



Marketing (BMKT)

Major Electives

Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		
Total		6		

Core Requirements

Code	Title	Credits	Prerequisites	Corequisites
BACC210	Principles of Financial Accounting I	3	ELC103	
BACC260	Principles of Financial Accounting II	3	BACC210	
BECO100	Fundamentals of Economics	3	ELC103	
BECO210	Introduction to Microeconomics	3	BECO100 - ENGL150 - BMTH210	
BECO260	Introduction to Macroeconomics	3	ENGL150 - BMTH210 - BECO100	
BFIN300	Business Finance	3	BMTH210 - ENGL150 - BACC210	
BMGT200	Introduction to Business Management	3		ENGL150
BMGT300	Introduction to Business Law	3	ENGL150	
BMGT315	Human Resource Management	3	BMGT200	
BMGT380	Business Ethics	3	BMGT200	
BMGT490	Business Policies & Strategic Management	3	BFIN300 - BACC260 - BMKT300 - BMGT200	
BMIS300	Management Information Systems	3	BMGT200	
BMIS355	Quantitative Methods of Business Decisions	3	BSTA205	
BMKT300	Marketing Theory and Principles	3	ENGL150	
BMTH210	Business and Managerial Math	3	MATH100	
BSTA205	Introduction to Business Statistics	3	MATH100	
Total		48		

Major Requirements

Code	Title	Credits	Prerequisites	Corequisites
BMGT470	Total Quality Management	3	BMGT200	
BMKT315	Integrated Marketing Communication	3	ENGL200	
BMKT350	Consumer Behavior	3	BMKT300	

BMKT360	Market Research Methods	3	BSTA305 - BMKT300	
BMKT420	Customer Service Management	3	ENGL200 - BMKT300	
BMKT456	Sales Management	3	BMKT300 - BMGT200	
BMKT490	Marketing Policies and Strategies	3	BMKT300	
BMKT497	Retailing & Merchandising Management	3	BMKT490	
BSTA305	Advanced Business Statistics	3	BSTA205	
IMKT400	International Business Marketing	3	BMKT300	
Total		30		

General Education Requirements

Code	Title	Credits	Prerequisites	Corequisites
ARAB200	Arabic Language and Literature	3		
COMM105	Essentials of Mass Communications	3	ELC103	
CSCI100	Basic Computing Skills	3	ELC103	ENGL150
CULT200	Introduction to Arab - Islamic Civilization	3		
ENGL150	English Composition & Rhetoric	3	ELC103	
ENGL200	Advanced English Composition & Rhetoric	3	ENGL150	
ENGL215	Pre-Intermediate English Grammar	3	ELC103	
ENGL250	Technical writing	3	ENGL200	
ENGL350	English Communication Skills	3	ENGL200	
HUMN210	Human Rights Global Perspective	3		
MATH100	College Algebra	3	ELC103	
POLS440	The Arab Israeli Conflict	3		
Total		36		

General Education Electives

Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		
	Elective	3		
Total		9		

Major Elective Courses

Code	Title	Credits	Prerequisites	Corequisites
BACC310	Intermediate Financial Accounting I	3	BFIN300-BACC260	
BACC320	Intermediate Financial Accounting II	3	BACC310	
BACC360	Cost Control	3	BACC260	
BACC400	Accounting Information Systems and Applications	3	BACC310-BMIS300	

BACC430	Auditing	3	BACC320	
BACC465	Tax Accounting	3	BACC260	
BACC497	Advanced Accounting	3	BACC320	
BECO430	International Economics and Trade	3	BECO260	
BFIN350	Financial Management	3	BFIN300	
BFIN360	Financial Reporting and Analysis	3	BFIN300	
BFIN400	Financial Modeling	3	BFIN300	
BFIN420	Lending Decision	3	BMGT450-BFIN350	
BFIN430	International Banking and Finance	3	BMGT450-BFIN300	
BFIN450	Investment Banking	3	BMGT450-BFIN300-BFIN350	
BFIN460	Financial Policy	3	BFIN350	
BMGT365	Management and Organization Theory	3	BMGT200	
BMGT450	Commercial Bank Management	3	BMGT200-BFIN300	
BMGT497	Managing Entrepreneurship	3	BMKT300-BACC260-BFIN300-BMGT200	
BMIS320	Data Management	3	BMIS300-BMGT200	
BMIS360	Operations Management	3	BMIS300-BMGT200	
BMIS370	System Analysis and Design	3	BMIS300	
BMIS470	Decision Support Systems	3	BMIS355-BMIS320	
BMIS497	Business Intelligence Systems	3	BMIS300-BMIS470	
CSCI250	Introduction to Programming	3	BMIS320	
CSCI300	Intermediate Programming with Objects	3	CSCI250	
IMGT420	International Business Law	3	ENGL200-BMGT300	
IMGT430	International Business Management	3	BMKT300-BMGT315-BMGT380-BMGT200	
IMGT440	Global Strategic Management	3	IMGT430	
IMGT470	Global Entrepreneurship	3	IMGT430	