

Bachelor of Business Administration in Digital Marketing Communications

AD Study Plan

Total Credit Hours 120

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+ FWS100(E) (FWS100(E) co-requisite if placed in ENG200)
MTG 100	Math for Life	3	No Prerequisite
FWS100*	Academic Skills for Success	3	No Prerequisite
ITD 100	Introduction to Information and Digital Technology	3	No Prerequisite

5 Courses for a total of 15 credit hours 15

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	FWS211+ENG200
MIS 200	Introduction to Management Information Systems	3	ITD100 + ENG200

5 Courses for a total of 15 credit hours 15

Semester V (FALL)

Code	Title	Credit	Prerequisite(s)
MKT 301	Consumer Behavior	3	MKT 200 + FWS305 co-req
MGT 308	Operations Management	3	MGT255 + MIS200+ corequisiteBUS200/204
MAC 314	Communication Strategy in Advertising	3	MKT 200
SIS 201*	Introduction to Sustainability in Science	3	Co-req ENG200
FWS310	Fundamentals of Innovation & Entrepreneurship	3	ENG200 + 60CH

5 Courses for a total of 15 credit hours 15

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	-
ITE 414	Introduction to E-Commerce	3	Junior Level

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. Highlighted courses in COB 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 FALL19-20

Semester II (SPRING)

Code	Title	Credit	Prerequisite(s)
FWS205	UAE and GCC Society	3	ENG102+FWS100(E) or co-req FWS100(E) if placed in ENG200
BUS 102	Introduction to Business	3	ENG200 coreq+FWS100 coreq
FWS211*	Fundamentals of Emotional Intelligence	3	ENG102+FWS100(E) or co-req FWS100(E) if placed in ENG200
ISL 100 (A)	Islamic Culture	3	No Prerequisite
STT 100	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	ACC200
MKT 200	Principles of Marketing	3	ENG200
FWS305	Technical Communications for Work Place	3	ENG200 + 45CH

5 Courses for a total of 15 credit hours 15

Semester VI (SPRING)

Code	Title	Credit	Prerequisite(s)
FWS201*	<b>Fundamentals of Life Skills</b>	3	FWS100
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	Free Electives	3	-

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
ITE 415	Advanced E-Commerce Application Design	3	ITE414
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