

No.	Category	Credit Hours
1	University Requirements / Mandatory	18
2	University Requirements / Electives	3
3	Faculty Requirements / Mandatory	12
4	Faculty Requirements/ Electives	4
5	Branch Specialization/Track Requirements / Mandatory	0
6	Specialization/Track Requirements / Mandatory	96
Total		133

1. University Requirements / Mandatory

(60 points/18 credit hours)

Course Code	Course Title	Credit hours	Prerequisites	Equivalency
AR113	Arabic Comm. Skills – I	3	--	--
EL097	English Orientation Program (Level 1)	0	--	
EL098	English Orientation Program (Level 2)	0	EL097	
EL099	English Orientation Program (Level 3)	0	EL098	
EL111	English Comm. Skills – I	3	EL099	--
EL112	English Comm. Skills – II	3	EL111	--
GB102	Principles of Entrepreneurship for Non-Specialists	3	--	--
GR118	Life Skills and Coexistence	3	--	--
GT101	Learning and Information Technology	3	EL099	--
Total		18		

2. University Requirements / Electives

(10 points/3 credit hours)

Course Code	Course Title	Course Level	Credit hours	Prerequisites	Equivalency
EL118	English Reading		3	--	
FR101	French For Beginners (I)		3	--	
SL101	Spanish For Beginners (I)		3	--	
GR111	Arabic Islamic Civilization		3	--	--
GR112	Issues and Problems of Development in the Arab World		3	--	--
GR115	Current International Issues and Problems		3	--	--
GR116	Youth Empowerment		3	--	--
GR117	Women Empowerment		3	--	--
GR121	Environment and Health		3	--	--
GR131	General Branch Requirement		3	--	--
CHI101	Chinese for Beginners (I)		3	--	--
CHI102	Chinese for Beginners (II)		3	--	--
Total			3		

3. Faculty Requirements / Mandatory

(45 points/12 credit hours)

Course Code	Course Title	Course Level	Credit hours	Prerequisite	Equivalency
BUC111	Business communication 1	L1	4	EL111	LB170
BUC112	Business communication 2	L1	4	BUC111	
ECO101	Principles of Microeconomics	L1	4	EL099	
Total			12		

4. Faculty Requirements / Elective

(15 points/4 credit hours)

Course Code	Course Title	Course Level	Credit hours	Prerequisite	Equivalency
BUS110	Introduction to Business	L1	8	EL111	---
ECO102	Principle of Macroeconomics	L1	4	ECO101	---
BUS115	Small Business Management	L1	4	EL112	---
Total			4		

5. Branch Specialization Requirements / Mandatory

Course Code	Course Title	Course Level	Credit hours	Prerequisite	Equivalency
MKT330	Practical Digital Marketing	L3	0	BUS208	
Total			0		

6. Specialization Requirements / Mandatory

(360 points/96 credit hours)

Course Code	Course Title	Course Level	Credit hours	Prerequisite	Equivalency
ACT111	Financial Accounting	L4	4	EL111	B124
ACT112	Managerial Accounting	L4	4	ACT111	
BUS101	Introduction to Math for Business	L4	4	EL099	
BUS102	Introduction to Statistics	L4	4	BUS101	
MGT111	Principles of Management I	L4	4	EL111	B123
MGT112	Principles of Management II	L4	4	MGT111	
MKT111	Principles of Marketing I	L4	4	EL111	B122
MKT112	Principles of Marketing II	L4	4	MKT111	
B207A	Shaping business opportunities I	L5	8	MGT112+(MKT112 OR ECO102 OR MT131)	
B207B	Shaping business opportunities II	L5	8	B207A+BUC112	
B206	Understanding Customers	L5	8	BUC112+ACT112	B205A
BUS208	Contemporary issues in Marketing	L5	8	B206+MKT112	B205B

BUS310	Strategic Management	L6	8	B207B	
B327	Sustainable enterprise and innovation	L6	8	B207B	
B328	Marketing in Action	L6	8	BUS208	B324
MKT331	Digital Marketing	L6	4	BUS208	
MKT332	Services Marketing	L6	4	BUS208	
Total			96		