



College of Business

BBA in Marketing

GUIDANCE PLAN

| YEAR 1 | | YEAR 2 | | YEAR 3 | | YEAR 4 | |
|--|--|---|--|---|--|---|--|
| Semester 1 | Semester 2 | Semester 1 | Semester 2 | Semester 1 | Semester 2 | Semester 1 | Semester 2 |
| Computer Skills (0102120) | Science and Life (0201111) | Fund. of Innovation and Entrepreneurship (0501170) | Scientific Research Methodology (0508203) | Consumer Behavior (0504330) | Service Marketing (0504460) | International Marketing (0504380) | Strategic Marketing Management (0504470) |
| English (1) (0401120B) | English (2) (0401121B) | UAE Studies (0409103) | GUE Elective 1 | Introduction to E- Marketing (0504331) | Advertising and Promotions Management (0504340) | Marketing Research (0504450) | Internship (Marketing) (0504490) |
| Arabic Language (0405100) | Islamic Culture (0406110) | Principles of Financial Accounting (0502200) | Principles of Managerial Accounting (0502230) | Artificial Intelligence for Business (0507390) | SPC. Elective 1 | SPC. Elective 2 | SPC. Elective 3 |
| Principles of Management (0501200) | Organizational Behavior (0501330) | Principles of MIS (0506200) | Principles of Microeconomics (0509210) | Principles of Financial Management (0503300) | Quantitative Business Analysis (0501306) | Production and Operations Management (0501481) | Quality Management (0501480) |
| Math for Business (0508200) | Statistics for Business Decision- Making (0508201) | Principles of Macroeconomics (0509200) | Principles of Marketing Management (0504200) | International Business Management (0501210) | Business Leadership (0501250) | Business Law and Ethics (0501410) | Strategic Management (0501440) |
| | | | | | GUE Elective 2 | | |
| 15 CH | 15 CH | 15 CH | 15 CH | 15 CH | 18 CH | 15 CH | 15 CH |
| 30 CH | | 30 CH | | 33 CH | | 30 CH | |
| 123 CH | | | | | | | |