

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 | 17 Courses (51 Credit 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	BUS 102
8	MGT 402	Operations Management	3	3	MGT 302,BUS 102
9	BUS 320	Business Analytics	3	3	BUS 102,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
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	MKT 201 + Completion of 90 Credit Hours
9	MKT-499	Marketing Management (Capstone)	3	3	MKT 201

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

Note:

- All courses offered with a dash between course code and number are combined courses with the old study plan, but in this study plan they have different prerequisites.