

Study Plan

Degree : Bachelor

Faculty : Business Administration In A

Hrs : 134

Semester : 451

Dept : Marketing

Plan : Major

Edition : 4

Gender : Both

Major : MKT Marketing

Council Session :

Deanship Session :

Faculty Session :

Dept Session :

Council Date :

Deanship Date :

Faculty Date :

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Group Type : 1 إجبارية

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First							
Code	Course Name	HR	G	L	H	Requisites	Yrl
CT 140	Information Technology Skills	3				-	-
MATH142	Mathematics - I	3				-	-
ENGL 161	Grammar	3				-	-
ENGL 162	Reading	3				-	-
ENGL 163	Writing	3				-	-
Total						15	

Forth							
Code	Course Name	HR	G	L	H	Requisites	Yrl
ECON102	Principles of Macroeconomics	3				ECON101 - / P	-
MGT 113	Business Statistics II	2				MGT 110 - / P	-
MKT 201	Principles of Marketing	3				MGT 201 - / P	-
MIS 201	Management Information Systems	3				CT 140 - / P	-
FIN 211	Principles of Corporate Finance	3				ACCT103 - / P	-
HRM 223	Human Resource Management	3				MGT 201 - / P	-
Total						17	

Second							
Code	Course Name	HR	G	L	H	Requisites	Yrl
NHG 140	LEARNING & THINKING & RESEARCH SKILLS	3				-	-
MATH143	Mathematics- II	3				MATH142 - / P	-
ENGL 165	Listening & Speaking	3				ENGL 161 - / P	-
ENGL 166	Reading in Business	3				ENGL 162 - / P	-
ENGL 167	Technical Writing in Business	3				ENGL 163 - / P	-
HRM 201	concepts and terminologies in business administration	2				-	-
Total						17	

Fifth							
Code	Course Name	HR	G	L	H	Requisites	Yrl
ARAB103	Arabic Editing	2				-	-
ACCT104	Principles of Managerial Accounting	3				ACCT103 - / P	-
MGT 212	Prediction of Business	2				MGT 113 - / P	-
MGT 215	Legal Environment of Business	2				-	-
MKT 301	Consumer Behavior	3				MKT 201 - / P	-
MKT 452	Services Marketing	3				MKT 201 - / P	-
Total						15	

Third							
Code	Course Name	HR	G	L	H	Requisites	Yrl
ARAB101	Language Skills	2				-	-
ECON101	Principles of Microeconomics	3				-	-
ACCT103	Principles of Financial Accounting	3				-	-
MGT 110	Business Statistics - I	2				-	-
MGT 201	Introduction to Business	3				ENGL 165 - / P ENGL 166 - / P ENGL 167 - / P	-
COMM 140	Communication Skills	2				-	-
Total						15	

Sixth							
Code	Course Name	HR	G	L	H	Requisites	Yrl
HRM 221	Organizational Behavior	2				MGT 201 - / P	-
MGT 231	Management Science	2				-	-
FIN 231	Principles of Risk Management & Insurance	2				-	-
MKT 302	Marketing Research	3				MKT 201 - / P	-
HRM 311	Business Ethics	2				-	-
MKT 401	Marketing Communications	3				MKT 201 - / P	-
Total						14	

Seventh							
Code	Course Name	HR	G	L	H	Requisites	Yrl
MKT 303	Selling Skills & Sales Management	3				MKT 201 - / P	-

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Category :

Group Type : 1 إجبارية

Group Type : 1 إختيارية (8)

Seventh						
Code	Course Name	HR	G	L	H	Yrl
MGT 320	Operations Management	2				MGT 231 - / P -
MKT 391	Summer Training	3				-
MKT 403	Electronic Marketing	3				MIS 201 - / P MKT 201 - / P
MKT 496	Graduation Project (1)	1				-
Total						12

Code	Course Name	HR	G	L	H	Requists	Yrl
IC 104	Foundations of the political system in Islam	2				-	-
ISLM 106	Prophetic Biography	2				-	-
Total						4	

Eighth						
Code	Course Name	HR	G	L	H	Yrl
MKT 404	Distribution Management and Marketing	3				MKT 201 - / P -
MKT 410	Strategic Marketing	3				MKT 201 - / P -
MKT 454	Industrial Marketing	3				MKT 201 - / P -
MGT 491	Strategic Management	3				-
MKT 497	Graduation Project (2)	2				MKT 496 - / P -
MKT 305	International Business Administration	3				MKT 201 - / P -
Total						17

Category :

Group Type : 1 إختيارية (8)

Code	Course Name	HR	G	L	H	Requists	Yrl
IC 101	Introduction of Islamic Culture	2				-	-
Total						2	

Code	Course Name	HR	G	L	H	Requists	Yrl
IC 102	The Islam and Society Building	2				-	-
Total						2	

Code	Course Name	HR	G	L	H	Requists	Yrl
IC 103	The Foundation Of the Economic System in Islam	2				-	-
Total						2	

Code	Course Name	HR	G	L	H	Requists	Yrl
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Free Hrs : 4