

### Advising Plan – BSc in Business Administration / Marketing Track

**Total Credit Hours: 132**

#### FIRST YEAR

First Semester (16 CHs)				Second Semester (16 CHs)			
Course Code	Course Title	C.H.	Pre. Req.	Course Code	Course Title	C.H.	Pre. Req.
① AR111	Arabic Comm. Skills – I	3	Co-Req EL099	① AR112	Arabic Comm. Skills – II	3	AR111
② EL111	English Comm. Skills – I	3	EL099	② EL112	English Comm. Skills – II	3	EL111
③ GR101	Self-Learning Skills	3	Co-Req EL098	③ BUS102	Introduction to Statistics	4	BUS101
④ TUI70	Computing Essentials	3	Co-Req EL099	④ Elective	University Elective	3	As applicable
⑤ BUS101	Introduction to Math for Business	4	EL099	⑤ Elective	University Elective	3	As applicable

#### SECOND YEAR

First Semester (16 CHs)				Second Semester (16 CHs)			
Course Code	Course Title	C.H.	Pre. Req.	Course Code	Course Title	C.H.	Pre. Req.
① BUS110	Introduction to Business Study	8	EL111	① B122	Introduction to Retail Management and Marketing	8	BUS110
② LB170	Professional Communication Skills for Business Studies	8	EL111	② Elective	Faculty Elective	4	As applicable
				③ Elective	Faculty Elective	4	As applicable

#### THIRD YEAR

First Semester (16 CHs)				Second Semester (16 CHs)			
Course Code	Course Title	C.H.	Pre. Req.	Course Code	Course Title	C.H.	Pre. Req.
① B207A	Shaping Business Opportunities A	8	BUS110	① B207B	Shaping Business Opportunities B	8	B207A AND BUS110
② B205A	Exploring Innovation and Entrepreneurship A	8	B122 AND BUS110	② B205B	Exploring Innovation and Entrepreneurship B	8	B205A

#### FOURTH YEAR

First Semester (16 CHs)				Second Semester (20 CHs)			
Course Code	Course Title	C.H.	Pre. Req.	Course Code	Course Title	C.H.	Pre. Req.
① BUS310	Strategic Management	8	B207B	① B327	Sustainable Enterprise and Innovation	8	B207B
② B324	Marketing and Society	8	B205B AND B207B	② MKT331	Digital Marketing	4	B324
				③ MKT332	Service Marketing	4	B324
				④ BAS400	Applied Studies for Business Students	4	Completed $\geq$ 80 CHs