



ABDULLAH AL SALEM UNIVERSITY (AASU)

**College of Business and Entrepreneurship
Undergraduate Academic Programs**

2023/2024

| | |
|------------------------------------------------------------|----|
| 1) General Introduction | 3 |
| 2) The Vision | 3 |
| 3) The Mission | 3 |
| 4) Program Development | 3 |
| 5) Graduate Attributes | 3 |
| 6) College of Business and Entrepreneurship Programs | 4 |
| a) Digital Marketing | 4 |
| i) Program Overview | 4 |
| b) Entrepreneurship and Innovation | 8 |
| i) Program Overview | 8 |
| c) Supply Chain and Logistics Management..... | 12 |
| i) Program Overview | 12 |

1) General Introduction

The College of Business and Entrepreneurship at Abdullah Al Salem University stands out for its distinctive and innovative curriculum, specifically crafted to prepare students for the demands of modern business practices. We prioritize hands-on learning, equipping our graduates with practical experience for everyday challenges. Our approach instills a lifelong dedication to learning, encourages seamless integration of business skills within collaborative team environments, and fosters agile interdisciplinary thinking. Abdullah Al Salem University's Business and Entrepreneurship programs provide students with a strong entrepreneurial education, opening up a world of diverse career opportunities. Our programs cover:

- 1) Digital Marketing
- 2) Entrepreneurship and Innovation
- 3) Supply Chain and Logistics Management

Abdullah al Salem University is dedicated to providing students with cutting-edge resources and technology, guaranteeing that their educational experience is not only successful but also enriched. Our commitment to fostering a caring culture is a testament to our passion for student development.

2) The Vision

The AASU shall be an institution of choice that will contribute to socio-economic development of Kuwait by promoting innovation in education, world-class research, creativity, and entrepreneurship.

3) The Mission

To establish a strong and balanced academic programs, research, and outreach programs, that contribute to the development and advancement of Kuwait and the region.

4) Program Development

The University of Abdullah Al Salem has meticulously designed all its academic programs in alignment with the comprehensive framework outlined by the Kuwait Vision 2035. These programs have been developed with a keen focus on addressing the evolving needs of the job market, as highlighted in studies conducted by esteemed institutions such as the Supreme Council for Planning and Development, the Kuwait Foundation for the Advancement of Sciences, and the World Bank. Furthermore, the university has closely examined the required skill sets for the workforce through research conducted by the Kuwait Institute for Scientific Research. The curriculum also draws inspiration from insights gathered during interviews with both public and private sector entities. This integration extends to the diverse specializations offered at Kuwait University, facilitating a multidisciplinary approach. Additionally, the University of Abdullah Al Salem aims to enhance its regional and global presence in academic fields. Through the above-mentioned points, the university ensures its programs are not only forward-thinking but also responsive to the demands of the modern world.

5) Graduate Attributes:

- Highly employable individuals able to immediately contribute to their respective workforce and link the core concepts and applications of the discipline to intended fields of occupation.

- Creative thinkers and problem solvers able to use their intellectual curiosity and critical thinking to find sustainable solutions to complex, real-life problems.
- Effective collaborators able to communicate professionally, adapt, debate and act as team players.
- Entrepreneurial individuals able to identify an opportunity and transform a concept into reality.
- Responsible global citizens and lifelong learner able to act in a manner that promotes professionalism, ethical behavior, accountability, social responsibility, and engage in a self-motivated pursuit of knowledge for either personal fulfillment or professional growth.

6) College of Business and Entrepreneurship Programs

a) Digital Marketing

i) Program Overview

Graduating with a Bachelor of Science in Digital Marketing necessitates the successful completion of a total of 120 credit hours (CH). These credit hours are distributed across different university (36 CH), college (30 CH), and program requirements (54 CH), encompassing courses that are essential as well as those that can be chosen based on the stream preference. The following table 1 shows the recommended study plan distributed over eight semesters.

Table 1. Recommended Study Plan

| | Course Code | Course Name | Course Type | Pre-R | Co-R | Credit Hours | Contact Hours |
|--------------|-------------|--------------------------------------|-------------|-------------------|------|--------------|---------------|
| Semester 1 | ENL101 | English for Academic Studies | UM | NIL | | 3 | 3 |
| | MAT100 | Business Calculus | UM | NIL | | 3 | 3 |
| | BUS100 | Intro. to Business Administration | CM | NIL | | 3 | 3 |
| | INF120 | Computer App. and Info. Technology | UM | NIL | | 3 | 3 |
| | ENI110 | Intro. to Innovation and Creativity | UM | NIL | | 3 | 3 |
| Total | | | | | | 15 | 15 |
| Semester 2 | ENL102 | English Composition | UM | NIL | | 3 | 3 |
| | ACC101 | Managerial Accounting | CM | MAT100 | | 3 | 3 |
| | FIN102 | Principle of Finance | CM | MAT100 | | 3 | 3 |
| | MRK103 | Principle of Marketing | CM | NIL | | 3 | 3 |
| | MAT210 | Intro. to Probability and Statistics | UM | MAT100 | | 3 | 3 |
| Total | | | | | | 15 | 15 |
| Semester 3 | BUS200 | Business Statistics | CM | MAT100, MAT210 | | 3 | 3 |
| | DMK210 | Digital Marketing Fundamentals | PM | MRK103 | | 3 | 3 |
| | ENL201 | Writing in the Discipline | UM | NIL | | 3 | 3 |
| | ARB101 | Arabic Communication Skills | UM | NIL | | 3 | 3 |
| | COM 131 | Creativity and Problem Solving | UM | NIL | | 3 | 3 |
| Total | | | | | | 15 | 15 |
| Semester 4 | BUS220 | Business Economics | CM | Sophomore | | 3 | 3 |
| | DMK220 | International Marketing Management | PM | MRK103 | | 3 | 3 |
| | DMK225 | Market Planning and Research | PM | NIL | | 3 | 3 |
| | DMK230 | Content Marketing | PM | MRK103; DMK210 | | 3 | 3 |
| | ##### | <i>Elective Course 1</i> | PE | Dep. Approval | | 3 | 3 |
| Total | | | | | | 15 | 15 |

| | Course Code | Course Name | Course Type | Pre-R | Co-R | Credit Hours | Contact Hours |
|--------------|-------------|--------------------------------------|-------------|-----------|------|--------------|---------------|
| Semester 5 | MIS300 | Management Information Systems | CM | Sophomore | | 3 | 3 |
| | MGT310 | Organization Behaviour | CM | Sophomore | | 3 | 3 |
| | DMK310 | Social Media Marketing | PM | DMK210 | | 3 | 3 |
| | DMK315 | E-Commerce Marketing | PM | DMK210 | | 3 | 3 |
| | DMK320 | Emerging Trends in Digital Marketing | PM | DMK225 | | 3 | 3 |
| Total | | | | | | 15 | 15 |

| | | | | | | | |
|--------------|--------|----------------------------|----|---------------|--|-----------|-----------|
| Semester 6 | TOM340 | Technology and Operations | CM | Sophomore | | 3 | 3 |
| | BUS345 | Business Law and Ethics | CM | BUS100 | | 3 | 3 |
| | DMK325 | Digital Marketing Strategy | PM | Junior | | 1 | 3 |
| | ##### | <i>Elective Course 2</i> | PE | Dep. Approval | | 3 | 3 |
| | BUS300 | Career Planning | UM | Sophomore | | 3 | 3 |
| Total | | | | | | 15 | 15 |

| | | | | | | | |
|--------------|--------|--------------------------------------------|----|-------------------|--|-----------|-----------|
| Semester 7 | DMK400 | Internship in Marketing | PM | Junior | | 3 | 3 |
| | DMK420 | Mobile App Marketing | PM | DMK210 | | 3 | 3 |
| | DMK440 | Social Media and Web Analytics | PM | MIS300; DMK310 | | 3 | 3 |
| | ##### | <i>Elective Course 3</i> | PE | Dep. Approval | | 1 | 3 |
| | ENI200 | Global Awareness and Social Responsibility | UM | Dep. Approval | | 3 | 3 |
| Total | | | | | | 15 | 15 |

| | | | | | | | |
|--------------|--------|-----------------------------------------------|----|-------------------|--|-----------|-----------|
| Semester 8 | DMK460 | Digital Advertising Campaign Management | PM | DMK310 | | 3 | 3 |
| | DMK475 | Legal and Ethical Issues in Digital Marketing | PM | BUS345 | | 3 | 3 |
| | DMK480 | Capstone Project in Marketing | PM | MIS300; Senior | | 3 | 3 |
| | ##### | <i>Elective Course 4</i> | PE | Dep. Approval | | 3 | 3 |
| | PSY100 | Introduction to Psychology | UM | Dep. Approval | | 3 | 3 |
| Total | | | | | | 15 | 15 |

Table 2. Program Elective Courses

| Course Code | Course Title | Credit hours | Contact hours | Pre-requisite | Co-requisite |
|-------------|-----------------------------------------------------|--------------|---------------|---------------|--------------|
| DMK330 | Customer Relations and Consumer Behaviour | 3 Credits | 3 | | |
| DMK335 | Entrepreneurial Marketing | 3 Credits | 3 | | |
| DMK340 | Influencer Marketing | 3 Credits | 3 | | |
| DMK430 | Creating Digital Experiences | 3 Credits | 3 | | |
| DMK435 | Designing Brand Identity: Methods and Digital Tools | 3 Credits | 3 | | |
| DMK445 | Advanced Social Media Advertising | 3 Credits | 3 | | |
| DMK450 | Web Design and Development | 3 Credits | 3 | | |
| DMK465 | Services Marketing Strategy | 3 Credits | 3 | | |
| DMK470 | Advanced Web Analytics Tools | 3 Credits | 3 | | |

b) Entrepreneurship and Innovation

i) Program Overview

Graduating with a Bachelor of Science in Entrepreneurship and Innovation necessitates the successful completion of a total of 120 credit hours (CH). These credit hours are distributed across different university (36 CH), college (30 CH), and program requirements (54 CH), encompassing courses that are essential as well as those that can be chosen based on the stream preference. The following table 3 shows the recommended study plan distributed over eight semesters.

Table 3. Recommended Study Plan

| | Course Code | Course Name | Course Type | Pre-R | Co-R | Credit Hours | Contact Hours |
|--------------|-------------|----------------------------------------------|-------------|-------------------|------|--------------|---------------|
| Semester 1 | ENL101 | English for Academic Studies | UM | NIL | | 3 | 3 |
| | MAT100 | Business Calculus | UM | NIL | | 3 | 3 |
| | BUS100 | Intro. to Business Administration | CM | NIL | | 3 | 3 |
| | INF120 | Computer App. and Info. Technology | UM | NIL | | 3 | 3 |
| | ENI110 | Intro. to Innovation and Creativity | UM | NIL | | 3 | 3 |
| Total | | | | | | 15 | 15 |
| Semester 2 | ENL102 | English Composition | UM | NIL | | 3 | 3 |
| | ACC101 | Managerial Accounting | CM | MAT100 | | 3 | 3 |
| | FIN102 | Principle of Finance | CM | MAT100 | | 3 | 3 |
| | MRK103 | Principle of Marketing | CM | NIL | | 3 | 3 |
| | MAT210 | Intro. to Probability and Statistics | UM | MAT100 | | 3 | 3 |
| Total | | | | | | 15 | 15 |
| Semester 3 | BUS200 | Business Statistics | CM | MAT100, MAT210 | | 3 | 3 |
| | ENI200 | Foundations of Manage. & Entrepreneurship I | PM | Sophomore | | 3 | 3 |
| | ENL201 | Writing in the Discipline | UM | NIL | | 3 | 3 |
| | ARB101 | Arabic Communication Skills | UM | NIL | | 3 | 3 |
| | COM 131 | Creativity and Problem Solving | UM | NIL | | 3 | 3 |
| Total | | | | | | 15 | 15 |
| Semester 4 | BUS220 | Business Economics | CM | Sophomore | | 3 | 3 |
| | ENI220 | Foundations of Manage. & Entrepreneurship II | PM | ENI200 | | 3 | 3 |
| | ENI210 | Foundations of Business Analytics | PM | Sophomore | | 3 | 3 |
| | ENI215 | Entrepreneurship Leadership | PM | Sophomore | | 3 | 3 |
| | ##### | <i>Elective Course 1</i> | PE | Dep. Approval | | 3 | 3 |
| Total | | | | | | 15 | 15 |

| | Course Code | Course Name | Course Type | Pre-R | Co-R | Credit Hours | Contact Hours |
|--------------|-------------|--------------------------------|-------------|------------------|------|--------------|---------------|
| Semester 5 | MIS300 | Management Information Systems | CM | Sophomore | | 3 | 3 |
| | MGT310 | Organization Behaviour | CM | Sophomore | | 3 | 3 |
| | ENI225 | Socio-Ecological Systems | PM | Junior | | 3 | 3 |
| | ENI310 | Risk Management | PM | BUS200 or ENI210 | | 3 | 3 |
| | ENI315 | Strategic Problem Solving | PM | Junior | | 3 | 3 |
| Total | | | | | | 15 | 15 |

| | | | | | | | |
|--------------|--------|--------------------------------|----|---------------|--|-----------|-----------|
| Semester 6 | TOM340 | Technology and Operations | CM | Sophomore | | 3 | 3 |
| | BUS345 | Business Law and Ethics | CM | BUS100 | | 3 | 3 |
| | ENI320 | Commercialization and Pitching | PM | Junior | | 1 | 3 |
| | ##### | <i>Elective Course 2</i> | PE | Dep. Approval | | 3 | 3 |
| | BUS300 | Career Planning | UM | Sophomore | | 3 | 3 |
| Total | | | | | | 15 | 15 |

| | | | | | | | |
|--------------|--------|-----------------------------------------------|----|---------------|--|-----------|-----------|
| Semester 7 | ENI400 | Internship in Entrepreneurship and Innovation | PM | Junior | | 3 | 3 |
| | ENI405 | Business Models and Plan | PM | Senior | | 3 | 3 |
| | ENI410 | Innovation and Sustainability | PM | Senior | | 3 | 3 |
| | ##### | <i>Elective Course 3</i> | PE | Dep. Approval | | 1 | 3 |
| | ENI200 | Global Awareness and Social Responsibility | UM | Dep. Approval | | 3 | 3 |
| Total | | | | | | 15 | 15 |

| | | | | | | | |
|--------------|--------|---------------------------------|----|----------------|--|-----------|-----------|
| Semester 8 | ENI415 | Entrepreneurship and E-commerce | PM | Senior | | 3 | 3 |
| | ENI420 | Innovation Manage. and Strategy | PM | ENI315 | | 3 | 3 |
| | ENI480 | Capstone Project | PM | ENI405, Senior | | 3 | 3 |
| | ##### | <i>Elective Course 4</i> | PE | Dep. Approval | | 3 | 3 |
| | PSY100 | Introduction to Psychology | UM | Dep. Approval | | 3 | 3 |
| Total | | | | | | 15 | 15 |

Table 4. Program Elective Courses

| Course Code | Course Title | Credit hours | Contact hours | Pre-requisite | Co-requisite |
|-------------|-----------------------------------------------------|--------------|---------------|---------------|--------------|
| ENI425 | Market Research and Consumer Behaviour | 3 Credits | 3 | | |
| ENI435 | Business Research Method | 3 Credits | 3 | | |
| ENI440 | Entrepreneurship Finance | 3 Credits | 3 | | |
| ENI445 | Managing a Growing Business | 3 Credits | 3 | | |
| ENI446 | Venture Capital Experience | 3 Credits | 3 | | |
| ENI450 | Social Entrepreneurship | 3 Credits | 3 | | |
| ENI455 | Entrepreneurship and Managing Technology Innovation | 3 Credits | 3 | | |
| ENI460 | Entrepreneurship Ethical and Legal Issues | 3 Credits | 3 | | |
| ENI465 | Corporate Entrepreneurship | 3 Credits | 3 | | |

c) Supply Chain and Logistics Management

i) Program Overview

Graduating with a Bachelor of Science in Supply Chain and Logistics Management necessitates the successful completion of a total of 120 credit hours (CH). These credit hours are distributed across different university (36 CH), college (30 CH), and program requirements (54 CH), encompassing courses that are essential as well as those that can be chosen based on the stream preference. The following table 5 shows the recommended study plan distributed over eight semesters.

Table 5. Recommended Study Plan

| | Course Code | Course Name | Course Type | Pre-R | Co-R | Credit Hours | Contact Hours |
|--------------|-------------|--------------------------------------|-------------|-------------------|------|--------------|---------------|
| Semester 1 | ENL101 | English for Academic Studies | UM | NIL | | 3 | 3 |
| | MAT100 | Business Calculus | UM | NIL | | 3 | 3 |
| | BUS100 | Intro. to Business Administration | CM | NIL | | 3 | 3 |
| | INF120 | Computer App. and Info. technology | UM | NIL | | 3 | 3 |
| | ENI110 | Intro. to Innovation and Creativity | UM | NIL | | 3 | 3 |
| <i>Total</i> | | | | | | 15 | 15 |
| Semester 2 | ENL102 | English Composition | UM | NIL | | 3 | 3 |
| | ACC101 | Managerial Accounting | CM | MAT100 | | 3 | 3 |
| | FIN102 | Principle of Finance | CM | MAT100 | | 3 | 3 |
| | MRK103 | Principle of Marketing | CM | NIL | | 3 | 3 |
| | MAT210 | Intro. To Probability and Statistics | UM | MAT100 | | 3 | 3 |
| <i>Total</i> | | | | | | 15 | 15 |
| Semester 3 | BUS200 | Business Statistics | CM | MAT100, MAT210 | | 3 | 3 |
| | SCL200 | Principles of Management | PM | BUS100 | | 3 | 3 |
| | ENL201 | Writing in the Discipline | UM | NIL | | 3 | 3 |
| | ARB101 | Arabic Communication Skills | UM | NIL | | 3 | 3 |
| | COM 131 | Creativity and Problem Solving | UM | NIL | | 3 | 3 |
| <i>Total</i> | | | | | | 15 | 15 |
| Semester 4 | BUS220 | Business Economics | CM | Sophomore | | 3 | 3 |
| | SCL201 | Principle of Procurement Management | PM | SCL200 | | 3 | 3 |
| | SCL202 | Logistics Management | PM | BUS 100 | | 3 | 3 |
| | SCL203 | Principle of Supply Chain Manage. | PM | SCL200 | | 3 | 3 |
| | ##### | <i>Elective Course 1</i> | PE | Dep. Approval | | 3 | 3 |
| <i>Total</i> | | | | | | 15 | 15 |

| | Course Code | Course Name | Course Type | Pre-R | Co-R | Credit Hours | Contact Hours |
|--------------|-------------|--------------------------------------|-------------|-----------|------|--------------|---------------|
| Semester 5 | MIS300 | Management Information Systems | UM | Sophomore | | 3 | 3 |
| | MGT310 | Organization Behaviour | UM | Sophomore | | 3 | 3 |
| | SCL310 | Business Quantitative Methods | PM | BUS200 | | 3 | 3 |
| | SCL315 | Manage. of Production and Operations | PM | SCL200 | | 3 | 3 |
| | SCL320 | Global Supply Chain Operations | PM | SCL200 | | 3 | 3 |
| Total | | | | | | 15 | 15 |

| | | | | | | | |
|--------------|--------|-----------------------------------|----|---------------|--|-----------|-----------|
| Semester 6 | TOM340 | Technology and Operations Manage. | CM | Sophomore | | 3 | 3 |
| | BUS345 | Business Law and Ethics | CM | BUS100 | | 3 | 3 |
| | SCL340 | Risk Management in Supply Chain | PM | SCL200 | | 1 | 3 |
| | ##### | <i>Elective Course 2</i> | PE | Dep. Approval | | 3 | 3 |
| | BUS300 | Career Planning | UM | Sophomore | | 3 | 3 |
| Total | | | | | | 15 | 15 |

| | | | | | | | |
|--------------|--------|----------------------------------------------------|----|---------------|--|-----------|-----------|
| Semester 7 | SCL400 | Internship (Supply Chain and Logistics Management) | PM | Junior | | 3 | 3 |
| | SCL401 | Business Process Integration | PM | SCL315 | | 3 | 3 |
| | SCL402 | Business Process Configuration | PM | SCL315 | | 3 | 3 |
| | ##### | <i>Elective Course 3</i> | PE | Dep. Approval | | 1 | 3 |
| | ENI200 | Global Awareness and Social Responsibility | UM | Dep. Approval | | 3 | 3 |
| Total | | | | | | 15 | 15 |

| | | | | | | | |
|--------------|--------|--------------------------------------------------------|----|---------------|--|-----------|-----------|
| Semester 8 | SCL410 | Supply Chain Sustainability | PM | SCL340 | | 3 | 3 |
| | SCL415 | Strategic Management | PM | SCL200 | | 3 | 3 |
| | SCL480 | Capstone Project-Supply Chain and Logistics Management | PM | Senior | | 3 | 3 |
| | ##### | <i>Elective Course 4</i> | PE | Dep. Approval | | 3 | 3 |
| | PSY100 | Introduction to Psychology | UM | Dep. Approval | | 3 | 3 |
| Total | | | | | | 15 | 15 |

Table 6. Program Elective Courses

| Course Code | Course Title | Credit hours | Contact hours | Pre-requisite | Co-requisite |
|-------------|----------------------------------------------------------|--------------|---------------|---------------|--------------|
| SCL325 | Enterprise Resource Planning | 3 Credits | 3 | | |
| SCL420 | Emerging Technologies and Supply Chain | 3 Credits | 3 | | |
| SCL430 | AI Applications in Logistics | 3 Credits | 3 | | |
| SCL435 | Blockchain Applications in Supply Chain | 3 Credits | 3 | | |
| SCL440 | Supply Chain Strategy | 3 Credits | 3 | | |
| SCL445 | Advanced Transportation | 3 Credits | 3 | | |
| SCL450 | Decision Tools for Supply Chain Management and Logistics | 3 Credits | 3 | | |
| SCL455 | Research and Negotiation | 3 Credits | 3 | | |
| SCL460 | Supply Chain Planning and Inventory Control | 3 Credits | 3 | | |