

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	
SOC 101	Introduction to Sociology	3	
SSS 101	Study Skills	3	
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 202	Business Ethics	3	
ECO 201	Microeconomics	3	
RELA 201	Islamic Studies	3	
REL 201	Islamic Studies (in English)	3	
Semester4			
ECO 202	Macroeconomics	3	

Course Number	Course Name	Credit Hour	Prerequisite
FIN 301	Financial Management	3	ACC 101
MKT 302	Principles of Marketing	3	ECO 201
UAE 201	UAE Studies (in English)	3	
ENV 201	Environmental Science	3	
UAE/A 201	UAE Studies	3	
BUS 204	Innovation and Entrepreneurship	3	BUS 101,ECO 201
Semester5			
BUS 301	Business Research Methods	3	CIS 101,BUS 102
BUS 302	Business Law	3	ECO 201
MGT 302	Management and Organizational Behavior	3	ECO 201
MGT 303	Management Information Systems	3	CIS 101,ECO 201
MGT 304	International Management	3	ECO 201
Semester6			
BUS 401	Business Policy and Strategy	3	
MGT 402	Operations Management	3	BUS 102
MKT 303	Consumer Behavior	3	MKT 302
MKT 304	Supply Chain Management	3	MKT 302
MKT 306	Retail Management (Elective)	3	MKT 302
MKT 307	Sales Management (Elective)	3	MKT 302
Semester7			
MKT 305	Integrated Marketing Communication	3	MKT 302
MKT 308	Business-to-Business Marketing (Elective)	3	MKT 302
MKT 309	Marketing Research	3	MKT 302

Course Number	Course Name	Credit Hour	Prerequisite
MKT 310	Marketing Strategy (Elective)	3	MKT 302
Semester8			
MKT 402	Brand Marketing	3	MKT 302
MKT 403	Services Marketing	3	MKT 302
MKT 404	International Marketing	3	MKT 302
MKT 495	Internship (Marketing)	3	MKT 302
MKT 499	Marketing Management (Capstone)	3	MKT 302