

Marketing and International Business Programme – Four Years Plan

#	Code	Course Name	CR	Prerequisites		
11	BUS102	Introduction to Business	3			
12	CS_100	Introduction to Information Technology	4			
13	ECO101	Introduction to Macroeconomics	3			
14	ENG_101M	English for Academic Purposes	3	ELAT	ENG 90	
15	MTH_112	Mathematics for Social Sciences I	3			
21	ACCT101	Essentials of Accounting I	3			
22	ECO102	Introduction to Microeconomics	3			
23	ENG_102M	English for Study Skills	3	ENG_101M		
24	MIS101	Introduction to Management Information Systems	4	CS_100		
25	MTH_113	Mathematics for Social Sciences II	3	MTH_112		
31	ACCT202	Essentials of Accounting II	3	ACCT 101		
32	ENG_201M	English for Research Purposes	3	ENG_102M		
33	MGT200	Introductory Management	3			
34	MKT_201	Principles of Marketing	3	BUS102		
35	FIN201	Financial Management I	3	ACCT101		
36	STAT215	Statistics for Business I	4	MTH_112		
41	MKT_202	Marketing Analysis and Planning	3	MKT_201		
42	MKT203	Sales Management	3	MKT_201		
43	LAW201	Introduction to Law	3	BUS102	MGT200	
44	ACCT211	Cost Accounting I	3	ACCT101		
45	STAT216	Statistics for Business II	3	STAT215		
46	OPT 1	Management Optional Course 1 (CHOOSE ONLY ONE)	3			
	FIN202	Financial Management II		FIN201		
	PSC200	Introduction to Political Science				
	SCI201	Scientific and Critical Thinking				
47	FT200	Field Training I	0			
51	LAW301	Commercial Law	3	LAW201		
52	MKT302	Buyer Behavior	3	MKT_201		
53	MKT301	Marketing Research	3	MKT_202		
54	MGT310	Quantitative Approach to Management	3	MGT200	MTH_113	STAT215
55		Elective I	3			
56	OPT 2	Management Optional Course 2 (CHOOSE ONLY ONE)	3			
	FIN303	Corporate Finance		ACCT202	FIN202	
	MKT307	Retailing		MKT_201		
	MKT308	Service Marketing		MKT_201		
61	BUS302	Public Administration	3	LAW201	MGT200	
62	MIS381	E-Commerce and E-Marketing	3	MKT_201		
63	MKT306	Managing Distribution Channels	3	MKT_201		
64	MKT305	Integrated Marketing Communication	3	MKT_202		
65	MGT300	Human Resources Management	3	MGT200		
66	MGT320	Production and Operations Management	3	MGT200	STAT215	
67	FT300	Field Training II	0			
71	BUS410	International Business	3	MGT200	MKT_201	
72	MKT402	Advertising and Media Campaign	3	MKT305		
73	MKT_420 I	Graduation Project I	3	Senior standing - 95 credit hours		
				MKT301	MKT302	
74		Elective II	3			
75	OPT 3	Management Optional Course 3 (CHOOSE ONLY ONE)	3			
	BUS412	Entrepreneurship and Small Business Management		FIN201	MGT200	MKT_201
	FIN404	Investment and Portfolio Management		FIN303		
	MGT441	Supply Chain Management		MKT_201	MGT310	
81	MKT_401	Global Marketing	3	MKT_202		
82	MKT_404	Strategic Marketing	3	MKT_202	Senior standing - 95 credit hours	
83	MGT401	Strategic Management	3	Senior standing - 95 credit hours		
				MKT_201	MGT300	
84	MKT_420 II	Graduation Project II	3	MKT420 I		
85	OPT 4	Management Optional Course 4 (CHOOSE ONLY ONE)	3			
	MGT400	Human Resource Management II		MGT300		
	MGT442	MIS Project Management		MGT320		
	MKT405	New Product Development		MKT_201		
		Total	135			