

Faculty of Business Administration Studies

Program: Business Administration - Marketing Track

Degree: Bachelor

Total Credit Hours: 132 Hours

University Requirements/ Mandatory

Hours: 18

Course Code	Course Name	CH	Equivalents	Prerequisite / co-requisite
AR111	Arabic Communication Skills (I)	3	AFL111	Co-requisite: EL099
AR112	Arabic Communication Skills (II)	3	AFL112	AR111
EL111	English Communication Skills (I)	3		EL099
EL112	English Communication Skills (II)	3		EL111
GR101	Self-Learning Skills	3	GR101EL	Co-requisite: EL098 or and prerequisite: EL097
TU170	Computing Essentials	3		Co-requisite: EL099 or prerequisite: EL098

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University Requirements/ Elective

Hours: 6

Course Code	Course Name	CH	Equivalents	prerequisite / co-requisite
CH101	Chinese for Beginners (I)	3		--
CH102	Chinese for Beginners (II)	3		CH101
EL118	Reading	4		EL111
FR101	French for Beginners (I)	3		--
FR102	French for Beginners (II)	3		FR101
GR111	Arab Islamic Civilization	3		--
GR112	Issues and Problems of Development in the Arab World	3		--
GR115	Current International Issues and Problems	3		--
GR116	Youth Empowerment	3		--
GR117	Empowerment of Women	3		--
GR118	Life Skills	3		--
GR121	Environment and Health	3		--
GR131	History and Civilization of KSA	3		--
GT103	Fundamentals of Artificial Intelligence	3		--
SB101	Sports Behavior	3		--
SL101	Spanish for Beginners (I)	3		--
SL102	Spanish for Beginners (II)	3		SL101

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Mandatory Specialization Requirements

Hours: 48

Course Code	Course Name	CH	Equivalents	prerequisite / co-requisite
B122	Introduction to Retail Management and Marketing	8		BUS110 or B120
B205A	Exploring Innovation and Entrepreneurship A	8	M248	B122 – B123- BUS110 or B120
B205B	Exploring Innovation and Entrepreneurship B	8	DD202A	B205A
B324	Marketing and Society	8		B205B
B327	Sustainable Enterprise and Innovation	8	B322	B203B or B207B
MKT331	Digital Marketing	4	B301B	B324
MKT332	Service Marketing	4	B301B	B324

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BUS101	Introduction to Math for Business	4	MU123	EL099
BUS102	Introduction to Statistics	4	MU123	BUS101
BUS110	Introduction to Business	8	B120	EL111
LB170	Professional Communication Skills for Business Studies	8	LB160	EL111
B207A	Shaping Business Opportunities A	8	B203A	(B120 or BUS110)
B207B	Shaping Business Opportunities B	8	B203B	(B207A or B203A)
BUS310	Strategic Management	8	B301A	(B203B or B207B)

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Faculty Requirements/ Electives

Hours: 8

Course Code	Course Name	CH	Equivalent	Updated prerequisite / co-requisite
B123	Management Practice	8	B121	BUS110 or B120
B124	Fundamentals of Accounting	8	BE210/4 BE211/4	B120 or BUS110
BUS109	Business Law	4		EL111
BUS115	Small Business Management	4	BE322/4	EL112
BUS202	Data Analysis	4		MU123 or BUS102
ECO101	Principle of Microeconomics	4		EL099
ECO102	Principle of Macroeconomic	4		ECO101

Special Faculty Requirements/ Mandatory

Hours: 4

Course Code	Course Name	CH	Equivalent	Updated prerequisite / co-requisite
BAS400	Applied Studies for Business Students	4	-	-

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Foundation Program Requirements

Hours: 0

Course Code:	Course Description	CH	Equivalent	Prerequisite	Requirement
EL097	English Orientation Programme (Level 1)	0	EL097R		
EL098	English Orientation Programme (Level 2)	0	EL098R	EL097	Previous
EL099	English Orientation Programme (Level 3)	0	EL099R	EL098	Previous