


College of Commerce and Business Administration

		<h1 style="margin: 0;">Plan of Study</h1>		<h2 style="margin: 0;">Marketing</h2>	
		B.A. in Business Administration			
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	
	BUSS 201	Principles of Microeconomics	3	BUSS 105	
	MKTG 222	Fundamentals of Logistics and SCM	3	MKTG 221	
	MKTG 223	Service Marketing	3	MKTG 221	
	MKTG 224	Customer Relationship Management	3	MKTG 221	
Total Credits			15		
Term	Course	Title	Credits	Pre-requisites	
(4) Spring	BUSS 203	Principles of Macroeconomics	3	BUSS 201	
	BUSS 204	Business Law and Ethics	3	BUSS 201	
	ENTR 200	Entrepreneurship - Innovation & Creativity	3	ENGL203B or ENGL203	
	MKTG 225	Sales Management	3	MKTG 221 and MKTG222	
	MKTG 226	Retail Management	3	MKTG 223 and MKTG224	
Total Credits			15		
<i>Summer</i>	<i>BUSS 200</i>	<i>Internship in Business (Two Months)</i>	<i>0</i>	<i>8 Weeks</i>	
DIPLOMA IN MARKETING (60 CREDITS)					
Year III					
Term	Course	Title	Credits	Pre-requisites	
(5) Fall	BUSS 304	Quantitative Methods in Business	3	MATH 103B and BUSS 203	
	BUSS 306	Strategic Management	3	BUSS 203 or BUSS204	
	MKTG 411	Marketing Communication	3	MKTG 221 and MKTG223	
	MKTG 412	Brand Management	3	MKTG 226	
	ARAB 101	Academic Writing in Arabic	3	More than 60 cr. hrs.	
Total Credits			15		
Term	Course	Title	Credits	Pre-requisites	
(6) Spring	BUSS 307	Statistics for Business	3	BUSS 304	
	ENGL 204.	Advanced English for Academic Purposes and Research	3	ENGL 203B	
	MKTG 413	e- Marketing	3	MKTG 411	
	MKTG 414	International Marketing	3	MKTG 411	
		Skills for Life (Elective)	3	More than 60 cr. hrs.	
Total Credits			15		
Year IV					
Term	Course	Title	Credits	Pre-requisites	
(7) Fall	BUSS 401	Research Methods	3	BUSS 307	
	BUSS 312	e-Business	3	BUSS 306	
	SOCS 102	Omani Socieity	3	More than 60 cr. hrs.	
	ENGL 305	Advanced English Language and Communication Skills	3	ENGL 204.	
	MKTG 415	Marketing Research	3	BUSS 401	
Total Credits			15		
Term	Course	Title	Credits	Pre-requisites	
(8) Spring	BUSS 403	Business Environment	3	More than 90 cr. hrs.	
	BUSS 404	Final year Project	3	BUSS 401	
	MKTG 416	Special Topics in Marketing	3	MKTG 413	
		College Elective 1	3	More than 90 cr. hrs.	

	College Elective 2	3	More than 90 cr. hrs.
Total Credits		15	
BACHELOR IN MARKETING (120 CREDITS)			

CLUSTER 1: Skills for life Electives: Select 3 Cr. hrs. (One Course)				
Cluster One	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)				
Cluster Two	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
	LSCM 221	Fundamentals of Logistics & SCM	3	BUSS 101
	LSCM 222	Purchasing and Supply Management	3	LSCM 221
	LSCM 223	Freight Transport Management	3	LSCM 221
	FINA 221	Money and Capital Markets	3	BUSS 102
	FINA 222	Commercial Bank Management	3	FINA 221
	FINA 223	Financial Services	3	FINA 221
	INSR 211	Principles of Insurance	3	BUSS 105
	INSR 212	Principles of Risk	3	BUSS 105
	INSR 213	Marketing of Insurance Products	3	BUSS 103
	MNGT 221	Organizational Behavior	3	BUSS 101
	MNGT 222	Human Resources Management	3	MNGT 221
	MNGT 223	Operations Management	3	MNGT 221