

Bachelor of Business Administration in Digital Marketing Communications
Semester I (FALL)

Code	Title	Credit	Prerequisite(s)
ARL100 (A)	Communication Skills in Arabic I	3	No Prerequisite
ENG 200**	English II	3	**English Proficiency Specified Score/ ENG100 (C grade) + coreqUNS 102
ISL 100 (A)	Islamic Culture	3	No Prerequisite
MTG100	College Mathematics	3	No Prerequisite
UNS 102	University Study Skills	1	No Prerequisite
ITE 100	Introduction to Information Technology Applications	3	No Prerequisite

6 Courses for a total of 16 credit hours

16

Semester III (FALL)

Code	Title	Credit	Prerequisite(s)
ENG 300	Technical Communications for Business and Humanities	3	ENG 200
ACC 200	Principles of Financial Accounting	3	ENG 200+ ITE100+(MTG100 or MTT101 or MTT102)
ECO 201	Principles of Microeconomics	3	ENG 200+(MTG100 or MTT101 or MTT102)
MGT 255	Management and Organizational Behavior	3	PSY201+ENG 200
MIS 200	Introduction to Management Information Systems	3	ITE 100 + ENG 200

5 Courses for a total of 15 credit hours

15

Semester V (FALL)

Code	Title	Credit	Prerequisite(s)
BUS 301	Business Law	3	ENG 300
MGT 308*	Operations Management	3	MGT255 + MIS200+ corequisiteBUS200/204
MKT 301	Consumer Behavior	3	MKT 200 +ENG 300
CRT 301	Critical Thinking	2	UNS102 + ENG200
INE 300*	Fundamentals of Innovation & Entrepreneurship	3	ENG200

5 Courses for a total of 15 credit hours

14

Semester VII (FALL)

Code	Title	Credit	Prerequisite(s)
MGT 402*	International Business Management	3	MGT255 + ECO 202
MKT 402	E-Marketing and Social Media	3	MKT 200+ MIS 200
MKT 399	Internship/Project in Marketing	3	Consent of Dept.
Major ELECT-1	Major Elective	3	-
ELECT-1	Free Electives	3	-

5 Courses for a total of 15 credit hours

15

AD Study Plan

Total Credit Hours 120

Semester II (SPRING)

Code	Title	Credit	Prerequisite(s)
SOC 201*	UAE and GCC Society	3	Co req UNS 102 + ENG 100
NSC 201	Natural Sciences	3	No Prerequisite
PSY 201*	General Psychology	3	Co req UNS 102 + ENG 100
BUS 102*	Introduction to Business	3	ENG200 coreq+ UNS102 coreq
STT100	General Statistics	3	No Prerequisite

5 Courses for a total of 15 credit hours

15

Semester IV (SPRING)

Code	Title	Credit	Prerequisite(s)
ACC 201	Principles of Managerial Accounting	3	ACC 200+BUS102
ECO 202	Principles of Macroeconomics	3	ENG 200+(MTG100 or MTT101 or MTT102)+BUS102
FIN 200	Principles of Finance	3	ACC 200
MKT 200	Principles of Marketing	3	ENG 200
BUS 204	Business Research Methods	3	STT100+BUS102

5 Courses for a total of 15 credit hours

15

Semester VI (SPRING)

Code	Title	Credit	Prerequisite(s)
PHI 300	Professional Ethics	3	ENG 200
BUS 306*	Applied Management Science	3	STT100+ ECO201+ MGT255
MKT 305	Marketing Research	3	MKT 200 + BUS 204
MKT 314	Communication Strategy in Advertising	3	MKT 200
MKT 414	E-Business	3	Junior Level

5 Courses for a total of 15 credit hours

15

Semester VIII (SPRING)

Code	Title	Credit	Prerequisite(s)
MGT 406	Strategic Management	3	Last Semester only
MKT 415	Advanced E-Business Application Design	3	MKT414
ELECT-2	Free Electives	3	-
ELECT-3	Free Electives	3	-
ELECT-4	Free Electives	3	-

5 Courses for a total of 15 credit hours

15

a. Completion of three (3) Major Requirement Courses plus ninety (90) credit hours to be eligible for Internship course (MKT 399-I) .

b. College Requirement courses in COBA are offered in both Fall & Spring Semesters.

c. Students from the old plan who are not required to take BUS102, should have a total of 5 open electives "

d. ** English Proficiency Specified Score: Score of 1250+ & B2 (CEFR) in Writing Component for EmSAT or/ 5.5 overall average & 5.5 specific score in Writing Component for IELTS, equivalent in other EPT

e. *Effective FALL17-18