

STUDY PLAN REPORT

Program Name: Bachelor of Business Administration

Program Major: Marketing

Course Number	Course Name	Credit Hour	Prerequisite
Semester1			
BUS 101	Introduction to Business	3	
ENG 101	English I	3	
MTH 101	College Mathematics	3	
ORN 111	Orientation	0	
SOC 101	Introduction to Sociology	3	
SSS 101	Study Skills	3	
MTH-001	Pre-Mathematics in English	0	
Semester2			
ACC 101	Accounting I	3	
BUS 102	Business Statistics	3	MTH 101
CIS 101	Computer Fundamentals	3	
ENG 102	English II	3	ENG 101
HUM 101	Critical Thinking	3	
Semester3			
ACC 202	Managerial Accounting	3	ACC 101
BUS 201	Business Communication	3	BUS 101
ECO 200	Principles of Economics	3	BUS 102
ISL 201	Islamic Culture (English)	3	
ISLA 201	Islamic Culture (Arabic)	3	
MKT 201	Principles of Marketing	3	BUS 101
Semester4			
BUS 204	Innovation and Entrepreneurship	3	
MKT-303	Consumer Behavior	3	MKT 201

Course Number	Course Name	Credit Hour	Prerequisite
ENV 201	Environmental Science	3	
BUS 202	Business Ethics	3	BUS 101
UAE/A 201	UAE Studies (Arabic)	3	
UAE 201	UAE Studies (English)	3	
Semester5			
BUS 301	Business Research Methods	3	CIS 101,BUS 102
BUS 302	Business Law	3	BUS 101
FIN 301	Financial Management	3	ACC 101
MGT 302	Management and Organizational Behavior	3	BUS 101
MGT 303	Management Information System	3	CIS 101
Semester6			
BUS 320	Business Analytics	3	BUS 102,BUS 301
MGT-304	International Management	3	ECO 200
MKT-304	Supply Chain Management	3	MKT 201
MKT-305	Integrated Marketing Communications	3	MKT 201
MKT-306	Retail Management (Elective)	3	MKT 201
Semester7			
MGT 402	Operations Management	3	MGT 302,BUS 102
MKT-402	Brand Marketing	3	MKT 201
MKT-307	Sales Management (Elective)	3	MKT 201
MKT-308	Business-to-Business Marketing (Elective)	3	MKT 201
MKT-309	Marketing Research	3	MKT 201
MKT-310	Marketing Strategy (Elective)	3	MKT 201
Semester8			
BUS 401	Business Policy and Strategy	3	
MKT-403	Services Marketing	3	MKT 201
MKT-404	International Marketing	3	MKT 201

Course Number	Course Name	Credit Hour	Prerequisite
MKT-495	Internship (Marketing)	3	MKT 201
MKT-499	Marketing Management (Capstone)	3	MKT 201