## University of Nizwa College of Economics, Management and Information Systems Study Plan for Bachelor of Arts (B.A) in Marketing (Revised\*)

ARAB100   A	University Requirements / Electives (UR=24 CH / UE=3CH)											t Requirements / Electives = 54 CH / DE=6CH)			
COMP101/L   C	urse Code (	Course Title	P-Req or Co-Req	С	L	P	Course Code	Course title		P-Req or Co-Req	С	L	T		
COMP101/L   C   ENGL 150   E   MATH116/L   Property   Property   C   ENGL 155   ENG		Semester One	AL PAPERTY IS		PAYE!			Sei	nester Two		1000	7.5	I		
BUSI102 B ENGL155 C FINA 201 B HIST150 Is MNGT101 In MRKT101 In MRKT201 B  ECON103 Pr EMNGT204 In MRKT201 B  MRKT201 B  MRKT201 B  MRKT201 B  MRKT201 C  MRKT301 In MRKT303 M (II MNGT100 E an	AB100 A	Arabic Language 1 (UR)		3	3	-	ACCT101	Intro. to Accountin	g (CR)		3	3	T		
BUSI102 B ENGL155 C FINA 201 B HIST150 Is MNGT101 In MRKT101 In MRKT201 B  ECON103 Pr EMNGT204 In MRKT201 B  MRKT201 B  MRKT201 In MRKT201 B  MRKT201 B  MRKT201 B  MRKT201 B  MRKT202 C			COMP101L										1		
BUSI102 B ENGL155 C FINA 201 B HIST150 Is MNGT101 In MRKT101 In MRKT201 B  ECON103 Pr EMMGT204 In MRKT201 B  MRKT201 B  MRKT201 In MRKT201 B  MRKT201 B  MRKT201 B  MRKT201 B  MRKT202 C	3401014	O GLUL GUDS	COMP-B	_	_			ARAB101 Arabic language II (UR)  BUSI101 Introduction to Business (CR)							
BUSI102   B ENGL155   C		Computer Skills (UR) English Language I (UR)	MATH001	3	3	-				ARAB100	3	3	_		
BUSI102 B ENGL155 C FINA 201 B HIST150 Is MNGT101 In MRKT101 In BUSI 205 T B ECON103 P E MNGT204 In MRKT201 B MRKT201 C MRKT201 In MRKT201 In MRKT202 C				3	3	-	BUSI101				3	3	-		
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ENGL155 C  FINA 201 B  HIST150 Is  MNGT101 In  MRKT101 In  BUSI 205 To  B  ECON103 Pr  EMNGT204 In  MRKT201 B  MRKT201 B  MRKT201 In  MRKT201 In  MRKT202 C  MRKT301 In  MRKT303 M  (II  MNGT100 E  an				12			ENGL152	English Language II (UR)		ENGL150	3	3	_		
ENGL155 C  FINA 201 B  HIST150 Is  MNGT101 In  MRKT101 In  BUSI 205 To  B  ECON103 Pr  EMNGT204 In  MRKT201 B  MRKT201 B  MRKT201 In  MRKT201 In  MRKT202 C  MRKT301 In  MRKT303 M  (II  MNGT100 E  an		Company TDI		13	12	2					15	15			
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ENGL155 C  FINA 201 B  HIST150 Is  MNGT101 In  MRKT101 In  BUSI 205 To  B  ECON103 Pr  EMNGT204 In  MRKT201 B  MRKT201 B  MRKT201 In  MRKT201 In  MRKT202 C  MRKT301 In  MRKT303 M  (I  MNGT100 E  an	S1102 F	Business Law in Oman (CR)		3	3	- 1	ECON102	Principles of Micro Economics (DR)		ECON101	2	2			
HIST150		Communication Skills (UR)	ENGL152	3	3	-		Introduction to Computers in			3	3	-		
HIST150 IS MNGT101 In MRKT101 In MRKT101 In  BUSI 205 To B ECON103 Pr E MNGT204 In MRKT201 B MRKT201 In MRKT201 In MRKT202 C  MRKT301 In MRKT303 M (I MNGT100 E an		(OIC)	51,05102				INFS141/L	Business (CR)	nputers III	INFS141L	3	2			
HIST150 IS MNGT101 In MRKT101 In MRKT101 In  BUSI 205 To B ECON103 Pr E MNGT204 In M MRKT201 B MRKT201 C MRKT201 In MRKT202 C  MRKT301 In MRKT303 M (I MNGT100 E an	NA 201 E	Business Finance (DR)	ACCT101	3	3	-	MNGT102	Organizational Behavior (DR)			3	3	٠		
MNGT101 In MRKT101 In MRKT101 In MRKT101 In MRKT205 In MRKT202 C		•	LIFE001				MNGT201	Administration and Business Systems in Oman (CR)		MNGT101			•		
MRKT101 In  BUSI 205 To B  ECON103 Property of the Best of the Bes		Islamic Civilization (UR)	UNLS001	3	3	-				BUSI 101	3	3			
BUSI 205 TO B B ECON103 PO E E E E E E E E E E E E E E E E E E	VGT101 I	Intro. to Management (CR)		3	3	-	MRKT102	Marketing Management (DR)		MRKT101	3	3	•		
MRKT201 B MRKT202 C MRKT301 In MRKT303 M MRKT300 E an	RKT101 I	Intro. to Marketing (CR)		3	3	-	STAT 101/L	Introduction to Statistics (CR)		STAT 101L	4	3	•		
MRKT201 B MRKT202 C MRKT301 In MRKT303 M MRKT300 E MRKT300 E MRKT300 E An				18	18						19	17	•		
MRKT201 B MRKT202 C MRKT301 In MRKT303 M MRKT300 E an		Semester Five	30 9 39 -W						mester Six				ĺ		
MRKT201 B  MRKT202 C  MRKT205 E  MRKT301 In  (II  MRKT303 M  (II  MNGT100 E  an		Technical Writing for Business (CR)	BUSI101 ENGL150	2	2	-	BUSI203	Business Environm Business Policies (I		and BUSI101		3			
MRKT201 B MRKT202 C MRKT205 E MRKT301 In (I MRKT303 M (II MNGT100 E ai		Principles of Macro Economics (DR)	ECON 101	3	3	_	MNGT303	Entrepreneurship (CR)  Retail Marketing (DR)		BUSI 101	3	3			
MRKT201 B  MRKT202 C  MRKT205 E  MRKT301 In  (I  MRKT303 M  (II  MNGT100 E  at	300000000000000000000000000000000000000	Introduction to Operations Management (DR)	MNGT101 ECON101	3	3	-	MRKT203			MRKT201	3	3			
MRKT205 E  MRKT301 In  (I  MRKT303 M  (II  MNGT100 E  an	RKT201 F	Business Marketing (DR)	MRKT102	3	3	-	MRKT204	Advertising and Sa Promotion (DR)	les	MRKT201	3	3			
MRKT301 In (I	RKT202	Consumer Behavior (DR)	MRKT101	3	3	-	UE 1	Choose any course except CEMIS	e offered by the University			3			
MRKT301 In (I		50 50 10 10 10 10 10 10 10 10 10 10 10 10 10					CE 1	Choose any course Electives	e from the list of College		3	3			
MRKT301 In (I				14	14	-					18	18	•		
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MRKT303 M (I MNGT100 E ar	RKT205 E	E-Marketing (DR)	MRKT201	3	3	-	MNGT322	Management of Ser Professionals (DR)		MNGT102	3	3			
MNGT100 E ar		International Marketing (DR)	MRKT102	3	3	-	MRKT401	Sales Management (DR)  Marketing Research (DR)		MRKT202	3	3			
ar	(	Multinational Marketing (DR)	MRKT102	3	3	-	MRKT404			STAT101 MRKT202	3	3	,		
DEI	a	Entrepreneurship Creativity and Innovation (UR)	45 Cr. Hrs.	3	3	-	DE II			of	3	3			
		Choose any course from the list of Department Electives		3	3	-	CEII	Choose any course Electives	e from the list of College		3	3			
otal				15	15	-					15	15	J		

stipulated period.

\*Applicable to students admitted in Fall Semester 2014 and onwards.

Revised 2: May, 2014

Updated January, 2017

