

Bachelor of Business Administration – Marketing course description

Course English I	Course Code ENG 101	Credit Hours 3
Pre-requisite(s) None		
The purpose of this course is to scaffold students writing abilities as it combines writing and grammar instructions to help them build the core skills necessary to write effectively for achieving a great success in their future careers. More specifically, the course highlights a paragraph's structure and elements. The ENG 101 course starts by rendering students write a perfect sentence to a well-developed paragraph. The information used in this course will be needed in the essay writing, too. Writing conventions will be taught and practiced.		
Course Title English II	Course Code ENG 102	Credit Hours 3
Pre-requisite(s) ENG 101		
The main focus of this course is to write a fully developed essay through constructing students' syntactic and semantic abilities to build up multi-leveled sentences and avoid many sentence errors that weaken their writing potentialities. In addition, this course enhances students 'critical reading skill by training them to read various types of essays and analyze their organization critically. Furthermore, it familiarizes students with different the main parts and the types of expository essays that enable them to produce highly academic essays.		
Course Title Islamic Studies (in English)	Course Code ISL 201	Credit Hours 3
Pre-requisite(s) None		
The Islamic Studies course focuses on two fundamental areas: the first introduces the foundations of Islam such as Islamic faith and belief, Islamic culture, acts of worship, sources of Islamic legislation, and the main characteristics of Islam. The second area addresses a number of contemporary issues from an Islamic perspective. Important and interesting topics such as Islam and Globalization, Islam and the Human Being, Islam and Woman issues, are discussed objectively and in-depth. The course provides students with a profound insight into the Islamic perspectives related to tolerance and peaceful co-existence as opposed to violence, extremism, and terrorism. the course is designed to ensure student interaction, and enhance their competencies in intelligent discussion, problem-solving and critical thinking. This will be fulfilled through diverse learning strategies and methods in an encouraging academic environment.		
اسم المساق: الثقافة الإسلامية	رقم المساق: ISLA 201	الساعات المعتمدة: 3
المتطلب السابق: لا يوجد		
<p>يتناول هذا المساق: معنى الثقافة بنحو عام، ومفهوم الثقافة الإسلامية، مع بيان أهميتها، وخصائصها، كالربانية والإيجابية والعموم والشمول والوسطية وغيرها.</p> <p>ويتناول بيان المصادر الأساسية للثقافة الإسلامية (القرآن، والسنة، والإجماع، والقياس، والإجتihad)</p> <p>كما يتناول هذا المساق مجالات الثقافة الإسلامية الرئيسية من (العقائد، والعبادات، ونظام الأخلاقي الإسلامي)</p>		

<p>كما أنه يشرح أهم النظم الإسلامية المعاصرة من (نظام الأسرة \ الاجتماعي ، والنظام الاقتصادي ، والنظام السياسي ، والنظام القضائي ، ونظام العقوبات) ويبرز الدور الحضاري للإسلام، من خلال بيان أثر الحضارة الإسلامية في نظام الحضارة الحديثة وسبق الإسلام إلى إقرار حقوق الإنسان.</p> <p>ولم يغفل هذا المساق عن توضيح : أهم التحديات الفكرية المعاصرة التي تواجه الثقافة الإسلامية، من (الغزو الفكري ، العلمانية ، العولمة ، الاستشراق ، التبشير ، التقليد والتبعية ، والثقافات الوافدة / التغريب الثقافي) وبيان كيفية مواجهتها</p>		
Course Title Study Skills	Course Code SSS 101	Credit Hours 3
Pre-requisite(s) None		
<p>This course equips students with the study skills needed for success in their undergraduate studies. It is also useful for acquiring skills that can be used in their personal lives, in their classrooms as well as in the workplace. Students learn several techniques they can use in the areas of communication, research practices, teamwork, creativity, critical thinking, presentation skills, and exam-taking techniques.</p>		
Course Title UAE Studies (in English)	Course Code UAE 201	Credit Hours 3
Pre-requisite(s) None		
<p>This UAE Studies course provides students with a comprehensive record of the Emirates historical and cultural roots as well as a glimpse of the Country's geological history and geographical location. The course pays particular attention to the Arab and Islamic identity of the UAE people as well as their success in maintaining a tangible balance between originality and modernity, despite diverse challenges. Because the UAE past, present, and future-oriented experiences have been a great successful story,</p> <p>students will enrich their knowledge of the social, cultural, economic, educational and political development of a society which moved from a traditional, simple life to an elevated status at the regional and international levels. Students will be able to compare between the past and present of the Country and visualize its futuristic vision that covers several decades ahead.</p>		
اسم المساق: دراسة مجتمع الإمارات العربية المتحدة	رقم المساق: UAE/ A: 201	الساعات المعتمدة: 3
المتطلب السابق: لا يوجد		
<p>يتناول هذا المساق دراسة المجتمعات الإنسانية عموماً ويتناول على وجه الخصوص السمات العامة و المقومات الرئيسية لمجتمع دول الإمارات العربية المتحدة والموقع الجغرافي والسكان ونموهم والتركيب النوعي والعمومي للسكان، وكذلك يتطرق إلى الجانب الاقتصادي و الجغرافي للسكان. ويتناول الجوانب الأسرية و النظام الأسري والقبلي وطبيعة الحكم في المجتمع القبلي ، كما أن المساق يتناول طبيعة الخدمات المقدمة للمجتمع قبل مرحلة النفط وبعدها إضافة إلى دراسة دور وتطور المؤسسات الثقافية والتربوية والإعلامية وما تقدمه من خدمات للمجتمع الإماراتي.</p>		
Course Title Environmental Science	Course Code ENV 201	Credit Hours 3
Pre-requisite(s) None		
<p>This interdisciplinary approach to our world emphasizes the history of environmental concerns, species interaction (both with each other and their environment), air, water, soil and biological</p>		

resources, population dynamics, toxicology, energy sources, land use management, and other related topics. Basic principles of science are incorporated throughout the course.		
Course Title Critical Thinking	Course Code HUM 101	Credit Hours 3
Pre-requisite(s) MGT 550		
This course explores the process of recognizing, analyzing, and solving problems encountered in everyday life. The structured steps allow students to evaluate an argument and give equal importance to reasons and claims. The student will develop the skills and positive habits required to make sound reflective decisions in turn making successful and reasoned judgement.		
Course Title Computer Fundamentals	Course Code CIS 101	Credit Hours 3
Pre-requisite(s) None		
This course is an introduction to the basics of computer science. The focus in this course is on the analysis of computer components. This course also deals with the use of software in word processing, spread sheet, and designing presentations and databases. The course begins with a definition of the computer, its importance, and the most important parts used for input, processing, output, and storage. It also deals with the types of networks and their uses. The course also addresses the problems associated with the use of computers, the confidentiality and security of information and privacy, and completing the course with an extensive analysis of some applied programs, especially word processing, working on worksheets, and designing databases and presentations.		
Course Title College Mathematics	Course Code MTH 101	Credit Hours 3
Pre-requisite(s) None		
This course provides a sound, intuitive understanding of the basic concept's students' needs as they pursue careers in business, economics, plus life and social sciences. It includes a brief review of intermediate functions, graphs, algebra, equations and inequalities, exponential and logarithmic functions, linear systems, with single variable calculus, which includes: limits, derivatives, and applications of derivatives as well as indefinite and definite integrals and some applications.		
Course Title Innovation and Entrepreneurship	Course Code BUS 204	Credit Hours 3
Pre-requisite(s) None		
In this course, students explore the key theories and research on entrepreneurship and innovation, and then examine their application in the broader and contemporary context. The course context includes corporate and public services, emerging technologies and economies, sustainability and development, and creating and capturing value from entrepreneurship and innovation. The course equips students with innovative and entrepreneurial mindset and its related core skills including development of a comprehensive Business plan. Readings, case		

studies, and discussions help organize the course material with clear and essential links between entrepreneurship and innovation.		
Course Title Introduction to Sociology	Course Code SOC 101	Credit Hours 3
Pre-requisite(s) None		
This course is an introduction to the study of people and their interaction with each other, the environment, and various social groups. Students develop awareness of the relationship between individual beliefs, attitudes, and behaviors, plus the greater society and culture. They will also learn how to apply sociological concepts to current issues that affect individuals, modern society, and the international community.		
Course Title Introduction to Business	Course Code BUS 101	Credit Hours 3
Pre-requisite(s) None		
This course provides first-year students with an understanding of business systems and guides them to the field of business organizations. It intends to familiarize students with the basic concepts of business and introduces them to the terms used in business processes, operations, and organizations. The course emphasizes the importance of today's dynamic business environment, globalization, social responsibility, types of ownership, human dimension, essentials of marketing and financial management.		
Course Title Accounting I	Course Code ACC 101	Credit Hours 3
Pre-requisite(s) None		
The significance of accounting and the challenges it presents. Extensive coverage and review of major concepts followed by practical exercises.		
Course Title Business Statistics	Course Code BUS 102	Credit Hours 3
Pre-requisite(s) MTH 101		
This course introduces students to statistical analysis and how it relates to business decision making. Students will learn how to apply statistical tools for the collection, presentation, description, analysis and interpretation of data in business contexts. Topics covered include variables, levels of measurements, basic survey design, descriptive measures, probability analysis, sampling methods, confidence interval and hypothesis testing, and correlation and regression analysis. The course includes theoretical and practical lectures.		
Course Title Managerial Accounting	Course Code ACC 202	Credit Hours 3
Pre-requisite(s) ACC 101		

The course will provide a study of the role of the management accountant in the preparation, analysis, and interpretation of accounting and financial data for business management purposes.		
Course Title Business Communication	Course Code BUS 201	Credit Hours 3
Pre-requisite(s) BUS 101		
This course focuses on the development of professional oral and written communication skills, which are essential for success in today's digitally enhanced workplace. Students will increase their abilities to write memos, letters, emails, and presentations, as well as their capacity to participate in and chair meetings. Students will also learn how to write a résumé and examine the strategies and approaches required for interview success.		
Course Title Principles of Marketing	Course Code MKT 201	Credit Hours 3
Pre-requisite(s) BUS 101		
This course describes the relationship between the firm and its customers, market opportunities and customer value. It analyzes the marketing environment and ways to manage marketing information. It helps the students to explain product, product life cycle, customer-driven marketing strategy, consumer buyer behavior, product decisions, pricing strategies, distribution channels and promotion mix.		
Course Title Principles of Economics	Course Code ECO200	Credit Hours 3
Pre-requisite(s) BUS 102		
This course is an introduction to a set of economic concepts and theories. It is offered to business school students and others and includes topics related to microeconomics and macroeconomics. One important theme for the course is that understanding economics makes you see the world differently and that many of people's intuitions about how the social world works are flat-out wrong. The course focuses on economic decision-making processes of the consumer, business firms and the government.		
Course Title Operations Management	Course Code MGT 402	Credit Hours 3
Pre-requisite(s) BUS 102, MGT 302		
This course Introduces students to the dynamic field of Operations Management: converting inputs into outputs through established processes. This course focuses on the strategic decisions that operations managers have to make along with concepts of distribution, project management, quality assurance, and lean manufacturing. Students engage in several practical exercises to enhance skills related to operational planning and execution.		
Course Title Business Analytics	Course Code BUS 320	Credit Hours 3
Pre-requisite(s) BUS 102,BUS 301		

The course helps the students understand business analytics by exploring the capabilities and challenges of data-driven decision-making. The course includes hands-on work with data and software. Students will learn how to use business analytics tools such as excel, analysis tool Pack, tree plan and solver add-ins for decision making.			
Course Title	International Management	Course Code	MGT-304
Credit Hours 3			
Pre-requisite(s) ECO 200			
This course Introduces students to the dynamic field of Operations Management: converting inputs into outputs through established processes. This course focuses on the strategic decisions that operations managers have to make along with concepts of distribution, project management, quality assurance, and lean manufacturing. Students engage in several practical exercises to enhance skills related to operational planning and execution.			
Course Title	Financial Management	Course Code	FIN 301
Credit Hours 3			
Pre-requisite(s) ACC 101, BUS 102			
The course gives an understanding and perspective on the financial management functions in an organization. It provides the ability to use tools like financial statement analysis, financial planning and working capital management. It enhances long term investment decisions through the use of valuation principles and equips students with the ability and confidence to tackle common financial problems in practice.			
Course Title	Business Research Methods	Course Code	BUS 301
Credit Hours 3			
Pre-requisite(s) BUS 102; CIS 101			
The course is designed to introduce the business research process where students learn to understand the managerial problems and formulate research questions and hypotheses. Students gain insight into choosing the right research design, construction of research instruments, sampling, both qualitative and quantitative data collection, data analysis and report presentation.			
Course Title	Business Law	Course Code	BUS 302
Credit Hours 3			
Pre-requisite(s) BUS 101			
This course introduces the legal framework of business and application of laws in the business world. Emphasis is placed on contracts, negotiable instruments, Law of Tort, Agency Law, Employment Contracts, how court systems operate, and legal aspects of managing corporations. Students learn ways to apply legal and ethical doctrines to commercial and business transactions.			
Course Title	Management Information Systems	Course Code	MGT 303
Credit Hours 3			
Pre-requisite(s) CIS101			
The course provides an overview of Management Information Systems (MIS) in business. It provides students with the concepts and importance of MIS in creating and managing successful,			

<p>competitive firms in today's environment. In addition, this course explains the key concepts related to software, database systems, and systems development and e-Business systems and discusses business problems using information systems and information technology, along with enterprise business systems. Finally, this</p> <p>course compares how organizations, management, and technology are brought together to form networked enterprises and decision support systems.</p>		
Course Title Management and Organizational Behavior	Course Code MGT 302	Credit Hours 3
Pre-requisite(s) BUS 101		
<p>This course provides an overview of the major functions of management like planning, organizing, staffing, leading, and controlling. It also provides a balanced coverage of all the key elements comprising the discipline of Organizational Behavior in a style that students will find both informative and interesting. Students will learn about the relation between structure and culture; leadership, motivation, teamwork, and communication.</p>		
Course Title Business Ethics	Course Code BUS 202	Credit Hours 3
Pre-requisite(s) BUS 101		
<p>This course will cover the Traditional ethical theories and how they apply to business. The course provides an understanding of how ethical issues in business arise and some strategies to control or resolve them.</p>		
Course Title Business Policy and Strategy	Course Code BUS 401	Credit Hours 3
Pre-requisite(s) Completion of 90 Credit Hours		
<p>The course offers the most recent theories and current practices in strategic management. The development and implementation of corporate strategies as well as functional strategies in various areas of business activity such as finance, sourcing, production, human resource management, marketing, and international business.</p>		
Course Title Consumer Behavior	Course Code MKT-303	Credit Hours 3
Pre-requisite(s) MKT 201		
<p>Students in this course look at the consumer functions of decision-making, attitude formation and change, cognition, perception, and learning. The marketing concepts of product positioning, segmentation, brand loyalty, shopping preference and diffusion of innovations are considered in context with the environmental, ethical, multicultural and social influences on an increasingly diverse global consumer.</p>		
Course Title Supply Chain Management	Course Code MKT-304	Credit Hours 3
Pre-requisite(s) MKT 201		

This course examines the elements of an effective sales force as a key component of an organization's total marketing effort. Course objectives include understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), and issues in recruiting, selecting, training, motivating, compensating, and retaining the best salespeople.			
Course Title	Integrated Marketing Communication	Course Code	MKT-305
Credit Hours 3			
Pre-requisite(s) MKT201			
The course provides an overview of Management Information Systems (MIS) in business. It provides students with the concepts and importance of MIS in creating and managing successful, competitive firms in today's environment. In addition, this course explains the key concepts related to software, database systems, and systems development and e Business systems and discusses business problems using information systems and information technology, along with enterprise business systems. Finally, this			
course compares how organizations, management, and technology are brought together to form networked enterprises and decision support systems.			
Course Title	Marketing Research	Course Code	MKT-309
Credit Hours 3			
Pre-requisite(s) MKT201			
The primary objective of this course is to provide students with tools to undertake and critically evaluate marketing research projects. Students use a hands-on approach to explore both qualitative and quantitative marketing-research tools, and evaluate the results obtained.			
Course Title	Brand Marketing	Course Code	MKT-402
Credit Hours 3			
Pre-requisite(s) MKT201			
Students learn how marketing professionals use brand names, identities, and recognition to result in establishing brand equity of the company and product. The course includes historical and regional examples of brand marketing.			
Course Title	Services Marketing	Course Code	MKT-403
Credit Hours 3			
Pre-requisite(s) MKT201			
Unique challenges are associated with marketing services to develop management-level skills for marketing a service business including marketing research applications, marketing planning and customer satisfaction. Service industries contribute to the			

<p>GDPs of many countries and provide career opportunities for people around the world. This course enables students to understand how marketing services is different from marketing goods. It helps them make decisions about positioning, distribution, pricing,</p> <p>and promoting different services with the help of the marketing mix in a growing competitive service industry. It covers service organizations like banking, transportation, airlines, hotels, insurance, and other government and nongovernment service organizations.</p>			
Course Title	International Marketing	Course Code	MKT-404
Credit Hours 3			
Pre-requisite(s) MKT 201			
<p>This course dwells on the applications of marketing theory in the field of international market context. This course aims at</p> <p>empowering students to understand and analyze international marketing contexts in a rational manner and help them make</p> <p>decisions to tap into international market opportunities</p>			
Course Title	Internship (Marketing)	Course Code	MKT-495
Credit Hours 3			
Pre-requisite(s) MKT 201+ Completion of 90 Credit Hours			
<p>This course offers students the chance to gain first-hand experience in an actual workplace environment. It also provides students with the opportunity to apply their academic knowledge to practical work situations. It introduces and exposes students to the differences between obligations and responsibilities in their personal lives and those found in the working world.</p>			
Course Title	Marketing Management (Capstone)	Course Code	MKT-499
Credit Hours 3			
Pre-requisite(s) MKT 201			
<p>This is a capstone course. Students will use a practical, systematic approach to developing a sound marketing plan as they consider the business mission, situation analysis, strategy formulation, the development and implementation of product, pricing, communication, and distribution policies. At the end of this course, students are expected to prepare a Marketing Plan of a new brand/product.</p>			
Course Title	Retail Management (Elective)	Course Code	MKT-306
Credit Hours 3			
Pre-requisite(s) MKT 201			
<p>In this era of multi-product super markets, learning the principles of retailing and effectively utilizing them has become imperative. The spirit behind the course is to make the student understand this important element in the overall marketing mix of mass distributed products. Again this course will highlight the importance of administration and strategic planning in both large and</p>			

small retail firms. It concentrates on the management of retail functions to include stock planning, inventory control, markup and pricing, retail accounting, merchandising, retail promotion, human resources management, store location, design and layout, legal and ethical issues, and the use of information systems.			
Course Title (Elective)	Sales Management	Course Code MKT-307	Credit Hours 3
Pre-requisite(s) MKT 201			
This course examines the elements of an effective sales force as a key component of an organization's total marketing effort. Course objectives include understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), and issues in recruiting, selecting, training, motivating, compensating, and retaining the best salespeople.			
Course Title (Elective)	Business to Business Marketing	Course Code MKT -308	Credit Hours 3
Pre-requisite(s) MKT 201			
This course describes the business-to-business marketing with emphasis on marketplace dynamics. Students explore concepts and issues that are common in the present-day marketing environment. Topics include organizational buying behavior, legal and regulatory concerns, target markets, positioning, branding, supply chains, communication, and ethics.			
Course Title (Elective)	Marketing Strategy	Course Code MKT -310	Credit Hours 3
Pre-requisite(s) MKT 201			
This course aims to teach students how to design a marketing strategy by understanding the nature and structure of the market, analyzing the internal and external environmental factors and by applying SWOT analysis. This course also focuses on the importance of marketing mixes, the product life cycle, and its role in formulating and designing an accurate marketing strategy.			