

Bachelor of Business Administration in Marketing

List of Courses Spring 2023 onwards

| Program Requirements | Total Credit Hours |
|--------------------------------|-------------------------|
| General Education Courses | 33 Credit Hours |
| Program Core Courses | 51 Credit Hours |
| Program Specialization Courses | 27 Credit Hours |
| Program Elective Courses | 9 Credit Hours |
| Total | 120 Credit Hours |

General Education Courses | 11 Courses (33 Credit Hours)

| SR. | Course Code | Course Name | Credit Hours | Teaching Hours | Pre-requisites |
|-----|----------------------|---|--------------|----------------|----------------|
| 1 | ENG 101 | English I | 3 | 3 | None |
| 2 | ENG 102 | English II | 3 | 3 | ENG 101 |
| 3 | ISL 201 ISLA 201 | Islamic Culture (English) Islamic Culture (Arabic) | 3 | 3 | None |
| 4 | SSS 101 | Study Skills | 3 | 3 | None |
| 5 | UAE/A 201 UAE 201 | UAE Studies (Arabic) UAE Studies (English) | 3 | 3 | None |
| 6 | ENV 201 | Environmental Science | 3 | 3 | None |
| 7 | HUM 101 | Critical Thinking | 3 | 3 | None |
| 8 | CIS 101 | Computer Fundamentals | 3 | 3 | None |
| 9 | MTH 101 | College Mathematics | 3 | 3 | None |
| 10 | BUS 204 | Innovation and Entrepreneurship | 3 | 3 | None |
| 11 | SOC 101 | Introduction to sociology | 3 | 3 | None |

Program Core Courses | 17Courses (51Credit Hours)

| SR. | Course Code | Course Name | Credit Hours | Teaching Hours | Pre-requisites |
|-----|-------------|-------------------------------|--------------|----------------|-----------------|
| 1 | BUS 101 | Introduction to Business | 3 | 3 | None |
| 2 | ACC 101 | Accounting I | 3 | 3 | None |
| 3 | BUS 102 | Business Statistics | 3 | 3 | MTH 101 |
| 4 | ACC 202 | Managerial Accounting | 3 | 3 | ACC 101 |
| 5 | BUS 201 | Business Communication | 3 | 3 | BUS 101 |
| 6 | MKT 201 | Principles of Marketing | 3 | 3 | BUS 101 |
| 7 | ECO 200 | Principles of Economics | 3 | 3 | |
| 8 | MGT 402 | Operations Management | 3 | 3 | BUS 102 |
| 9 | BUS 320 | Business Analytics | 3 | 3 | BUS 301 |
| 10 | MGT-304 | International Management | 3 | 3 | ECO 200 |
| 11 | FIN 301 | Financial Management | 3 | 3 | ACC 101 |
| 12 | BUS 301 | Business Research Methods | 3 | 3 | CIS 101,BUS 102 |
| 13 | BUS 302 | Business Law | 3 | 3 | BUS 101 |
| 14 | MGT 303 | Management Information System | 3 | 3 | CIS 101 |

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|----|---------|--|---|---|-------------------------------|
| 15 | MGT 302 | Management and Organizational Behavior | 3 | 3 | BUS 101 |
| 16 | BUS 202 | Business Ethics | 3 | 3 | BUS 101 |
| 17 | BUS 401 | Business Policy and Strategy | 3 | 3 | Completion of 90 Credit Hours |

Program Specialization Courses | 9 Courses (27 Credit Hours)

| SR. | Course Code | Course Name | Credit Hours | Teaching Hours | Pre-requisites |
|-----|-------------|-------------------------------------|--------------|----------------|-------------------------------|
| 1 | MKT-303 | Consumer Behavior | 3 | 3 | MKT 201 |
| 2 | MKT-304 | Supply Chain Management | 3 | 3 | MKT 201 |
| 3 | MKT-305 | Integrated Marketing Communications | 3 | 3 | MKT 201 |
| 4 | MKT-309 | Marketing Research | 3 | 3 | MKT 201 |
| 5 | MKT-402 | Brand Marketing | 3 | 3 | MKT 201 |
| 6 | MKT-403 | Services Marketing | 3 | 3 | MKT 201 |
| 7 | MKT-404 | International Marketing | 3 | 3 | MKT 201 |
| 8 | MKT-495 | Internship (Marketing) | 3 | 3 | Completion of 90 Credit Hours |
| 9 | MKT-499 | Marketing Management (Capstone) | 3 | 3 | Completion of 90 Credit Hours |

Program Elective Courses | Student select 3 courses (9 Credit Hours)

| SR. | Course Code | Course Name | Credit Hours | Teaching Hours | Pre-requisites |
|-----|-------------|---|--------------|----------------|----------------|
| 1 | MKT-306 | Retail Management (Elective) | 3 | 3 | MKT 201 |
| 2 | MKT-307 | Sales Management (Elective) | 3 | 3 | MKT 201 |
| 3 | MKT-308 | Business-to-Business Marketing (Elective) | 3 | 3 | MKT 201 |
| 4 | MKT-310 | Marketing Strategy (Elective) | 3 | 3 | MKT 201 |