
11	ACT112- Managerial Accounting	✓	✓	✓		✓	✓	✓
12	MKT111- Principles of Marketing I	✓	✓	✓	✓		✓	
13	MKT112- Principle of Marketing II	✓	✓	✓	✓		✓	
14	B207A- Shaping Business Opportunities I	✓	✓	✓	✓	✓		✓
15	B207B – Shaping Business Opportunities II	✓	✓	✓	✓	✓		✓
16	BUS310- Strategic Management	✓	✓		✓	✓		✓
17	BUS115- Small Business Management	✓	✓			✓	✓	✓
18	B205A- Exploring Innovation and Entrepreneurship I	✓	✓		✓	✓	✓	✓
19	B205B- Exploring Innovation and Entrepreneurship II	✓	✓		✓	✓	✓	✓
20	B329 – Leadership in a Changing World	✓		✓	✓	✓		✓
21	BUS628- Global Human Resource Management	✓	✓	✓	✓	✓		✓
22	BUS629- International Management	✓	✓		✓	✓	✓	✓

23	ACC204 – Intermediate Financial Accounting	✓	✓	✓	✓			✓
24	BB293- Financial Accounting in Context	✓	✓	✓	✓	✓		✓
25	B294- Financial Analysis & Decision Making	✓	✓	✓	✓		✓	✓
26	ACC300 – Accounting Information Systems	✓	✓	✓		✓		✓
27	ACC302- Auditing Theory & Practice	✓	✓	✓	✓			✓
28	B326 – Advance Financial Accounting	✓	✓	✓	✓			✓
29	B391 – Management Accounting & Finance	✓		✓	✓	✓	✓	✓

Notes on completing programme specification templates

- 1 – This programme specification should be mapped against the learning outcomes detailed in module specifications.
- 2 – The expectations regarding student achievement and attributes described by the learning outcome in section 3 must be appropriate to the level of the award within the **QAA frameworks for HE qualifications**:
<http://www.qaa.ac.uk/AssuringStandardsAndQuality/Pages/default.aspx>
- 3 – Learning outcomes must also reflect the detailed statements of graduate attributes set out in **QAA subject benchmark statements** that are relevant to the programme/award: <http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx>
- 4 – Validated programmes delivered in languages other than English must have programme specifications both in English and the language of delivery.