

BACHELOR OF BUSINESS ADMINISTRATION MARKETING OPTION MODULES

LEVEL 100 First Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
u	ISUC 110	Science and Technology in Our Lives	3
u	ISUC 130	Logic and Critical Thinking	3
c	ISBA 101	Introduction to Business Administration	3
c	ISBA 103	Introduction to Public Administration	3
u_{IS} D	ISAR 101** OR ISAR 103	Arabic Language I Intermediate Arabic I	3
		T O T A L	15

**** NOT AVAILABLE for students with Good prior knowledge of Arabic Language.**

LEVEL 100 Second Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
u	ISUC 120	Academic Writing in English I	3
u	ISUC 160	Psychology for Everyday Living	3
c	ISBA 102	Principles of Management	3
c	ISCS102	Introduction to Computing	3
u_{IS} D	ISAR 102** OR ISAR 104	Arabic Language II Intermediate Arabic II	3
		T O T A L	15

**** NOT AVAILABLE for students with Good prior knowledge of Arabic Language.**

LEVEL 200 First Semester

	COURSE CODE	C O U R S E T I T L E	CREDIT UNITS
u	ISUC 210	Academic Writing in English II	3
c	ISAC 201	Principles of Accounting I	3
c	ISBA 201	Social Responsibility and Ethics	3
c	ISBA 203	Principles of Economics I (Microeconomics)	3
u_{is}	ISBA 210	Islamic Commerce and Banking	UR
c	ISBA 211	Business Mathematics	3
c	ISHR 211	Human Behaviour in Organisations	3
		T O T A L	18

LEVEL 200 Second Semester

	COURSE CODE	C O U R S E T I T L E	CREDIT UNITS
u	ISUC 220	Introduction to African Studies	3
c	ISAC 202	Principles of Accounting II	3
c	ISBA 204	Principles of Economics II (Macroeconomics)	3
D	ISBA 206	Basic Statistics	2
c	ISBA 212	Business Law	3
D	ISCS 208	Introduction to Management Information Systems (MIS)	UR
c	ISHR 212	Introduction to Human Resource Management (HRM)	3
		T O T A L	17

LEVEL 300 First Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
c	ISBA 301	Research Methods in Business	3
c	ISBA 303	Quantitative Methods	3
c	ISCS 319	Computer Applications in Research and Management	3
c	ISMK 310	Principles of Marketing	3
c	ISMK 311	Consumer Behaviour	3
<u>ELECTIVES (Choose ONE)</u>			
e	ISBF 311	Introduction to Business Finance	3
e	ISMK 313	Introduction to Electronic Business	
e	ISMK 317	Brands Marketing	
		T O T A L	18

LEVEL 300 Second Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
c	ISMK 312	Integrated Marketing Communications (IMC)	3
c	ISMK 314	Sales Management	3
c	ISMK 316	Retail Marketing Strategy	3
u _{is}	ISBA 306	Entrepreneurship and Small-Business Management	3
c	ISBA 308	Company and Partnership Law	3
<u>ELECTIVES (Choose ONE)</u>			
e	ISBA 302	Fundamentals of Production Management	3
e	ISBA 304	Managerial Economics	
e	ISMK 318	Events Marketing	
e	ISBA 338 AND ISBA 340	Seminar in Marketing (1) <i>Practicum(Long Vacation Internship: 8 - 10 weeks)(2)</i>	
		T O T A L	18

LEVEL 400 First Semester

	COURSE CODE	C O U R S E T I T L E	CREDIT UNITS
c	ISBA 400	Long Essay	-
c	ISBA 401	Strategic Management	3
c	ISMK 411	Marketing Management	3
c	ISMK 413	Electronic Marketing	3
c	ISMK 415	Services Marketing	3
<u>ELECTIVES (Choose ONE)</u>			
e	ISMK 421	Relationship Marketing	3
e	ISCO 421	Event Planning and Management	
		T O T A L	15

LEVEL 400 Second Semester

	COURSE CODE	C O U R S E T I T L E	CREDIT UNITS
c	ISBA 400	Long Essay -- Continued	6
c	ISMK 414	Tourism Marketing	3
c	ISMK 416	Marketing Research	3
c	ISMK 418	International Marketing	3
c	ISMK 420	Fundamentals of Social Marketing	3
<u>ELECTIVES (Choose ONE)</u>			
e	ISBF 404	Microfinance	3
e	ISMK 422	Marketing Strategy	
		T O T A L	21