

Advising Plan – BSc in Business Administration / Marketing Track Total Credit hours : 132 Hours

First Year							
First Semester (16CHs)				Second Semester (16CHs)			
Course Code	Course Title	C.H.	Pre. Req.	Course Code	Course Title	C.H.	Pre. Req.
AR111	Arabic Comm. Skills	3	Co-requisite: EL099	AR112	Arabic Comm. Skills – II	3	AR111
EL111	English Comm. Skills – I	3	EL099	EL112	English Comm. Skills – II	3	EL111
GR101	Self-Learning Skills	3	Co-requisite: EL098	Elective	Elective	3	As applicable
TUI70	Computing Essentials	3	Co-requisite: EL099	BUS102	Introduction to Statistics	4	BUS101
BUS101	Introduction to Math for Business	4	EL099	Elective	Elective	3	As applicable
Second Year							
First Semester (16CHs)				Second Semester (16CHs)			
Course Code	Course Title	C.H.	Pre. Req.	Course Code	Course Title	C.H.	Pre. Req.
BUS110	Introduction to Business Study	8	EL111	B122	Introduction to Retail Management and Marketing	8	BUS110
LB170	Professional Communication Skills for Business Studies	8	EL111	Elective	Faculty-elective	4	As applicable
				Elective	Faculty-elective	4	As applicable
Third Year							
First Semester (16CHs)				Second Semester (16CHs)			
Course Code	Course Title	C.H.	Pre. Req.	Course Code	Course Title	C.H.	Pre. Req.
B207A	Shaping Business Opportunities, A	8	BUS110	B207B	Shaping Business Opportunities B	8	B207A

B205A	Exploring Innovation and Entrepreneurship A	8	B122 - B123		B205B	Exploring Innovation and Entrepreneurship B	B205A	
Fourth Year								
First Semester (16.CHs)					Second Semester (20CHs)			
Course Code	Course Title	C.H.	Pre. Req.		Course Code	Course Title	Pre. Req.	
BUS310	Strategic Management	8	B207B		B327	Sustainable Enterprise and Innovation	(B207B)	
B324	Marketing and Society	8	B205B		MKT331	Digital Marketing	B324	
					MKT332	Service Marketing	B324	
					BAS400	Applied Studies for Business Students	-	