

**Curriculum: Bachelor of Science in Business Administration (BSBA)
(Marketing)**



=====YU COBA BBA V. 11 2017 November =====

Bachelor of Science in Business Administration (Marketing)

and options for Four related minors – total: 132 Credits

FIRST YEAR (Freshmen) (31 Credit Hours)							
First Semester				Second Semester			
Course Code	Course Title	Pre-Requisite	CR	Course Code	Course Title	Pre-Requisite	CR
ENG 101	English Essay Writing	ORN 05R/ ORN 05	3		Ecology/Science Elective	ORN 04-R	3
MTH 101	General Calculus	MTH 001	3	STT 102	Introduction to Statistics	MTH 101	3
MGT 101	Introduction to Management	ORN 04-R	3	MGT 102	Organizational Behavior	MGT 101	3
PHL 101	Critical Thinking	ORN 04-R	3		Social Science Elective	ORN 04-R	3
MKT 102	Introduction to Marketing	ORN 04-R	3	ARB 102	Communication Skills in Arabic		2
ISL 101	Foundation of Islamic Culture		2				
TOTAL CREDIT HOURS			17	TOTAL CREDIT HOURS			14

SECOND YEAR (Sophomore) (31 Credit Hours)							
First Semester				Second Semester			
Course Code	Course Title	Pre-Requisite	CR	Course Code	Course Title	Pre-Requisite	CR
STT 203	Intermed. Stat. & Data Analytics	STT 102	3	ECO 202	Principles of Macroeconomics	ECO 201	3
ECO 201	Principles of Microeconomics	STT 102	3	MGT 202	Introduction to Risk Management	STT 102	3
ACC 201	Financial Accounting	MTH 101	3	ACC 202	Managerial Accounting	ACC 201	3
ENG 202	Tech. Report & Bus. Writing	ENG 101	3	FIN 202	Introduction to Finance	ACC 201	3
MIS 201	Introduction to MIS	MGT 101	3	ARB 202	Writing Skills in Arabic		2
ISL 201	Foundation of Islamic Economy		2				
TOTAL CREDIT HOURS			17	TOTAL CREDIT HOURS			14

THIRD YEAR (Junior) (34 Credit Hours)							
First Semester				Second Semester			
Course Code	Course Title	Pre-Requisite	CR	Course Code	Course Title	Pre-Requisite	CR
MKT 311	Consumer Behavior	MKT 102	3	MKT 312	Marketing Research	MKT 312	3
	Free or Minor Elective 1		3	MKT 415	Sales Management	MKT 102	3
MGT 305	Intro. to Quality Management	MGT 102	3		Free or Minor Elective 2		3
BUS 304	Business in Saudi Arabia	ECO 202	3		Free or Minor Elective 3		3
BUS 385	Bus. Res. Methods & Publishing	ENG 202/STT 203	3	BUS 302	International Business Law	BUS 304	3
ISL 301	Work Ethics in Islam		2	ARB 302	Topics in Arabic Culture		2
TOTAL CREDIT HOURS			17	TOTAL CREDIT HOURS			17

FOURTH YEAR (Senior) (30 Credit Hours)							
First Semester				Second Semester			
Course Code	Course Title	Pre-Requisite	CR	Course Code	Course Title	Pre-Requisite	CR
MKT 411	Marketing Strategies	MKT 311	3		MAJOR ELEC. I (MAJOR VI)		3
MKT 418	International Marketing	MKT 102	3		MAJOR ELEC. II (MAJOR VII)		3
	Free or Minor Elective 4		3		Free or Minor Elective 5		3
BUS 401	Ethics & Corp. Soc'l Responsibility	BUS 302	3	Major 490	Major Senior Project	Approval	4
ISL 401	Topics in Islamic Thought		2	BUS 404	Corporate Policies and Strategies	90 Credit Hr	3
TOTAL CREDIT HOURS			14	TOTAL CREDIT HOURS			16

Cooperative Experience			
Course Code	Course Title	Pre-Req	CR
MJR 4XX++	Major Cooperative Experience	90 Credit Hrs.	6

++ = MJR refers to the student's Major: Management, Marketing, Finance, Accounting, or MIS

Total credit hours required in the BSBA DEGREE PROGRAM: 132

31 Major Course Credits = 15 Major Required Course Credits + 6 Major Elective Credits + 4 Major Senior Project Credits+ 6 Major Coop Credits.

MARKETING MAJOR– ELECTIVE COURSES (ANY TWO)

#	Course Codes	Course Titles	Pre-Requisites	Credit
1	MKT 314	Marketing Management	MKT 102	3
2	MKT 315	Branding Strategy	MKT 102	3
3	MKT 323	E-marketing	MKT 311	3
4	MKT 324	Services Marketing	MKT 312	3
6	MKT 414	Promotion and Advertising	MKT 312	3
7	MKT 417	Retail Management	MKT 312	3

**Students can have major Bachelor of Science in Business Administration (Marketing)
And minor option in Management, Finance, MIS or Accounting.**

MANAGEMENT MINOR – COMPULSORY COURSES

#	Course Code	Course Titles	Pre-Requisites	Credit
1	MGT 102	Organizational Behavior	MGT 101	3
2	MGT 300	International Business	MGT 102	3
3	MGT 301	Operations Management	MGT 102	3
4	MGT 312	Quality Assurance	MGT 305	3
5	MGT 416	Project Management *	MIS 201	3
6	MGT 425	Human Resources Management	MGT 102	3

*Cross Listed with MIS 413

FINANCE MINOR – COMPULSORY COURSES

#	Course Codes	Course Titles	Pre-Requisites	Credit
1	FIN 202	Introduction to Finance	ACC 201	3
2	FIN 311	Investments	FIN 202	3
3	FIN 312	Financial Management using Excel	FIN 311	3
4	FIN 411	Derivative Securities	FIN 311	3
5	FIN 415	Corporate Finance	FIN 312	3
6	FIN 418	International Finance	FIN 411	3

MIS MINOR – COMPULSORY COURSES

#	Course Codes	Course Titles	Pre-Req	CR
1	MIS 201	Introduction to MIS	MGT 101	3
2	MIS 311	Info. Syst. Analysis & Design	MIS 201	3
3	MIS 312	Data Base Management	MIS 311	3
3	MIS 411	Business Computer Language	MIS 311	3
4	MIS 415	Business Telecommunications	MIS 201	3
6	MIS 410	Info. Security Risk Mgt.	MIS 415	3

ACCOUNTING MINOR - COMPULSORY COURSES

Serial	Course	Course Titles	Pre-Req	CR
1	ACC 202	Managerial Accounting	ACC 201	3
2	ACC 311	Intermediate Financial Accounting I	ACC 201	3
3	ACC 312	Cost Accounting	ACC 202	3
4	ACC 411	Intermediate Financial Accounting II	ACC 311	3
5	ACC 415	Auditing	ACC 411	3
6	ACC 418	Advanced Financial Accounting	ACC 411	3

**Pre-college-credit Orientation Year Courses
(non-degree requirement courses)**

The student must pass the following courses during the Orientation Year		
Course Codes	Course Titles	Pre-Req
CMP 001	Computer Skills I	ORN 02-R
MTH 001	Math for Management	ORN 02-R