



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)	SPC. Elective 1	SPC. Elective 2	SPC. Elective 3	SPC. Elective 4
Principles of Management (0501200)	Organizational Behavior (0501330)	Principles of MIS (0506200)	Principles of Financial Management (0503300)	Statistics for Business Decision- Making (0508201)	Quantitative Business Analysis (0501306)	Production and Operations Management (0501481)	Quality Management (0501480)
Math for Business (0508200)	Principles of Macroeconomics (0509200)	Principles of Microeconomics (0509210)	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							