

BA (Hons) Business Administration in Marketing

بكالوريوس الآداب (مع مرتبة الشرف)
في التسويق

Year 1									
	Module Code	Module Name	Level	Credits		Module Code	Module Name	Level	Credits
Fall Semester	LANG 10002	-Academic English for International Business-I	1	10	Spring Semester	BUSS 10004-	Marketing Principles and Practice	1	20
	MASC 10004-	Mathematical Techniques for Managers	1	20		BUSS 22001	Marketing Management	1	10
	MASC 10005-	Statistics	1	10		LANG 10003-	Academic English for International Business-II	1	10
	BUSS 10003-	Fundamentals of Business and Organization	1	20		BUSS 10005-	Managing People	1	20
Year 2									
	Module Code	Module Name	Level	Credits		Module Code	Module Name	Level	Credits
Fall Semester	MASC 20004-	Quantitative Methods for Business	2	10	Spring Semester	BUSS 30003-	Entrepreneurship and New Venture Creation	3	10
	BUSS 22002	Applied Marketing	2	20		COMP 10015-	Management Information Systems	1	10
	BUSS 10011- / BUSS 10012	Employability Skills/ Core Life Skills	1	10		BUSS 22003	Contemporary Marketing Issues	2	20
	BUSS 20001 -	Accounting for Business	2	20		PROJ-MK20001-	Project I	2	20
Year 3									
	Module Code	Module Name	Level	Credits		Module Code	Module Name	Level	Credits
Fall Semester	LANG 20001	Academic English for International Business-III	2	20	Spring Semester	BUSS 30001	Business Law	3	20
	BUSS 32003	Digital Marketing	3	20		COMP 30026	Business Intelligence and Analytics	3	20
	BUSS 20003	Business Economics	2	10		BUSS 20005	Total Quality Management	2	10
	BUSS 20007	Exploring Business Strategy	2	10		BUSS 20006	GCC Economic Environment	2	10
Year 4									
	Module Code	Module Name	Level	Credits		Module Code	Module Name	Level	Credits
Fall Semester	COMP 30027-	Project Management	3	20	Spring Semester	BUSS 32002	Corporate Marketing Strategy	3	20
	BUSS 30002-	Research Methodology	3	20		BUSS 20004	Business Sustainability	2	10
	BUSS 32004	Brand and Corporate Communication	3	20		PROJ-MK 30001	Project II	3	30

Department Requirement	14
Major Elective	6
Project	2
College Elective	8
Total Modules	30

نحن ندقق بانتظام محتوى المناهج الدراسية لدينا ، لجعلها مواكبة للعصر وذات صلة كي يستفيد منها طلابنا على أكمل وجه. لهذه الأسباب ، قد يتم تحديث الوحدات الدراسية ، يرجى الاتصال بنا للحصول على أحدث المعلومات.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated, please contact us for the latest information.