

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 3R and ORN 3C
4	ISL 101	Foundation of Islamic Culture	2	ORN 2R and ORN 2C
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 2R and ORN 2C
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	MIS 201	Introduction to MIS	3	MIS 110
3	ACC 202	Management Accounting	3	ACC 201
4	FIN 202	Introduction to Finance	3	ACC 201
5	MGT 220	Organization Behavior	3	MGT 101 and ECO 105
6	MGT 210	Business Communication	3	ORN 5R, ORN 5C & MGT101
		Total	18	

Year 2 – Sophomore: Spring Semester

#	Code	Course Title	Credits	Prerequisites
1	ARB 202	Writing Skills in Arabic	2	ORN 2R and ORN 2C
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	STT 201	Business Statistics and Analysis	3	MTH 110
		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 I	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 II	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 202	Financial Awareness	2	ORN 2R and ORN 2C
4		Major Elective II	3	
5		College Elective III	3	
6		College Elective IV	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 201 and 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 four 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 311
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 317	Family Business	3	MGT 308
16	MGT 321	Organizational Leadership	3	MGT 220

17	MGT 331	Compensation and Performance Management	3	MGT 220
18	MGT 410	Change Management	3	MGT 321
19	MGT 429	Training and Development	3	MGT 315
20	MGT 442	International Business	3	MGT 321
21	MGT 305	Quality Management	3	MGT 220 and ENG 101
22	MGT 350	Negotiations and Conflict Resolutions	3	MGT 220 and ENG 101
23	MGT 360	Project Management	3	MGT 304
24	MGT 422	Logistic and Supply Chain Management	3	MGT 304
25	MGT 430	Advanced Business Analytics	3	MGT 304
26	MGT 480	Business Consulting	3	90 credits
27	FIN 311	Investment	3	FIN 202
28	FIN 313	Financial Markets and Institutions	3	FIN 202
29	FIN 320	Corporate Finance	3	FIN 202
30	FIN 330	Financial Modeling	3	FIN 320
31	FIN 340	Blockchain Fundamentals	3	FIN 201 and MIS 201
32	FIN 411	Derivative Securities	3	FIN 311
33	FIN 418	International Finance	3	FIN 411
34	FIN 324	Real Estate Finance	3	FIN 311
35	FIN 325	Islamic Finance	3	FIN 202
36	FIN 335	Fintech	3	FIN 320
37	FIN 412	Fixed Income Securities	3	FIN 311
38	FIN 414	Portfolio Management	3	FIN 311
39	FIN 420	Risk Management	3	FIN 311
40	MIS 308	Artificial Intelligence	3	MIS 201
41	MIS 316	Fundamental of Programming I	3	MIS 201
42	MIS 317	Fundamentals of Web Design	3	MIS 316
43	MIS 318	Data Analytics	3	MIS 201
44	MIS 326	System Analysis and Design	3	MIS 316
45	MIS 327	Database Management and Design	3	MIS 316
46	MIS 328	Business Telecommunications	3	MIS 201
47	MIS 329	Decision Support and Business Intelligence	3	MIS 327
48	MIS 423	Web Based Application	3	MIS 327 & MIS 317
49	MIS 427	Information Security Risk Management	3	MIS 328
50	MIS 428	Healthcare Information System	3	MIS 327
51	MIS 429	Data Mining and Analysis	3	MIS 329
52	MIS 430	Advanced Topics of Information Systems	3	MIS 329
53	MIS 435	Knowledge Management Systems	3	MIS 201
54	MIS 432	Enterprise Systems	3	MIS 327
55	MIS 433	Int. B. and Web Applications Development*	3	MIS 316

56	MIS 434	Human Resource Information Systems	3	MIS 327
57	MIS 436	Mobile Computing	3	MIS 327

*Internet Business and Web Applications Development.

Students who have completed a minimum of 90 credits with a cumulative GPA of 3.60 or higher may take up to nine credits of the following MBA courses as business electives with the Approval of the Dean.

#	Course Code	Course Title	Prerequisite	Credits
1	MGT 502	Foundation of Leadership		3
2	MIS 504	Information Systems		3
3	ECO 506	Managerial Economics		3

Benchmarking

The marketing program has been benchmarked against those of five AACSB-accredited institutions that are relatively comparable to Al Yamamah University in size. Two of these institutions are national universities. They are King Fahd University for Petroleum and Minerals and Prince Sultan University. One is a regional university, that is, the American University of Sharjah, United Arab Emirates. The remaining two are American institutions, namely: Temple University and Suffolk University.