

Semester I (FALL)

Code	Title	Credit	Prerequisite(s)
ARL100 (A)	Communication Skills in Arabic I	3	No Prerequisite
ENG 200**	English II	3	**EPT / ENG102 + coreq UNS 102
BUS 102*	Introduction to Business	3	ENG200 coreq+UNS102 coreq
MTG 100*	Math for Life	3	No Prerequisite
UNS 102	University Study Skills	1	No Prerequisite
ITD 100*	Introduction to Information and Digital Technology	3	No Prerequisite

6 Courses for a total of 16 credit hours

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Semester III (FALL)

Code	Title	Credit	Prerequisite(s)
BUS 204	Business Research Methods	3	STT100+ BUS 102
ACC 200	Principles of Financial Accounting	3	ENG 200+ ITD100+(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	FWS210+ENG200
MIS 200	Introduction to Management Information Systems	3	ITD100 + ENG200

5 Courses for a total of 15 credit hours

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Semester V (FALL)

Code	Title	Credit	Prerequisite(s)
MKT 301	Consumer Behavior	3	MKT 200 + FWS305
MGT 308	Operations Management	3	MGT255 + MIS200+ corequisiteBUS200/204
MAC 314	Communication Strategy in Advertising	3	MKT 200
CRT 301	Critical Thinking	2	UNS102 + ENG200
FWS310*	Fundamentals of Innovation & Entrepreneurship	3	ENG200 + 60CH min

5 Courses for a total of 14 credit hours

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Semester VII (SUMMER)

Code	Title	Credit	Prerequisite(s)
MKT 399	Internship/Project in Marketing	3	Consent of Dept.

1 Course for a total of 3 credit hours

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Semester VIII (FALL)

Code	Title	Credit	Prerequisite(s)
ITE 414	Introduction to E-Commerce	3	Junior Level
MKT 402	E-Marketing and Social Media	3	MKT 200+ MIS 200
Major ELECT-1	Major Elective	3	-

3 Courses for a total of 9 credit hours

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Semester II (SPRING)

Code	Title	Credit	Prerequisite(s)
FW205*	UAE and GCC Society	3	coreqUNS102 + ENG102
NSC 201	Natural Sciences	3	No Prerequisite
FWS210*	General Psychology	3	coreqUNS102 + ENG102
ISL 100 (A)	Islamic Culture	3	No Prerequisite
STT 100	General Statistics	3	No Prerequisite

5 Courses for a total of 15 credit hours

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Semester IV (SPRING)

Code	Title	Credit	Prerequisite(s)
ACC 201	Principles of Managerial Accounting	3	ACC 200 + BUS102
ECO 202	Principles of Macroeconomics		ENG 200+(MTG100 or MTT101 or MTT102) + BUS102
FIN 200	Principles of Finance	3	ACC200
MKT 200	Principles of Marketing	3	ENG200
FWS305*	Technical Communications for Work Place	3	ENG200 + 45CH min

5 Courses for a total of 15 credit hours

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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
BUS 301	Business Law	3	FWS305
ELECT-1	Open Electives	3	-

5 Courses for a total of 15 credit hours

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Semester IX (SPRING)

Code	Title	Credit	Prerequisite(s)
MGT 406	Strategic Management	3	Last Semester only
MGT 402	International Business Management	3	MGT255 + ECO 202
ITE 415	Advanced E-Commerce Application Design	3	ITE414
ELECT-2	Open Electives	3	-
ELECT-3	Open Electives	3	-
ELECT-4	Open Electives	3	-

6 Courses for a total of 18 credit hours

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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. *Effective FALL18-19

e. ** 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