

Sultanate of Oman
Ministry of Higher Education
Directorate General For
The Colleges of Applied Sciences
Academic Programmes Department



سلطنة عمان
وزارة التعليم العالي
المديرية العامة لكليات العلوم التطبيقية
دائرة البرامج الأكاديمية

**Study Plan for Bachelor
of Business Administration
(BBA)
Specialization:
Business**

Major: Marketing

2019/2020



Bachelor of Business Administration (BBA) Area of Specialization: Business Major: Marketing

Semester 1

Course Code and No.	Course Title	Credit Hours	Contact Hours		Extra Practice	Prerequisites
			Theory	Practice		
ENAP 1001	English for Academic Purposes (1)	4	0	10	0	
BSDR 1001	Introduction to Economics	3	3	0	0	
MCCR 1101	Introduction to Communications	3	3	0	0	
BSDR 1102	Business Fundamentals	3	3	0	0	
MTDR 1104	Mathematics for Business Administration	2	1	2	0	FPMA0901
Total		15	10	12	0	

Semester 2

Course Code and No.	Course Title	Credit Hours	Contact Hours		Extra Practice	Prerequisites
			Theory	Practice		
ENAP 1002	English for Academic Purposes (2)	4	0	10	0	ENAP 1001
BSDR 1103	Introduction to Tourism and Hospitality	3	3	0	0	
BSDR 1004	Financial Accounting (1)	3	2	2	0	
ALCR 1101	Arabic Language Skills	3	3	0	0	
ICCR 1101	Islamic Culture	3	3	0	0	
Total		16	11	12	0	



Semester 3

Course Code and No.	Course Title	Credit Hours	Contact Hours		Extra Practice	Prerequisites
			Theory	Practice		
BSDR 1105	Introduction to Management	3	3	0	0	
BSBA 2001	Microeconomics	3	3	0	0	BSDR 1001
BSMK 2102	Marketing	3	3	0	0	
ENAP 2001	English for Academic Purposes (3)	3	0	8	0	ENAP 1002
BSBA 2003	Organizational Behavior	3	3	0	0	
Total		15	12	8	0	

Semester 4

Course Code and No.	Course Title	Credit Hours	Contact Hours		Extra Practice	Prerequisites
			Theory	Practice		
BSAC 2004	Cost and Management Accounting	3	2	2	0	BSDR 1004
BSDR 1107	Quantitative Methods for Business	3	2	2	0	MTDR 1104
BSBA 2005	Macroeconomics	3	3	0	0	BSDR 1001
ENBS 2004	English for Specific Purposes (Business Administration)	3	0	8	0	ENAP 2001
BSBA 2106	Business Law and Ethics	3	3	0	0	
Total		15	10	12	0	



Semester 5

Course Code and No.	Course Title	Credit Hours	Contact Hours		Extra Practice	Prerequisites
			Theory	Practice		
BSMK3003	Consumer Behavior	3	3	0	0	BSMK 2102
BSBF 2107	Finance	3	2	2	0	
BSBA 3110	International Business Environment	3	3	0	0	
BSCR 3001	Entrepreneurship: Creativity and Innovation	3	3	0	0	
RMCR 3101	Introduction to Research Methods	3	3	0	0	
	Elective Course	3				
Total		18				

Semester 6

Course Code and No.	Course Title	Credit Hours	Contact Hours		Extra Practice	Prerequisites
			Theory	Practice		
BSDR 1006	Human Resource Management	3	3	0	0	BSDR 1105
BSMK 3004	Service Marketing	3	3	0	0	BSMK 2102
BSMK 3005	Marketing Communication	3	3	0	0	BSMK3003
OECR 1101	Omani Economy	2	2	0	0	
BSMK 3006	Marketing Research	3	2	2	0	RMCR 3101
	Elective Course	3				
Total		17				

Summer

Course Code & No	Course Title	Credit Hours	Contact Hours		Extra Practice	Prerequisites
			Theory	Practice		
BSIN 3101	Internship	0	0	0		



Semester 7

Course Code and No.	Course Title	Credit Hours	Contact Hours		Extra Practice	Prerequisites
			Theory	Practice		
MCCR 4101	Interpersonal Skills	2	2	0	0	
BSMK4007	Retail Marketing	3	3	0	0	BSMK 2102
BSMK 4008	Advertising and Promotion Management	3	3	0	0	BSMK 2102
BSMK 4009	E-Marketing	3	3	0	0	BSMK 2102
	Non BA Elective Course (1)	3				
	Major Elective Course (3)	3				
Total		17				

Semester 8

Course Code and No.	Course Title	Credit Hours	Contact Hours		Extra Practice	Prerequisites
			Theory	Practice		
BSMK 4010	Strategic Marketing	3	3	0	0	BSMK 2102
BSMK 4011	Sales Management	3	3	0	0	BSMK3003
BSPJ 4005	Marketing Project	3	1	4	0	RMCR 3101
	Non BA Elective Course (2)	3				
	Major Elective Course(4)	3				
Total		15				



Electives:

Course Code and No.	Course Title	Credit Hours	Contact Hours		Extra Practice	Prerequisites
			Theory	Practice		
BSTM 4113	Destination Management and Marketing	3	3	0	0	BSMK 2102
BSBF 4114	International Finance	3	2	2	0	BSBF 2107
BSBA 4019	Business Analytics	3	2	2	0	BSDR 1107
BSSC 3005	Transportation and Distribution	3	3	0	0	
BSMK 4013	Branding	3	3	0	0	BSMK 2102
BSSC 3001	Principles of Supply Chain Management	3	3	0	0	
BSMK 4012	Customer Relationship Management	3	3	0	0	BSMK 2102
BSBA 4014	Innovation Management and New Product Development	3	3	0	0	
BSBA 3012	Management Information Systems	3	3	0	0	
BSMK 4015	Contemporary Issues in Marketing	3	3	0	0	BSMK 2102
BSAC 2003	Financial Accounting (2)	3	2	2	0	BSDR 1004
BSTM 3007	Event Management	3	3	0	0	BSDR 1103
BSMK 4014	International Marketing	3	3	0	0	BSMK 2102
BSHM 4008	Resort and Recreation Management	3	3	0	0	BSDR 1103



Electives for Non Business major Students

Course Code & No	Course Title	Credit Hours	Prerequisite
BSDR 1105	Introduction to Management	3	
BSBA 4115	Strategic Management	3	BSDR 1105
BSDR 1103	Introduction to Tourism and Hospitality	3	
BSTM 3007	Event Management	3	BSDR 1103
BSBA 4014	Innovation and New Product Development	3	
BSMK 2102	Marketing	3	
BSMK 4009	E- Marketing	3	BSMK 2102
BSBF 3010	Principles of Islamic Banking	3	

Summary of Credit Hours per Semester (BBA in Marketing)

<i>Semester</i>	<i>Credit Hours</i>
<i>1</i>	<i>15</i>
<i>2</i>	<i>16</i>
<i>3</i>	<i>15</i>
<i>4</i>	<i>15</i>
<i>5</i>	<i>18</i>
<i>6</i>	<i>17</i>
<i>7</i>	<i>17</i>
<i>8</i>	<i>15</i>
<i>Grand Total</i>	<i>128</i>