

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

C-Credit Hours, L- Credit Lecture, P- Credit Practical

University Requirements / Electives
(UR=24 CH / UE=3CH)

College Requirements / Electives
(CR=37 CH / CE=6 CH)

Department Requirements / Electives
(DR= 54 CH / DE=6CH)

Y	Course Code	Course Title	P-Req or Co-Req	C	L	P	Course Code	Course title	P-Req or Co-Req	C	L	P
Semester One						Semester Two						
1	ARAB100	Arabic Language I (UR)		3	3	-	ACCT101	Intro. to Accounting (CR)		3	3	-
	COMP101/L	Computer Skills (UR)	COMP101L COMP-B MATH001	3	3	-	ARAB101	Arabic language II (UR)	ARAB100	3	3	-
	ENGL 150	English Language I (UR)		3	3	-	BUSI101	Introduction to Business (CR)		3	3	-
	MATH116/L	Pre-Calculus (CR)	MATH116L	4	3	2	ECON101	Intro. to Economics (CR)		3	3	-
					13	12	2	ENGL152	English Language II (UR)	ENGL150	3	3
Semester Three						Semester Four						
2	BUSI102	Business Law in Oman (CR)		3	3	-	ECON102	Principles of Micro Economics (DR)	ECON101	3	3	-
	ENGL155	Communication Skills (UR)	ENGL152	3	3	-	INFS141/L	Introduction to Computers in Business (CR)	INFS141L	3	2	2
	FINA 201	Business Finance (DR)	ACCT101	3	3	-	MNGT102	Organizational Behavior (DR)		3	3	-
	HIST150	Islamic Civilization (UR)	LIFE001 UNLS001	3	3	-	MNGT201	Administration and Business Systems in Oman (CR)	MNGT101 BUSI 101	3	3	-
	MNGT101	Intro. to Management (CR)		3	3	-	MRKT102	Marketing Management (DR)	MRKT101	3	3	-
	MRKT101	Intro. to Marketing (CR)		3	3	-	STAT 101/L	Introduction to Statistics (CR)	STAT 101L	4	3	2
Semester Five						Semester Six						
3	BUSI 205	Technical Writing for Business (CR)	BUSI101 ENGL150	2	2	-	BUSI203	Business Environment and Business Policies (DR)	BUSI101	3	3	-
	ECON103	Principles of Macro Economics (DR)	ECON 101	3	3	-	MNGT303	Entrepreneurship (CR)	BUSI 101	3	3	-
	MNGT204	Introduction to Operations Management (DR)	MNGT101 ECON101	3	3	-	MRKT203	Retail Marketing (DR)	MRKT201	3	3	-
	MRKT201	Business Marketing (DR)	MRKT102	3	3	-	MRKT204	Advertising and Sales Promotion (DR)	MRKT201	3	3	-
	MRKT202	Consumer Behavior (DR)	MRKT101	3	3	-	UE 1	<i>Choose any course offered by the University except CEMIS</i>		3	3	-
					14	14	-	CE 1	<i>Choose any course from the list of College Electives</i>		3	3
Semester Seven						Semester Eight						
4	MRKT205	E-Marketing (DR)	MRKT201	3	3	-	MNGT322	Management of Services and Professionals (DR)	MNGT102	3	3	-
	MRKT301	International Marketing (DR)	MRKT102	3	3	-	MRKT401	Sales Management (DR)	MRKT202	3	3	-
	MRKT303	Multinational Marketing (DR)	MRKT102	3	3	-	MRKT404	Marketing Research (DR)	STAT101 MRKT202	3	3	-
	MNGT100	Entrepreneurship Creativity and Innovation (UR)	45 Cr. Hrs.	3	3	-	DE II	<i>Choose any course from the list of Department Electives</i>		3	3	-
	DE I	<i>Choose any course from the list of Department Electives</i>		3	3	-	CE II	<i>Choose any course from the list of College Electives</i>		3	3	-
Total						130						

This is the suggested study plan. Students are advised to register courses during summer semesters to complete the graduation requirements within the stipulated period.

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

Revised 2: May, 2014

Updated January, 2017

Jan, 2019