



BBA FinTech/Marketing/SCM

Course Modules & Program Study Plan

Semester I			Semester II		
S.No.	Modules	Credits	S.No.	Modules	Credits
1	Principles of Management	4	1	Marketing management	4
2	Managerial Economics	4	2	Managing People and Organizations	4
3	Accounting For Managers	4	3	Cost and Management Accounting	4
4	Business Communication	4	4	Elective: Creative Problem Solving or Doing Business in the Middle East	4
5	Statistics for Managers	4	5	Analytics using computer applications	4
6	History of Bahrain	3	6	Human Rights	2
Total		23	Total		22

Semester III			Semester IV		
S.No.	Modules	Credits	S.No.	Modules	Credits
1	Operations Management	3	1	Entrepreneurship	4
2	Corporate Finance	4	2	Strategic Management	4
3	Business Law	3	3	Corporate Governance and Business Ethics	4
4	Environmental Studies	3	4	Arabic Language	4
5	Research Methods in Management	4	5	Project	4
6	Elective: Project Management or Certification Course*	3			
		20	Total		20

Semester V			Semester VI		
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S.No.	Modules	Credits	S.No.	Modules	Credits
1	Elective One	4	1	International Business Management	4
2	Elective Two	4	2	Elective Three	4
3	Innovation and Start-up Management	4	3	Elective Four	4
4	Principles of Hospitality and Tourism	4	4	Elective Five	4
5	Islamic Banking	4	5	Elective Six	4
		20		Total	20

SPECIALIZATION: FINTECH			SPECIALIZATION: MARKETING		
S.No.	Modules	Credits	S.No.	Modules	Credits
1	Programming for Finance	4	1	Sales Management	4
2	Financial Modelling	4	2	Digital Marketing	4
3	Database Management System	4	3	Consumer Behavior	4
4	Cryptocurrencies	4	4	Advertising and Branding	4
5	Fintech Ethics and Risks	4	5	Services Marketing	4
6	Automation Robotics and Financial Technologies	4	6	Marketing Analytics	4

SPECIALIZATION: SCM		
S.No.	Modules	Credits
1	Warehouse Designing	4
2	Industry Trends in Logistics and Supply Chain	4
3	Procurement & Purchasing Management	4
4	Supply Chain Planning	4
5	Global Transportation Systems	4
6	Export and Import Logistics	4

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