



University of Nizwa
College of Economics, Management and Information Systems
Study Plan for B. A in Marketing (Revised Fall 2019*)

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

University Requirements / Electives (UR=24CH / 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, DL MATH001	3	3	-	ARAB101	Arabic Language II (UR)	ARAB 100	3	3	-
	ENGL 150	English Language I (UR)		3	3	-	BUSI101	Introduction to Business (CR)		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						Semester Four						
2	ENGL155	Communication Skills (UR)	ENGL152	3	3	-	INFS141/L	Introduction to Computers in Business (CR)	COMP101 INFS141L	3	2	2
	HIST150	Islamic Civilization (UR)	LIFE001 UNLS001	3	3	-	MNGT102	Organizational Behavior (CR)		3	3	-
	BUSI102	Business Law in Oman (CR)		3	3	-	MNGT201	Administration and Business Systems in Oman (CR)	MNGT101, BUSI101	3	3	-
	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	3	3	-	MNGT100/L	Entrepreneurship Creativity and Innovation(UR)	Min. 45. Cr. Hrs., MNGT100L	3	2	2
	MRKT101	Intro. to Marketing (CR)		3	3	-						
					18	18		UE	Choose any course offered by the University except CFMIS		3	-
										19	13	6
Semester Five						Semester Six						
3	BUSI 205	Technical Writing for Business (CR)	BUSI101 ENGL150	2	2	-	MNGT454	Internship in Management (DR)	Earned at least 90 credit	6	-	-
	ECON103	Principles of Macro Economics (DR)	ECON 101	3	3	-						
	MRKT202	Consumer Behavior (DR)	MRKT101	3	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	3	-						
DE 1	Choose any course from the list of Department Electives		3	3	-	Students can choose either of the following: a) Undergo Internship for full semester (4 months) OR b) Undergo Internship in two consecutive Summer Semesters (2 months each)						
				20	20							
Semester Seven						Semester Eight						
4	BUSI203	Business Environment and Business Policies (DR)	BUSI101	3	3	-	MNGT455	Graduation Project (DR)	Min. 90 Cr. Hrs.	0	-	-
	MNGT204	Introduction to Operations Management (DR)	MNGT101 ECON101	3	3	-	MRKT304	Services Marketing (DR)	MRKT206	3	3	-
	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	-
	MNGT455	Graduation Project (DR)	Min. 90 Cr. Hrs.	6	-	-	MRKT405	Marketing Management (DR)	MRKT101BUSI203	3	3	-
	CE 2	Choose any course from the list of College Electives		3	3	-	DE 2	Choose any course from the list of Department Electives		3	3	-
				21	15					15	15	-
										Total		130

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

Fall 2019

