

Bachelor of Science in Business Management (Marketing)

2nd Year / 1st Semester								2nd Year / 2nd Semester							
Course	Code	Course Title	CH	TH	LH	Co- requisite	Pre-requisite	Course	Code	Course Title	CH	TH	LH	Co- requisite	Pre-requisite
ECON	101	Microeconomics	3	2	3		None	ACCT	110	Financial Accounting	3	2	3		MATH 111
ENGL	101	English Composition I	3	3	0		None	ENGL	102	English Composition II	3	3	0		ENGL 101
ISLM	101	Islamic Ideology and Thou	2	2	0		None	ISLM	201	Human Rights in Islam	2	2	0		ISLM 101
MATH	111	Calculus for Management	4	4	0		None	MIS	203	Principles of MIS	3	2	3		None
MG	211	Principles of Management	3	3	0		None	MKT	211	Principles of Marketing	3	3	0		None
PE	101	Physical Education I	1	0	2		None	PE	102	Physical Education II	1	0	2		PE 101
								ARAB	101	Functional Grammar	2	2	0		None
Total			16					Total			17				
3rd Year / 1st Semester								3rd Year / 2nd Semester							
Course	Code	Course Title	CH	TH	LH	Co- requisite	Pre-requisite	Course	Code	Course Title	CH	TH	LH	Co- requisite	Pre-requisite
ACCT	212	Managerial Accounting	3	2	3		ACCT 110	ARAB	301	Arabic Communication	2	2	0		None
ARAB	201	Objective Writing	2	2	0		ARAB 101	ENGL	212	Business Communication	3	2	3		ENGL 102
ECON	102	Macroeconomics	3	3	0		ARAB 101	MGT	212	Quantitative Analysis for Mgt.	3	3	0		MATH 111
ENGL	211	Business Report Writing	3	3	0		ENGL 102	MGT	213	Human Resource Management	3	3	0		MGT 211
SOSC	101	Behavioral Science in Business	3	3	0		None	MGT	214	Operations Management	3	3	0		MGT 211
STAT	211	Statistics for Management I	3	3	0		MATH 111	STAT	311	Statistics for Management II	3	3	0		STAT 211
Total			17					Total			17				
4thYear / 1st Semester								4th Year / 2nd Semester							
Course	Code	Course Title	CH	TH	LH	Co- requisite	Pre-requisite	Course	Code	Course Title	CH	TH	LH	Co- requisite	Pre-requisite
FIN	220	Principles of Finance	3	3	0		ACCT 110	MGT	317	International/Global Business	3	3	0		MGT 211
MGT	315	Business law	3	3	0		MGT 211	MKT	323	New Product Development & Pricing	3	3	0		MKT 211
MGT	316	Entrepreneurship	3	3	0		MGT 214	MKT	324*	Integrated Marketing Communication	3	3	0		MKT 211
MKT	321*	Consumer Behaviour	3	3	0		MKT 211	MKT	325*	Supply Chain Management	3	3	0		MKT 211
MKT	322*	Marketing Research	3	3	0		MKT 211	*		Major Elective 1	3	3	0		None
ISLM	301	Work Ethics in Islam	2	2	0		ISLM 201			General Elective 1	3	3	0		None
Total			17					Total			18				
5th Year / 1st Semester								5th Year / 2nd Semester							
Course	Code	Course Title	CH	TH	LH	Co- requisite	Pre-requisite	Course	Code	Course Title	CH	TH	LH	Co- requisite	Pre-requisite
MGT	418	Business Policy	3	3	0		102 Credit Hours, MGT 214	MGT	490*	Coop Training/Project	40	4	0		120
MKT	426*	Strategic Marketing Management	3	3	0		MKT 324*			OR					
*		Major Elective 2	3	3	0			MGT	491*	Senior Project	6	4	2		
*		Major Elective 3	3	3	0										
		General Elective 2	3	3	0										
		General Elective 3	3	3	0										
Total			18					Total			4				
General Electives								Major Electives							
Course	Code	Course Title	CH	TH	LH	Co- requisite	Pre-requisite	Course	Code	Course Title	CH	TH	LH	Co- requisite	Pre-requisite
ACCT	211	Financial Accounting II	3	2	3		ACCT 110	MKT	332	Sales Tools and Strategies	3	3	0		MKT 211&70 Credit Hours
ACCT	315	Cost Accounting	3	3	0		ACCT 212	MKT	334	Technology Applications and E-Marketing	3	3	0		MKT 211&70 Credit Hours
ACCT	322	Accounting Information Systems	3	2	3		MIS 203	MKT	343	Business/ Industrial Marketing	3	3	0		MKT 211&70 Credit Hours
ECON	401	Engineering Economics	3	3	0		None	MKT	441	Brand Management	3	3	0		MKT 211&70 Credit Hours</