

Study Plan (138 Credits)

Year I

First Semester (18 Credit Hours)

Course	Title	Credits	Prerequisites
SOCS 101	Islamic Civilizations I	3	
MNGT 110	Principles of Management	3	
ENGL 100	General English	3	
IT 100	Information Technology	3	
MATH 100	Mathematics I	3	
ARAB 101	Basic Academic Arabic I	3	
	Total Credits	18	

Second Semester (18 Credit Hours)

Course	Title	Credits	Prerequisites
ENGL 101	Basic Academic English I	3	ENG 100
ACCT 110	Financial Accounting	3	
STAT 100	Introduction to Probability and Statistics	3	MATH 100
CSC 100	Introduction to Computing	3	
MKTG 210	Principles of Marketing	3	
BUSS 200	Business Communication Skills	2	
PHE 101	Physical Health Education	1	
	Total Credits	18	

Year II

Third Semester (18 Credit Hours)

Course	Title	Credits	Prerequisites
ENGL 102	Basic Academic English II	3	ENGL 101
FINA 110	Business Finance	3	
ARAB 201	Basic Academic Arabic II	3	ARAB 101
ECON 211	Principles of Microeconomics	3	
BUSS 110	Statistics & Data Analysis	3	STAT 100, MATH 100
HRM 120	Principles of Human Resource Management	3	
	Total Credits	18	

Fourth Semester (18 Credit Hours)

Course	Title	Credits	Prerequisites
ECON 212	Principles of Macroeconomics	3	ECON 211
ENGL 203	Advanced Academic English I	3	ENGL 102
LSCM 220	Introduction to Supply Chain Management	3	
INFO 200	Management Information Systems	3	CSC 100, MNGT110
BUSS 210	Business Law	3	MNGT 110
MATH 204	Introduction for Business Math	3	MATH 100, STAT 100
	Total Credits	18	

Year III

Fifth Semester (18 Credit Hours)

Course	Title	Credits	Prerequisites
MKTG 315	Marketing Channels	3	MKTG 210
ACCT 215	Managerial Accounting	3	ACCT 110

ENGL 206	Technical Writing	3	ENGL 203
MKTG 320	Comparative marketing Strategies	3	MKTG 210
MKTG 390	Online Marketing	3	Third year standing, MKTG 210
ELECTIVE	Free University Elective	3	
	Total Credits	18	

Sixth Semester (18 Credit Hours)

Course	Title	Credits	Prerequisites
BUSS 440	Strategic Management	3	Senior standing
DCSN 305	Operations Management	3	Third year standing, BUSS 110
MKTG 325	Product & Brand management	3	Third year standing, MKTG 210, LSCM 220
ELECTIVE	Marketing Elective Course I	3	
ELECTIVE	Marketing Elective Course II	3	
MKTG 330	International Marketing	3	Third year standing, MKTG 210
	Total Credits	18	

Summer Semester (1 Credit Hour)

Course	Title	Credits	Prerequisites
BUSS 346	Internship in Business (two months)	1	Senior standing
	Total Credits	1	

Year IV

Seventh Semester (14 Credit Hours)

Course	Title	Credits	Prerequisites
BUSS 400	Developing Business Plan	2	Senior Standing
MKTG 420	Marketing Research	3	Senior standing, MKTG 210, BUSS 110
MKTG 430	Professional Selling & Sale Management	3	Senior Standing, MKTG 210
MNGT 328b	Business Ethics	3	Third year standing, MNGT 110
MKTG 440	Consumer Behavior	3	Senior standing, MKTG 210
	Total Credits	14	

Eight Semester (15 Credit Hours)

Course	Title	Credits	Prerequisites
MKTG 460	Integrated Marketing Communication	3	Senior standing, MKTG 210, BUSS 200
MKTG 470	Distribution Management	3	Senior standing, MKTG 210
MKTG 480	Logistics & Transportation	3	Senior standing, MKTG 210, LSCM 220
Elective	Marketing Elective III	3	
BUSS 460	Graduation Project	3	Senior standing
	Total Credits	15	

Total Program Credits	138	
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