

Report of study plans

Academic year: 2017 Semester: First
 College: Faculty of Business Studies Section: Business Administration
 Grade: Bachelors Specialization: Business Studies -Marketing Track
 The number of: 132

Type of requir University Requirements/ Mandatory Hours: 18

Course:	Course Description	No. of Part	Credit hour	Equivalents	Prerequisite	Requirement	Relation
AR111	Arabic Communication Skills (I)	1	3	AFL111			
AR112	Arabic Communication Skills (II)	1	3	AFL112	AR111	Previous	-
EL111	English Communication Skills (I)	1	3		EL099	Previous	-
EL112	English Communication Skills (II)	1	3		EL111	Previous	-
GR101	Self-Learning Skills	1	3	GR101EL			
TU170	Computing Essentials	1	3		EL099	Previous	Or
					EL098	Previous	Or

Type of requir University Requirements/ Elective Hours: 6

Course:	Course Description	No. of Part	Credit hour	Equivalents	Prerequisite	Requirement	Relation
CH101	Chinese for Beginners (I)	1	3				
CH102	Chinese for Beginners (II)	1	3		CH101	Previous	-
EL118	Reading	1	4		EL111	Previous	-
FR101	French for Beginners (I)	1	3				
FR102	French for Beginners (II)	1	3		FR101	Previous	-
GR111	Arab Islamic Civilization	1	3				
GR112	Issues and Problems of Development in the Arab	1	3				
GR115	Current International Issues and Problems	1	3				
GR116	Youth Empowerment	1	3				
GR117	Empowerment of Women	1	3				
GR118	Life Skills	1	3				
GR121	Environment and Health	1	3				
GR131	History and Civilization of ksa	1	3				
SL101	Spanish for Beginners (I)	1	3				
SL102	Spanish for Beginners (II)	1	3		SL101	Previous	-

Type of requir Mandatory Specialization Requirements Hours: 48

Course:	Course Description	No. of Part	Credit hour	Equivalents	Prerequisite	Requirement	Relation
B122	Introduction to Retail Management and Mark	1	8		EL112	Concurrent	And
					B120	Previous	Or
					BUS110	Previous	Or

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Type of requir Mandatory Specialization Requirements Hours: 48

Course:	Course Description	No. of Part	Credit hour	Equivalents	Prerequisite	Requirement	Relation
B205A	Exploring innovation and entrepreneurship A	1	8	M248	B122	Previous	And
					BUS110	Previous	Or
					B120	Previous	Or
B205B	Exploring innovation and entrepreneurship B	1	8	DD202A	B205A	Previous	-
B324	Marketing and Society	1	8		B205B	Previous	-
B327	Sustainable enterprise and innovation	1	8	B322	BUS310	Concurrent	-
MKT331	Digital Marketing	1	4	B301B	B324	Previous	-
MKT332	Service Marketing	1	4	B301B	B324	Previous	-

Type of requir Faculty Requirements/ Mandatory Hours: 48

Course:	Course Description	No. of Part	Credit hour	Equivalents	Prerequisite	Requirement	Relation
BUS101	Introduction to Math for Business	1	4	MU123	EL099	Previous	-
BUS102	Introduction to Statistics	1	4	MU123	EL111	Previous	-
BUS110	Introduction to Business	1	8	B120	EL111	Previous	-
LB170	Professional communication skills for business	1	8	LB160	EL111	Previous	-
B207A	Shaping business opportunitiesA	1	8	B203A	BUS110	Previous	And
					B120	Previous	Or
B207B	Shaping business opportunities	1	8	B203B	B207A	Previous	Or
					B203A	Previous	Or
BUS310	Strategic Management	1	8	B301A	B207B	Previous	Or
					B203B	Previous	Or

Type of requir Foundation Program Requirements Hours: 0

Course:	Course Description	No. of Part	Credit hour	Equivalents	Prerequisite	Requirement	Relation
EL097	English Orientation Programme (Level 1)	1	0	EL097R			
EL098	English Orientation Programme (Level 2)	1	0	EL098R	EL097	Previous	-
EL099	English Orientation Programme (Level 3)	1	0	EL099R	EL098	Previous	-

Type of requir Faculty Requirements/ Electives Hours: 8

Course:	Course Description	No. of Part	Credit hour	Equivalents	Prerequisite	Requirement	Relation
B123	Management Practice	1	8	B121	EL112	Previous (F)	And

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Type of requir Faculty Requirements/ Electives Hours: 8

Course:	Course Description	No. of Part	Credit hour	Equivalents	Prerequisite	Requirement	Relation
					B120	Previous (D)	Or
					BUS110	Previous (D)	Or
B124	Fundamentals of Accounting	1	8	BE210/4	EL112	Concurrent	And
				BE211/4	B120	Previous	Or
					BUS110	Previous	Or
BUS109	Business law	1	4		EL111	Previous	-
BUS115	Small Business Management	1	4	BE322/4	BUS110	Previous	-
BUS202	Data Analysis	1	4		BUS101	Previous	And
					MU123	Previous	Or
					BUS102	Previous	Or
ECO101	Principle of Microeconomics	1	4		EL111	Previous	-
ECO102	Principle of Macroeconomic	1	4		EL112	Concurrent	And
					B120	Previous	Or
					BUS110	Previous	Or

Type of requir Special Faculty Requirements/ Mandatory Hours: 4

Course:	Course Description	No. of Part	Credit hou	Equivalents	Prerequisite	Requirement	Relation
BAS400	Applied Studies for Business Students	1	4		BUS310	Concurrent	-