



FAHAD BIN SULTAN UNIVERSITY  
COLLEGE OF BUSINESS & MANAGEMENT  
DEPARTMENT OF MARKETING

# **Fahad Bin Sultan University**

## **Study Plan for the Bachelor Degree in Business Administration (Supply Chain Management)**

**College of Business & Management**

## Introduction

Through their course work, students undertaking Business Administration with concentration on supply chain explore the many ways supply chain impacts the individual, business and society, locally and internationally. Students are provided with a solid academic background that promotes written and critical thinking skills, as well as theoretical and applied knowledge. Internships are an integral part of the curriculum. Through actual work experience during the program, students are better-prepared for their future professions. Possible internship roles include those in different industries and services, production, advertising and marketing activities, as well as written and on-line press production — plus much more.

## Program Objectives

- Provide students with a solid theoretical and applied knowledge of business administration with emphasis on supply chain theories, Logistics and Communication.
- Provide students with the knowledge and tools required for meaningful and successful careers.
- Prepare students for management and technical responsibilities.
- Promote written and critical thinking.
- Prepare students for further studies and research in graduate schools.
- Provide the educational background for various professional certification examinations such as Certified Marketing Analyst, Certified logistics Manager ,etc.
- Promote the core ethical values underlying best practices in the various aspects of management, supply chain processes and communication.

## Learning Outcomes

Upon completion of the Bachelor of Business Administration (BBA) program, students will be able to

1. Develop a basic comprehension of theories and concepts in the field of Supply Chain;
2. Demonstrate an understanding of the core ethical values underlying best practices in producing, purchasing, procurement, logistic, storing and selling of goods and services
3. Demonstrate knowledge of the research methods used in the many fields of business and Supply Chain Management;
4. Articulate the complexity of communication place in society and culture;
5. Communicate effectively in written form within the conventions of producing, managing, buying & selling as a discipline, and;
6. Demonstrate the critical inquiry and analysis skills needed to engage constructively in intellectual discourse within supply chain management as a field of study of business and profession.

## Program Requirements

In order to graduate with a Bachelor Degree in Business Administration (Supply Chain Management), students are expected to complete a total of 134 credit hours by the end of their fourth year of studies. These are divided as follows:

1) University Requirements	33 Credits
2) Non-business elective course	6 Credits
3) College Requirements	50Credits
4) Supply Chain Management Requirements	45Credits
<b>Total</b>	<b>134Credits</b>

## University Requirements

Students working towards the bachelor's degree in business administration (Supply Chain Management) must complete a total of 39 credit hours in University requirements. The 39 credit hours in University general educational requirements for Bachelor program are as follows:

### A) University Core Requirements (33 credits)

- 6 credits of Arabic: ARAB 101 and ARAB201
- 12 credits of English communication skills: ENGL 101, ENGL 102, ENGL203, and ENGL 206
- 9 credits of Social and Cultural studies: SOCS 101, SOCS 201, and SOCS202
- 3 credits of Computing: CSC100
- 3 credits of Mathematics: MATH 203 (instead of MATH 101)

### B) University Elective Requirements (6 credits)

- Two 3-credit non-business elective course

## College Requirements (56 credits)

Students working towards the Bachelor Degree of Business Administration (Supply Chain Management) must complete a total of 56 credit hours in College requirements. The 56 credit hours in requirements for Bachelor program are as follows:

### A) College Core Requirements (50 credits)

- 6 credits of Accounting: ACCT 110 and ACCT 215
- 20 credits of Business: BUSS 110, BUSS 200, BUSS 210, BUSS300, BUSS 400, DCSN 200, DCSN 305 and MATH 204.
- 6 credits of Economic: ECON 211, ECON 212.
- 3 credits of finance: FINA 110
- 3 credits of Management Information System: INFO 200
- 3 credits of Marketing: MKTG 210
- 9 credits of General Management: MNGT 110, MNGT 215, MNGT 420

### **B) College Elective Requirements (6 credits)**

- 6 credits of Business Electives from the following courses: ACCT321, BUSS 320, BUSS 330, BUSS 340, BUSS 440, BUSS 445, ENTM 420, FINA 215, FINA 310, FINA 420, MNGT 430, and MNGT 450.

### **Business Administration (Supply Chain Management, SCM) Program Requirements (45 credits)**

To graduate with a Bachelor Degree of Business Administration (SCM) program, students must complete 39 credit hours in Business and Management courses which are:

#### **A) BBA (SCM) Program Core Requirements (33 credits)**

1. 32 credit hours: SCM 315, SCM 320, MKTG 325, MKTG 380, FINA 316, MKTG 470, SCM 435, MKTG 440, MKTG 390, SCM 460 and BUSS 461.
2. One credit hour: A summer internship in Supply Chain Management (BUSS 346) is a 1 credit course which is required for a two-month period in the third year of studies. By the end of their internships, students have to write and submit a report to their advisors who are full-time faculty members.

#### **B) BBA (SCM) Program Elective Requirements(12 Credits)**

12 hours: MKTG 330, MKTG 430, MKTG 450, FINA 420, MKTG 475 and MKTG 480, INFO 400.

## **1. University Graduation Requirements**

To receive a bachelor's degree in BBA (Supply Chain Management), a student must fulfill all requirements related to credit hours, grade point average, program of study, and courses.

## **2. Degree Requirements**

Type of Requirement	Credit Hours
University Requirements	33
College Requirements	50
Specialization Requirements	45
Non-Business Elective	6
<b>Total</b>	<b>134</b>

## ❖ First: University Requirements

University Requirements consist of 39 credit hours distributed as follows:

Course Number	Course Title	Credit Hours	Prerequisite
ARAB 101	Arabic Communication Skills	3	
ARAB 201	Advanced Academic Arabic	3	ARAB 101
CSC 100	Introduction to Computing	3	
ENGL 101	Basic Academic English I	3	
ENGL 102	Basic Academic English II	3	ENGL 101
ENGL 203	Advanced Academic English I	3	ENGL 102
ENGL 206	Technical Writing	3	ENGL 101
SOCS 101	Islamic Civilization I	3	
SOCS 201	Islamic Civilization II	3	
SOCS 202	World Civilization	3	
Math 203	Introduction for Business Math I	3	
	Free Elective	6	
<b>Total</b>		<b>39</b>	

## ➤ A Free Elective Course: 6 credit hours

Course Number	Course Title	Credit Hours	Prerequisite
CEN 403	Special Topics in Computer Engineering	3	
CEN 434	Cryptography & Computer Security	3	
CEN 452	Web Server Design & Programming	3	
CEN 454	Pervasive Computer System & application	3	
CEN 493	Neural Networks	3	
COEN 400	Engineering Ethics	3	
CSC 397	Selected Topics in Computer Science	3	
CSC 487	Computer Security	3	
CSC 488	System Programming	3	
ENGL 123	Pronunciation & Speech	3	
ENGL 204	Advanced Academic English	3	ENGL 203
ENGL 425	English for Specific Purpose	3	
MECH 499	Special Topics in Mechanical Engineering	3	
SPTP 945	Special Topics	3	
STAT 230	Probability & Statistics	3	Math 204
FREN 101	Basic French 1	3	
TESOL 212	Methods & Material to Teach EFL/ESL	3	
PHED 101	Physical Education 1	3	

❖ **Second: College Requirements:** College Requirements consist of 50 credit hours distributed as follows:

Number	Title of the Course	Credit Hours	Pre-requisite
ACCT 110	Financial Accounting	3	
ACCT 215	Managerial Accounting	3	ACCT 110
BUSS 200	Business Communication Skills	2	
BUSS 110	Statistics & Data Analysis	3	MATH 203
BUSS 210	Business Law	3	MNGT 110
BUSS 300	Strategic Career Planning	1	
BUSS 400	Developing Business Plan	2	
DCSN 200	Managerial Decision Making	3	CSC 100, MNGT 110
DCSN 305	Operations Management	3	DCSN 200
ECON 211	Principles of Microeconomics	3	
ECON 212	Principles of Macroeconomics	3	ECON 211
FINA 110	Business Finance	3	ACCT 110
INFO 200	Management Information Systems	3	MNGT 110. CSC 100
MKTG 210	Principles of Marketing	3	MNGT 110
MNGT 110	Principles of Management	3	
MNGT 215	Organizational Behavior	3	MNGT 110
	Business Electives	6	
<b>Total</b>		<b>50</b>	

❖ **Third: Program Specialization Requirements:** Program specialization requirements consist of 45 credit hours: 33 compulsory credit hours, 12 elective credit hours distributed as follows.



➤ **A: Compulsory Specialization Requirements:** 33 credit hours distributed as follows.

Course Number	Course Title	Credit Hours	Pre-requisite
BUSS 461	Graduation Project	3	Finish 92 hours
SCM 315	Purchasing & Procurement Management	3	MNGT 110, MKTG 210
SCM 320	Supply Chain Strategies	3	MNGT 110, MKTG 210
MKTG 325	Product & Brand Management	3	MKTG 210
MKTG 380	Communication Management in Practice	2	MKTG 210
MKTG 470	Distribution Management	3	DCSN 305, MKTG 210
FINA 316	Principles of Insurance	3	MKTG 210; FINA 110
SCM 435	Negotiation & Dispute Resolution	3	MNGT 110
MKTG 440	Total Quality Management	3	MNGT 110, DCSN 305
SCM 460	Fundamentals of Innovation & Entrepreneurship	3	MKTG 210, MKTG 380
MKTG 390	Logistic & Inventory Management	3	MNGT 110, DCSN 305
BUSS 346	Internship in SCM (two Months)	1	
<b>Total</b>		<b>33</b>	

➤ **B: Elective Specialization Requirements -** 12 credit hours to be chosen from the following list.

Course Number	Course Title	Credit Hours	Prerequisite
MKTG 330	International Marketing	3	MKTG 210
MKTG 430	Professional Selling & Sales Management	3	MKTG 420
MKTG 450	Logistic Marketing Management	3	MKTG 210
FINA 420	Investment Management	3	MNGT 110, FINA 110
MKTG 475	Supply Chain Management	3	MNGT 110, MKTG 210
MKTG 480	Logistics & Transportation	3	MNGT 110, MKTG 210
INFO 400	E-Commerce: Strategies & Applications	3	MNGT 110, INFO 200

## Proposed Sequence of Study

### Year I

First Semester		15 Credit hours		
Code	Course	Title	Credits	Pre-requisites
	ACCT 110	Introduction to Accounting	3	
	SOCS 101	Islamic Civilization I	3	
	MNGT 110	Principles of Management	3	
	ENGL 101	Basic Academic English I	3	
	MATH 203	Introduction for Business Math I	3	
<b>TOTAL 15</b>				

### Year I

Second Semester		15 Credit hours		
Code	Course	Title	Credits	Pre-requisites
	ARAB 101	Basic Academic Arabic	3	
	ENGL 102	Basic Academic English II	3	ENGL 101
	CSC 100	Introduction to Computing	3	
	BUSS 110	Statistics & Data Analysis	3	Math 203
	FINA 110	Introduction to Finance	3	
<b>TOTAL 15</b>				

### Year II

Third Semester		18 Credit hours		
	ENGL 203	Advanced Academic English I	3	ENGL 102
	ARAB 201	Advanced Academic Arabic	3	ARAB 101
	ECON 211	Principles of Microeconomics	3	
	SOCS 201	Islamic Civilization II	3	SOCS 101
	MKTG 210	Principles of Marketing	3	
	ACCT 215	Managerial Accounting	3	ACCT 110
<b>TOTAL 18</b>				



**Year II**

<b>Fourth Semester</b>		<b>17 Credit hours</b>		
<b>Code</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
	DCSN 200	Managerial Decision Making: Models & Techniques	3	
	ECON 212	Principles of Macroeconomics	3	
	BUSS 210	Business Law & Ethics	3	
	INFO 200	Management Information Systems	3	
	BUSS 200	Business Communication Skills	2	
	ENGL 206	Technical Writing	3	
<b>TOTAL 17</b>				

**Year III**

<b>Fifth Semester</b>		<b>16 Credit hours</b>		
<b>Code</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
	MNGT 215	Organizational Behavior	3	
	MKTG 325	Product & Brand Management	3	
	MKTG 380	Communication Management in Practice	2	
	BUSS 300	Strategic Career Planning	1	
	Elective	Free Elective I	3	
	SCM 315	Purchasing & Procurement Management	3	
<b>Total 15</b>				

**Year III**

<b>Sixth Semester</b>		<b>18 Credit hours</b>		
<b>Code</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
	SCM 320	Supply Chain Strategies	3	
	DCSN 305	Operations Management	3	
	MKTG 470	Distribution Management	3	
	MKTG 390	Logistic & Inventory Management	3	
	Elective	Business Elective I	3	
	Elective	SCM Elective I	3	
<b>Total 18</b>				

**Year III**

<b>Summer Semester</b>		<b>1 Credit hours</b>		
<b>Code</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
	BUSS 346	Summer internship training	1	
<b>Total 1</b>				

**Year IV**

<b>Seventh Semester</b>		<b>17 Credit hours</b>		
<b>Code</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
	BUSS 400	Developing Business Plan	2	
	SCM 435	Negotiation & Dispute Resolution	3	
	MKTG 440	Total Quality Management	3	
	Elective	Business Elective II	3	
	Elective	SCM Elective II	3	
	Elective	Free Elective II	3	
<b>Total 17</b>				

**Year IV**

<b>Eighth Semester</b>		<b>17 Credit hours</b>		
<b>Code</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
	SOCS 202	World Civilization	3	
	SCM 460	Fundamentals of Innovation & Entrepreneurship	3	
	FINA 316	Principles of Insurance	3	
	BUSS 461	Graduation Project	3	
	Elective	SCM Elective III	3	
	Elective	SCM Elective IV	3	
<b>TOTAL 18</b>				

## **BBA (Supply Chain Management) Courses:**

### **MKTG 210 Principles of Marketing 3(3,0,0)**

This course presents an overview of marketing activities including marketing inputs in strategic planning, global marketing, marketing research, analysis of buyer behavior, market segmentation and positioning, and development of the marketing mix elements.

### **SCM 315 Purchasing & Procurement Management 3(3,0,0)**

This course explains the purchasing and sourcing management concepts with focus on selecting, building, and managing supplier relationships. The course also covers the contract development and its management as well as building the necessary skills for effective negotiation.

### **SCM 320 Supply Chain Strategies 3(3,0,0)**

This course examines key players and challenges within a supply chain firm in terms of facility types, inventory and transportation options and the role of information in managing supply chains effectively and efficiently. Students will examine and learn the objectives of different players in supply chains, integration/coordination of the players, and the operations and tradeoffs in service supply chains (i.e., air/sea lines, healthcare, hotels and restaurants).

### **MKTG 325 Product and Brand Management 3(3,0,0)**

The purpose of the Product and Brand Management course is to give the students a fundamental understanding of how to build, measure, and manage a brand. Course activities include readings from Keller's 'Strategic Brand Management' textbook, discussions of these readings, and cases from Keller's 'Best Practice Cases in Branding' that will allow the students to apply the theories and strategies learned.

### **MKTG 330 International Marketing 3(3,0,0)**

This course will equip students with the tools and terminology to explore and understand marketing practices in a global environment. The students will learn the scope and challenge of international marketing, the dynamic environment of international trade, the culture, political, legal, and business systems of global markets, the global market opportunities and finally, the ways to develop global marketing strategies.

### **MKTG 380 Communication Management in Practice 2(2,0,0)**

This course focuses on communication as a management and leadership tool, and emphasizes communications with a variety of stakeholders within an organization: team members, superiors, direct reports, as well as management of external stakeholders such as clients. Topics include communication theories and communication strategies for leading based on communication skills and strengths, managing conflict, and addressing ethics and destructive leadership communication practices.

### **MKTG 390 Logistic & Inventory Management 3(3,0,0)**

This course focuses on logistics concepts and systems, related components, and managing inventory in supply chain systems. This course also covers the planning, designing, and techniques for managing the distribution of products and services.

**MKTG 470      Distribution Management      3(3,0,0)**

This course will provide students with an in-depth knowledge of the complex relationship between physical distribution and logistical functionality when attempting to enhance supply chain operations. Importance will be placed on the following four key elements of physical distribution: 1) facility location (warehousing); 2) distribution marketing practices; 3) materials management (inventory control and management); and 4) transportation. The selection of marketing techniques, freight routing plans, and transportation methods that influence physical distribution practices in and between organizations will be analyzed. The Saudi context of logistics will be a major focus in the course.

**FINA 316      Principles of Insurance      3(3,0,0)**

This course is designed to provide an in depth study of the different types of non-speculative risks faced by individuals and businesses. The first section of the course will provide a clear understanding of the definitions of risk and insurance, as well as examine the various principles of insurance from an economic and regulatory perspective. The second section of the course will provide an in depth study of the property and casualty insurance field and provide a review of the various insurance contracts used therein.

**MKTG 430      Professional Selling and Sales Management      3(3,0,0)**

This course examines sales management functions and strategies, developing the selling function, sales goals and structure, building a sales program, and leading and motivating the sales force. This course also examines the opportunities and problems faced by marketers in contemporary retail formats. The principle issues involved in retailing are explored, including store location and layout, merchandise planning, buying and selling, category management, and coordination of store activities. Overall the course allows students to develop appropriate skills and knowledge for effective and efficient decision making in the contemporary retail environment.

**SCM 435      Negotiation & Dispute Resolution      3(3,0,0)**

This course explores the theories, processes, and practical techniques of negotiation so that students can successfully negotiate and resolve disputes in a variety of situations including interpersonal and group settings. Emphasis is placed on understanding influence and conflict resolution strategies; identifying interests, issues, and positions of the parties involved; analyzing co-negotiators, their negotiation styles, and the negotiation situations; and managing the dynamics associated with most negotiations. Practical skills are developed through the use of simulations and exercises.

**MKTG 440      Total Quality Management      3(3,0,0)**

This course examines Six Sigma concepts and theory of quality control in manufacturing and service operations, analysis of product design and process capability, and statistical process control. Students will develop a broad understanding of Lean and Six Sigma principles and practice in order to acquire knowledge about such initiatives in manufacturing and service operations.

**MKTG 460      Integrated Marketing Communication      3(3,0,0)**

Students examine the elements of integrated marketing communications including advertising, direct marketing, social media, personal branding, personal selling, sales promotion, and public relations/publicity, focusing on the blending of the elements into a total enterprise marketing communications program.

**MKTG 475 Supply Chain Management 3(3,0,0)**

The course will explore the major elements of the supply chain. The student will be exposed to leading edge thinking on supply chain strategy as well as practical tools and methods for its implementation.

**MKTG 480 Logistics and Transportation 3(3,0,0)**

Distribution Management is the introductory undergraduate logistics and supply chain management course in the business curriculum. It is designed to give students a managerial knowledge of how logistics supports marketing-distribution, procurement and manufacturing.

**SCM 460 Fundamentals of Innovation & Entrepreneurship 3(3,0,0)**

The course helps students examine the complexities of entrepreneurial success. Topics highlighted in the class include: deciding on an approach, scrutinizing and monitoring opportunities, networking informally, locating/organizing external resources, managing risk, designing and developing marketing plans, increasing sales, securing investors, managing debt and enterprise capital, using vertical and horizontal integration techniques, developing a leadership team and an innovative culture, monitoring technology cycles, and structuring/managing change, ethics, and exit strategies.

**BUSS 461 Graduation Project 3(3,0,0)**

This course is intended to complement theory and to provide an in-depth, hands-on experience in all aspects of a real business project. Students will work in teams as consultants on projects of interest to industry and will be involved in specifying the problem and its solution, designing and analyzing the solution, and developing recommended solutions. The deliverables will include reports that document these steps as well as a final project report, including the challenges faced by the team. The course provides students with a unique opportunity to work in a team environment, interact with industry leaders and gain industry specific knowledge. Students will learn how to work on a consulting engagement, how to collect the necessary data for analysis and assessment and how to use the skills and knowledge gained to solve real world problems in the area of supply chain management.