

Study Plan for Bachelor of Science in Business Administration (123 CH) Marketing Concentration

First Level (Freshman)

Fall Semester

Crs. No.	Course Title	Type	Cr. Hrs.
0202112	UR-1(English for Academic Purpose)	UR	3
0201102	UR- 2(Arabic Language)	UR	3
0302160	Principles of Management	CR/C	3
0302170	Principles of Marketing	CR/C	3
1501100	UR-3 (Introduction to IT)	UR	3
	Total		15

Spring Semester

Crs. No.	Course Title	Type	Cr.Hrs.
0104100	UR- 4 (Islamic Culture)	UR	3
1440100	Mathematics for Business	CR/C	3
0301120	Financial Accounting	CR/C	3
0301151	Principles of Microeconomics	CR/C	3
1153130	Introduction to BIS	CR/C	3
	Total		15

Second Level (Sophomore)

Fall Semester

Crs. No.	Course Title	Type	Cr.
0301230	Financial Management	CR/C	3
1440264	Business Statistics	CR/C	3
0301211	Managerial Accounting	CR/C	3
0302280	Public Sector Management	MR/C	3
	College Requirement Elective (1)	CR/E	3
	Total		15

Spring Semester

Crs. No.	Course Title	Type	Cr.
0301252	Principles of Macroeconomic	CR/C	3
	College Requirement Elective (2)	CR/E	3
0302250	Legal Environment of Business	CR/C	3
0302262	Organizational Behaviour	CR/C	3
0302200	UR – 5 (Fundamentals of Innovation & Entrepreneurship)	UR	3
	Total		15

Third Level (Junior)

Fall Semester

Crs. No.	Course Title	Type	Cr. Hrs.
0302370	Consumer Behaviour	MR/C	3
0302367	Entrepreneurship	MR/C	3
0302375	Marketing Communications	ConR/C	3
	Minor Requirement (1)	MinR	3
	Minor Requirement (2)	MinR	3
	Total		15

Spring Semester

Crs. No.	Course Title	Type	Cr.Hrs.
0302361	Operations and Supply Chain Management	CR/C	3
0302360	Human Resource Management	MR/C	3
0302350	Ethics and Islamic Values in Business	CR/C	3
0302354	Internship in Business	MR/C	3
	Concentration Requirement-Elective (1)	ConR/E	3
	Total		15

Fourth Level (Senior)

Fall Semester

Crs. No.	Course Title	Type	Cr. Hrs.
	UR -6	UR	3
	Concentration Requirement-Elective (1)	ConR/E	3
	UR -7	UR	3
	Minor Requirement (3)	MinR	3
	Minor Requirement (4)	MinR	3
0302461	Research Methods	CR/C	3
	Total		18

Spring Semester

Crs. No.	Course Title	Type	Cr.Hrs.
0302467	Strategic Management	CR/C	3
0302371	Strategic Marketing	ConR/C	3
	Concentration Requirement-Elective (3)	ConR/E	3
	Minor Requirement (5)	MinR	3
	UR -8	UR	3
	Total		15

UR: University Requirement
 CR/C: College Requirement: Compulsory.
 CR/E: College Requirement: Elective
 MR/C: Major Requirement: Compulsory

ConR/C: Concentration Requirement: Compulsory
 ConR/E: Concentration Requirement: Elective
 MinR: Minor Requirement: