

Advising Study Plan-Faculty of Business Studies – Marketing Track

1 st Academic Year							
1 st Semester				2 nd Semester			
Module Code	Module Name	CH	Prerequisite	Module Code	Module Name	CH	Prerequisite
AR111	Arabic Comm. Skills – I	3	--	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	--	Elective	University Elective	3	
TU170	Computing Essentials	3	EL099 or EL098	BUS102	Introduction to Statistics	4	EL111
BUS101	Introduction to Math for Business	4	EL099	Elective	University Elective	3	
Total		16		Total		16	
2 nd Academic Year							
1 st Semester				2 nd Semester			
Module Code	Module Name	CH	Prerequisite	Module Code	Module Name	CH	Prerequisite
BUS110	Introduction to Business Study	8	EL111	B122	Introduction to Retail Management and Marketing	8	BUS110 or B120 & EL112*
LB170	Professional Communication Skills for Business Studies	8	EL111	Elective	Faculty-elective	4	
				Elective	Faculty-elective	4	
Total		16		Total		16	
3 rd Academic Year							
1 st Semester				2 nd Semester			
Module Code	Module Name	CH	Prerequisite	Module Code	Module Name	CH	Prerequisite
B207A	Shaping Business Opportunities A	8	BUS110 or B120	B207B	Shaping Business Opportunities B	8	B207A or B203A
B205A	Exploring Innovation and Entrepreneurship A	8	B122 & BUS110 or B120	B205B	Exploring Innovation and Entrepreneurship B	8	B205A
Total		16		Total		16	
4 th Academic Year							
1 st Semester				2 nd Semester			
Module Code	Module Name	CH	Prerequisite	Module Code	Module Name	CH	Prerequisite
BUS310	Strategic Management	8	B207B or B203 B	B327	Sustainable Enterprise and Innovation	8	BUS310*
B324	Marketing and Society	8	B205B	MKT331	Digital Marketing	4	B324
				MKT332	Service Marketing	4	B324
				BAS400	Applied Studies for Business Students	4	BUS310*
Total		16		Total		20	

*Co-requisite = Concurrent