

## Admission Requirements

For admission to any of the undergraduate programs offered by CCBA, a student must have:

- A General Education Certificate or its equivalent and
- Passed FP from DU or any other HEI recognized by MoHE

OR

- Be exempted from FP English, Maths and IT courses based on placement tests conducted by DU FP

## Graduation Requirements

To receive a Bachelor Degree in Business Administration, students must satisfactorily complete a total of 120 credit hours (including the 60 credits earned in the diploma) with a cumulative average of 65 percent, and a cumulative average of 70 percent in the courses of his/her major specialization area. The following table summarizes the number of credits normally required for Bachelor granting program in the CCBA.

Program	University Requirement	College Requirement	Major Requirement	Electives		Total
				General	Skills of Life	
BA	27 CH	48 CH	36 CH	6 CH	3 CH	120 CH

## Program Learning Outcomes

### Bachelor Programs

The Bachelor programs aim to:

1. Have the **knowledge and skills specifically in their area of specialization** necessary to understand and succeed in business, government, and/or graduate school.
2. Be able to **think creatively and critically and contribute to Omani society and beyond.**
3. Be **global-oriented** enabling them to recognize the influence of globalization on country's economy.
4. Have the **research-oriented spirit** enabling them to challenge the status quo to move to better ones.
5. Have the **team work spirit.**
6. Have **interpersonal communication skills.**
7. Be able to **use technologies** that relate to their future work domains.

# College of Commerce and Business Administration



## Plan of Study

*Marketing*

B.A. in Business Administration Academic Year 2019-2020

### Year I

Term	Course Code	Title	Credits	Pre-requisites
(1) Fall	BUSS 101	Principles of Management	3	FPE 103C
	BUSS 102	Principles of Financial Accounting	3	FPE 103C
	BUSS 103	Principles of Marketing	3	FPE 103C
	ENGL 101	Basic Academic English	3	FPE 103C
	MATH 103B	Mathematics for Business	3	FPM 102B

**Total Credits**

**15**

Term	Course	Title	Credits	Pre-requisites
(2) Spring	BUSS 104	Principles of Management Accounting	3	BUSS 102
	BUSS 105	Principles of Financial Management	3	BUSS 102
	BUSS 106	Business Information Technology	3	BUSS 101 and FPT 102B
	ENGL 102B	English for Business I	3	ENGL 101
	MKTG 221	Consumer Behaviour	3	BUSS 103

**Total Credits**

**15**

### Year II

Term	Course	Title	Credits	Pre-requisites
(3) Fall	ENGL 203B	English for Business II	3	ENGL 102B

	<b>BUSS 201</b>	<b>Principles of Microeconomics</b>	<b>3</b>	<b>BUSS 105</b>
	<b>MKTG 222</b>	<b>Fundamentals of Logistics and SCM</b>	<b>3</b>	<b>MKTG 221</b>
	<b>MKTG 223</b>	<b>Service Marketing</b>	<b>3</b>	<b>MKTG 221</b>
	<b>MKTG 224</b>	<b>Customer Relationship Management</b>	<b>3</b>	<b>MKTG 221</b>
<b>Total Credits</b>			<b>15</b>	
<b>Term</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
(4) Spring	<b>BUSS 203</b>	<b>Principles of Macroeconomics</b>	<b>3</b>	<b>BUSS 201</b>
	<b>BUSS 204</b>	<b>Business Law and Ethics</b>	<b>3</b>	<b>BUSS 201</b>
	<b>ENTR 200</b>	<b>Entrepreneurship - Innovation &amp; Creativity</b>	<b>3</b>	<b>ENGL203B or ENGL203</b>
	<b>MKTG 225</b>	<b>Sales Management</b>	<b>3</b>	<b>MKTG 221 and MKTG222</b>
	<b>MKTG 226</b>	<b>Retail Management</b>	<b>3</b>	<b>MKTG 223 and MKTG224</b>
<b>Total Credits</b>			<b>15</b>	
<i>Summer</i>	<i>BUSS 200</i>	<i>Internship in Business (Two Months)</i>	<i>0</i>	<i>8 Weeks</i>
<b>DIPLOMA IN MARKETING (60 CREDITS)</b>				
<b>Year III</b>				
<b>Term</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
(5) Fall	<b>BUSS 304</b>	<b>Quantitative Methods in Business</b>	<b>3</b>	<b>MATH 103B and BUSS 203</b>
	<b>BUSS 306</b>	<b>Strategic Management</b>	<b>3</b>	<b>BUSS 203 or BUSS204</b>
	<b>MKTG 411</b>	<b>Marketing Communication</b>	<b>3</b>	<b>MKTG 221 and MKTG223</b>
	<b>MKTG 412</b>	<b>Brand Management</b>	<b>3</b>	<b>MKTG 226</b>

	<b>ARAB 101</b>	<b>Academic Writing in Arabic</b>	<b>3</b>	<b>More than 60 cr. hrs.</b>
<b>Total Credits</b>			<b>15</b>	
<b>Term</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
(6) Spring	<b>BUSS 307</b>	<b>Statistics for Business</b>	<b>3</b>	<b>BUSS 304</b>
	<b>ENGL 204.</b>	<b>Advanced English for Academic Purposes and Research</b>	<b>3</b>	<b>ENGL 203B</b>
	<b>MKTG 413</b>	<b>e- Marketing</b>	<b>3</b>	<b>MKTG 411</b>
	<b>MKTG 414</b>	<b>International Marketing</b>	<b>3</b>	<b>MKTG 411</b>
		<b>Skills for Life (Elective)</b>	<b>3</b>	<b>More than 60 cr. hrs.</b>
<b>Total Credits</b>			<b>15</b>	
<b>Year IV</b>				
<b>Term</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
(7) Fall	<b>BUSS 401</b>	<b>Research Methods</b>	<b>3</b>	<b>BUSS 307</b>
	<b>BUSS 312</b>	<b>e-Business</b>	<b>3</b>	<b>BUSS 306</b>
	<b>SOCS 102</b>	<b>Omani Soccity</b>	<b>3</b>	<b>More than 60 cr. hrs.</b>
	<b>ENGL 305</b>	<b>Advanced English Language and Communication Skills</b>	<b>3</b>	<b>ENGL 204.</b>
	<b>MKTG 415</b>	<b>Marketing Research</b>	<b>3</b>	<b>BUSS 401</b>
<b>Total Credits</b>			<b>15</b>	
<b>Term</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
(8) Spring	<b>BUSS 403</b>	<b>Business Environment</b>	<b>3</b>	<b>More than 90 cr. hrs.</b>
	<b>BUSS 404</b>	<b>Final year Project</b>	<b>3</b>	<b>BUSS 401</b>
	<b>MKTG 416</b>	<b>Special Topics in Marketing</b>	<b>3</b>	<b>MKTG 413</b>
		<b>College Elective 1</b>	<b>3</b>	<b>More than 90 cr. hrs.</b>
		<b>College Elective 2</b>	<b>3</b>	<b>More than 90 cr. hrs.</b>
<b>Total Credits</b>			<b>15</b>	
<b>BACHELOR IN MARKETING (120 CREDITS)</b>				

**CLUSTER 1: Skills for life Electives: Select 3 Cr.  
hrs. (One Course)**

<b>Cluster One</b>	Course	Title	Credits	Pre-requisites
	PHIL160	Critical and Creative Thinking	3	
	PHIL 230	Principles of Professional Ethics	3	
	ENVR 150	Introduction to Environmental Studies	3	
	PSYC 250	Personal Development	3	
	NUTR 150	Food and Nutrition	3	

**CLUSTER 2: College Electives (MGE): Select 6 Cr. Hrs. (Two Courses)**

<b>Cluster Two</b>	Course	Title	Credits	Pre-requisites
	MISS 221	Introduction to Information Systems	3	FPT 102B and BUSS 101
	MISS 222	Business Programming	3	BUSS 106
	MISS 223	Systems Analysis and Design	3	MISS221
	ACCT 221	Intermediate Accounting I	3	BUSS 102
	ACCT 222	Managerial Cost Accounting	3	BUSS104
	ACCT 223	Financial Statement Analysis	3	ACCT 221

<b>LSCM 221</b>	<b>Fundamentals of Logistics &amp; SCM</b>	<b>3</b>	<b>BUSS 101</b>
<b>LSCM 222</b>	<b>Purchasing and Supply Management</b>	<b>3</b>	<b>LSCM 221</b>
<b>LSCM 223</b>	<b>Freight Transport Management</b>	<b>3</b>	<b>LSCM 221</b>
<b>FINA 221</b>	<b>Money and Capital Markets</b>	<b>3</b>	<b>BUSS 102</b>
<b>FINA 222</b>	<b>Commercial Bank Management</b>	<b>3</b>	<b>FINA 221</b>
<b>FINA 223</b>	<b>Financial Services</b>	<b>3</b>	<b>FINA 221</b>
<b>INSR 211</b>	<b>Principles of Insurance</b>	<b>3</b>	<b>BUSS 105</b>
<b>INSR 212</b>	<b>Principles of Risk</b>	<b>3</b>	<b>BUSS 105</b>
<b>INSR 213</b>	<b>Marketing of Insurance Products</b>	<b>3</b>	<b>BUSS 103</b>
<b>MNGT 221</b>	<b>Organizational Behavior</b>	<b>3</b>	<b>BUSS 101</b>
<b>MNGT 222</b>	<b>Human Resources Management</b>	<b>3</b>	<b>MNGT 221</b>
<b>MNGT 223</b>	<b>Operations Management</b>	<b>3</b>	<b>MNGT 221</b>