

University of Nizwa College of Economics, Management and Information Systems

ly Plan for B. A in Marketing (Revised Fall 2019*, Revised May 2021)

	C-Credit Hours, L University Requirements / Electives							Credit Practical rements / Electives Department Requirements / Electives					
	(UR=24CH / UE=3CH)					ČR=3	7 CI	H / CE=6 CH) (DR= 54 CH / DE=6CH				1	
Y	Course Code	Course Title	P-Req or Co-Req	С	L	P		Course Code	Course title	P-Req or Co-Req	С	L	F
		Semester One					Semester Two Intro. to Accounting					Т	
	ARAB100	Arabic Language 1 (UR)		3	3	-		ACCT101	(CR)		3	3	-
	COMP101/L	Computer Skills (UR)	COMP101L, DL MATH001	3	3	_		ARAB101	Arabic Language II (UR)	ARAB 100	3	3	-
1	ENGL 150	English Language I (UR)		3	3	-		BUSI101	Introduction to Busines (CR)	ss	3	3	
	ECON101	Intro. to Economics (CR)		3	3	-		MNGT101	Introduction to Management (CR)		3	3	
	MATH116/L	Pre-Calculus (CR)	MATH001, MATH116L	4	3	2		ENGL152	English Language II (UR)	ENGL 150	3	3	_
				16	15	2					15	15	
	Semester Three					П			Seme Introduction to	ster Four	T	Т	_
	ENGL155	Communication Skills (UR)	ENGL152	3	3	_		INFS141/L	Computers in Business (CR)	COMP101 INFS141L	3	2	2
	HIST150	Islamic Civilization (UR)	LIFE001 UNLS001	3	3	_		MNGT102	Organizational Behavior (CR)		3	3	_
		(010)						MNGT201	Administration and Business Systems in	MNGT101, BUSI101		Ĭ	
	BUSI102	Business Law in Oman (CR)		3	3	-			Oman (CR)	Besitot	3	3	-
2	FINA 201	Business Finance (DR)	ACCT101	3	3	_		STAT 101/L	Introduction to Statistics (CR)	STAT 101L	4	3	2
	ECON102	Principles of Micro Economics (DR)	ECON101						Entrepreneurship Creativity and	Min. 45. Cr. Hrs.,			
	MRKT101	Intro. to Marketing (CR)		3	3	-		MNGT100/L	Innovation(UR)	MNGT100L	3	2	2
	-	-	-	-	-	-		UE	Choose any course off except CEMIS	ered by the University	3	<u> </u>	T .
				18	18						19	13	6
	Semester Five								Sem	ester Six			
	BUSI 205	Technical Writing for Business (CR)	BUSI101 ENGL150	2	2	-							
	ECON103	Principles of Macro Economics (DR)	ECON 101	3	3	-		MNGT454	Internship in Management (DR)	Earned at least 90	6	_	_
	MRKT202	Consumer Behavior (DR)	MRKT101	3	3	-				credit			
3	MRKT203	Retail Marketing (DR)	MRKT101	3	3	-							
	MRKT206	Industrial Marketing (DR)	MRKT101	3	3								
	CE 1	Choose any course from the list of College Electives			3			Students can choose either of the following:					
	CEI				3	-				r full semester (4 mon two consecutive Sum			ters
	DE I	E I Choose any course from the list of Department Electives		3	3	-		(
	Semester Sever	1	1	20	20			Semester Eig	rht .				
	BUSI203	Business Environment and Business Policies (DR)	BUSI101	3	3	-			Graduation Project				
	MNGT204	Introduction to Operations	MNGT101	3	3	-		MNGT455 MRKT304	(DR) Services Marketing	Min. 90 Cr. Hrs. MRKT206	0 3	3	-
4		Management (DR)	ECON101	2	2				(DR)	MDVT202		2	
	MRKT301	International Marketing (DR)	MRKT202	3	3	-		MRKT402	Advertising and Sales Promotion (DR)	MRKT202	3	3	-
	MRKT305	Logistics Marketing (DR)	MRKT203	3	3	-		MNGT403	Strategic Management (DR)	MNGT101, BUSI203	3	3	-
								MRKT405	Marketing	MRKT101BUSI203			<u> </u>
	MNGT455	Graduation Project (DR)	Min. 90 Cr. Hrs.	6	_	-		WIKK1403	Management (DR)		3	3	ļ-
			CE 2 Choose any course from the list of College Electives			i		1	Choose any course fro	om the list of	1	Ì	
	CE 2	Choose any course from the list of Co.	llege Electives	3	3	_		DE 2			3	3	1 -
	CE 2	Choose any course from the list of Co.	llege Electives	3 21	3 15	-		DE 2	Department Electives		3 15	3 15	-

This is the suggested study plan. Students are advised to register courses during summer semesters to complete the graduation requirements within stipulated period *Applicable to the students who joined CEMIS in Fall Semester 2019 and after