

1. Programme Structure

Students seeking a BA Honours degree in Business Studies (Marketing) must complete at least 132 credit hours:

No.	Requirements	Points	Credit Hours
1	University Requirements / Mandatory	60	18
2	University Requirements / Elective	20	6
3	Faculty Requirements / Mandatory	180	48
4	Faculty Requirements / Elective	40	12
5	Specialisation Requirements / Mandatory	180	48
Total		480	132

2. Programme Requirements (132 Credits)

1. University Requirements / Mandatory

(60 points/18 credit hours)

Course Code	Course Title	Credit hours	Prerequisites	Source
AR113	Arabic Communication Skills	3		AOU
EL111	English Communication Skills I	3	EL099	AOU
EL112	English Communication Skills II	3	EL111	AOU
GB102	Principles of Entrepreneurship for Non-Specialists	3		AOU
GR118	Life Skills and Coexistence	3		AOU
GT101	Learning and Information Technology	3	EL099	AOU
Total		18		

2. University Requirements / Electives

(20 points/6 credit hours)

Course Code	Course Title	Credit hours	Prerequisites	Source
GR111	Arabic Islamic Civilization	3	--	AOU
GR112	Issues and Problems of Development in the Arab World	3	--	AOU
GR115	Current International Issues and Problems	3	--	AOU
GR116	Youth Empowerment	3	--	AOU
GR117	Women Empowerment	3	--	AOU
GR121	Environment and Health	3	--	AOU
GR131	General Branch Requirement	3	--	AOU
CHI101	Chinese for Beginners (I)	3	--	AOU
CHI102	Chinese for Beginners (II)	3	--	AOU
Total		6		

3. Faculty Requirements / Mandatory

(180 point/48 credit hours)

Course Code	Course Title	Credit Hours	Prerequisite	Source
BUS110	Introduction to Business	8	EL111	AOU
LB170	Professional communication skills for business studies	8	EL112	OU
BUS101	Introduction to Math for Business	4	EL099	AOU
BUS102	Introduction to Statistics	4	EL111	AOU
B207A	Shaping business opportunities	8	BUS110	OU
B207B	Shaping business opportunities	8	B207A	OU
BUS310	Strategic Management	8	B207B	AOU
Total		48		

4. Faculty Requirements / Elective

(40 point/12 credit hours)

Course Code	Course Title	Credit Hours	Prerequisite	Source
BUS109	Business law	4	EL111	AOU
BUS202	Data Analysis	4	BUS101 & BUS102	AOU
B124	Fundamentals of Accounting	8	BUS110	OU
B123	Management Practice	8	BUS110	OU
ECO101	Principle of Microeconomics	4	BUS110	AOU
ECO102	Principle of Macroeconomics	4	BUS110	AOU
Total		12		

5. Specialisation Requirements / Mandatory

(180 point/48 credit hours)

Course Code	Course Title	Credit Hours	Prerequisite	Source
B122	An Introduction to Retail Management and Marketing	8	BUS110	OU
B205A	Exploring innovation and entrepreneurship (A)	8	BUS110 & B122	OU
B205B	Exploring innovation and entrepreneurship (B)	8	B205A	OU
B324	Marketing and society	8	B205B	OU
B327	Sustainable enterprise and innovation	8	BUS310	OU
MKT331	Digital Marketing	4	B324	AOU
MKT332	Service Marketing	4	B324	AOU
Total		48		