

Bachelor of Science in Business Administration (BSBA)

Marketing Major Study Plan - Total: 126 Credits

Year 1 - Freshmen: Fall Semester

#	Code	Course Title	Credits	Prerequisites
1	ECO 101	Principles of Microeconomics	3	ORN 4R and ORN 4C
2	MGT 101	Introduction to Management	3	ORN 4R and ORN 4C
3	MTH 100	Mathematics for Business	3	ORN 4R and ORN 4C
4	ISL 101	Foundation of Islamic Culture	2	ORN 3R and ORN 3C
5		Natural Science Elective	3	ORN 4R and ORN 4C
6		Social Sciences/Humanity Electives I	3	ORN 4R and ORN 4C
		Total	17	

Year 1 – Freshmen: Spring Semester

#	Code	Course Title	Credits	Prerequisites
1	ARB 102	Communication Skills in Arabic	2	ORN 3R and ORN 3C
2	ENG 101	English Essay Writing	3	ORN 5R and ORN 5C
3	ECO 105	Principles of Macroeconomics	3	ECO 101
4	MTH 110	Business Calculus	3	MTH 100
5	ACC 201	Financial Accounting	3	ECO 101
6	MIS 110	Business Computing	3	ORN 5R and ORN 5C
		Total	17	

Year 2 – Sophomore: Fall Semester

#	Code	Course Title	Credits	Prerequisites
1	MKT 201	Introduction to Marketing	3	ECO 105
2	STT 201	Business Statistics and Analysis	3	MTH 110
3	MIS 201	Introduction to MIS	3	MIS 110
4	ACC 202	Management Accounting	3	ACC 201
5	FIN 202	Introduction to Finance	3	ACC 201
6	MGT 220	Organization Behavior	3	MGT 101 and ECO 105
		Total	18	

Year 2 – Sophomore: Spring Semester

#	Code	Course Title	Credits	Prerequisites
1	ARB 202	Writing Skills in Arabic	2	ORN 3R and ORN 3C
2	MKT 311	Consumer Behavior	3	MKT 201
3	ENG 202	Tech Report and Business Writing	3	ENG 101
4	MGT 314	Business Ethics and S. Responsibility*	3	MGT 220 and ENG 101
5		Social Sciences/Humanity Electives II	3	ORN 4R and ORN 4C
6		College Elective I	3	
		Total	17	

*Business Ethics and Social Responsibility.

Year 3 – Junior: Fall Semester

#	Code	Course Title	Credits	Prerequisites
1	MGT 306	Legal Environment of Business	3	MGT 220 and ENG 101
2	MGT 304	Quantitative Methods for Business	3	STT 201
3	MKT 318	International Marketing	3	MKT 201
4	MKT 324	Services Marketing	3	MKT 311
5	MGT 310	Executive Seminar Series	1	70 Credits
6		College Elective II	3	
		Total	16	

Year 3 – Junior: Spring Semester

#	Code	Course Title	Credits	Prerequisites
1	MGT 308	Entrepreneurship and Innovation	3	MGT 220 and ENG 101
2	MGT 330	Operation Management	3	MGT 304 and ENG 101
3	MKT 326	Digital Marketing	3	MKT 311
4	MKT 411	Marketing Strategies	3	MKT 324
5		Major Elective I	3	
6		College Elective III	3	
		Total	18	

Year 4 – Senior: Fall Semester

#	Code	Course Title	Credits	Prerequisites
1	MGT 495	Strategic Management	3	MGT 330 + 100 Credits
2	MKT 420	Marketing Research	3	MKT 411 and MGT 304
3	ISL 201	Foundation of Islamic Economy	2	ORN 3R and ORN 3C
4		Major Elective II	3	
5		College Elective IV	3	
6		College Elective V	3	
		Total	17	

Year 4 – Senior: Spring Semester

#	Code	Course Title	Credits	Prerequisites
1	MKT 498	Coop Training Internship*	6	120 Credits

*It is advisable to take CSK 001, a one-week long, none credit, career skill course, before the COOP.

Major Required and Elective Courses

Marketing Major Requirements

#	Course Code	Courses Title	Credit	Prerequisite
1	MKT 311	Consumer Behavior	3	MKT 201 and ECO 105
2	MKT 318	International Marketing	3	MKT 201
3	MKT 324	Services Marketing	3	MKT 311
4	MKT 326	Digital Marketing	3	MKT 311
5	MKT 411	Marketing Strategies	3	MKT 324
6	MKT 420	Marketing Research	3	MKT 411 and MGT 304
7	MKT 498	COOP Training Internship	6	120 Credits

Marketing Major Elective Courses (any Two)

#	Course Code	Courses Title	Credit	Prerequisite
1	MKT 315	Branding Strategy	3	MKT 201and ECO 105
2	MKT 316	Sales Management	3	MKT 201 and ECO 105
3	MKT 370	Integrated Marketing Communications	3	MKT 324
4	MKT 414	Promotion and Advertising	3	MKT 318
5	MKT 417	Retail Management	3	MKT 311

College Elective Courses

The College Elective courses (any five courses provided their prerequisites are cleared)

#	Course Code	Courses Title	Credit	Prerequisite
1	ACC 311	Intermediate Accounting I	3	ACC 201
2	ACC 312	Cost Accounting	3	ACC 202
3	ACC 321	Intermediate Accounting II	3	ACC 311
4	ACC 326	Zakat and Tax Accounting	3	ACC 321
5	ACC 418	Advanced Financial Accounting	3	ACC 321
6	ACC 430	Auditing and Assurance Services	3	ACC 418
7	ACC 416	Internal Audit and Control	3	ACC 321
8	ACC 421	Advanced Topics in Taxation	3	ACC 326
9	ACC 424	Accounting for Government and Non-Profit	3	ACC 321
10	ACC 428	Advanced Management Accounting	3	ACC 312
11	ACC 432	Financial Statement Analysis and Valuation	3	ACC 321
12	ACC 434	Accounting Information Systems	3	ACC 321
13	ACC 440	Accounting Theory and Practices	3	ACC 321
14	MGT 315	Human Resource Management	3	MGT 220
15	MGT 321	Organizational Leadership	3	MGT 220
16	MGT 331	Compensation and Performance Management	3	MGT 220

17	MGT 410	Change Management	3	MGT 321
18	MGT 429	Training and Development	3	MGT 315
19	MGT 441	International Management	3	MGT 321
20	MGT 305	Quality Management	3	MGT 220 and ENG 101
21	MGT 350	Negotiations and Conflict Resolutions	3	MGT 220 and ENG 101
22	MGT 360	Project Management	3	MGT 304
23	MGT 422	Logistic and Supply Chain Management	3	MGT 304
24	MGT 430	Advanced Business Analytics	3	MGT 304
25	MGT 480	Business Consulting	3	90 credits
26	FIN 311	Investment	3	FIN 202
27	FIN 313	Financial Markets and Institutions	3	FIN 202
28	FIN 320	Corporate Finance	3	FIN 311
29	FIN 330	Financial Modeling	3	FIN 320
30	FIN 411	Derivative Securities	3	FIN 311
31	FIN 418	International Finance	3	FIN 411
32	FIN 324	Real Estate Finance	3	FIN 311
33	FIN 325	Islamic Finance	3	FIN 202
34	FIN 335	Fintech	3	FIN 320
35	FIN 412	Fixed Income Securities	3	FIN 311
36	FIN 414	Portfolio Management	3	FIN 311
37	FIN 420	Risk Management	3	FIN 311
38	MIS 316	Fundamental of Programming I	4	MIS 201
39	MIS 317	Fundamentals of Web Design	3	MIS 316
40	MIS 326	System Analysis and Design	3	MIS 316
41	MIS 327	Database Management and Design	3	MIS 316
42	MIS 328	Business Telecommunications	3	MIS 201
43	MIS 329	Decision Support and Business Intelligence	3	MIS 327
44	MIS 423	Web Based Application	3	MIS 327 & MIS 317
45	MIS 427	Information Security Risk Management	3	MIS 328
46	MIS 428	Healthcare Information System	3	MIS 329
47	MIS 429	Data Mining and Analysis	3	MIS 329
48	MIS 430	Advanced Topics of Information Systems	3	MIS 329
49	MIS 435	Knowledge Management Systems	3	MIS 201
50	MIS 432	Enterprise Systems	3	MIS 327
51	MIS 433	Int. B. and Web Applications Development*	3	MIS 316
52	MIS 434	Human Resource Information Systems	3	MIS 329
53	MIS 436	Mobile Computing	3	MIS 317 & MIS 326

*Internet Business and Web Applications Development.