

1. Programme Structure

Students seeking a BA (Honours) Business Studies with Marketing must complete at least 133 credit hours:

No.	Requirements	Points	Credit Hours
1	University Requirements / Mandatory	60	18
2	University Requirements / Elective	10	3
3	Faculty Requirements / Mandatory	45	12
4	Faculty Requirements/ Electives	15	4
5	Specialization/Track Requirements / Mandatory	360	96
Total		490	133

2. Programme Requirements (133 Credits)

1. University Requirements / Mandatory

(60 points/18 credit hours)

Course Code	Course Title	Credit hours	Prerequisite	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

(10 points/3 credit hours)

Course Code	Course Title	Credit hours	Prerequisite	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
CH1101	Chinese for Beginners (I)	3	--	AOU
CH1102	Chinese for Beginners (II)	3	--	AOU
Total		3		

3. Faculty Requirements / Mandatory

(45 points/12 credit hours)

Course Code	Course Title	Credit Hours	Prerequisite	Source
BUC111	Business communication 1	4	EL111	AOU
BUC112	Business communication 2	4	BUC111	AOU
ECO101	Principles of Microeconomics	4	EL099	AOU
Total		12		

4. Faculty Requirements / Elective

(15 point/4 credit hours)

Course Code	Course Title	Credit Hours	Prerequisite	Source
BUS110	Introduction to Business	8	EL111	AOU
ECO102	Principle of Macroeconomics	4	ECO101	AOU
BUS115	Small Business Management	4	EL112	AOU
Total		4		

5. Specialization/Core Requirements

(360 point/96 credit hours)

Level	Course Code	Course Title	Credit Hours	Prerequisite	Source
L4	ACT111	Financial Accounting	4	EL111	AOU
	ACT112	Managerial Accounting	4	ACT111	AOU
	BUS101	Introduction to Math for Business	4	EL099	AOU
	BUS102	Introduction to Statistics	4	BUS101	AOU
	MGT111	Principles of Management I	4	EL111	AOU
	MGT112	Principles of Management II	4	MGT111	AOU
	MKT111	Principles of Marketing I	4	EL111	AOU
	MKT112	Principles of Marketing II	4	MKT111	AOU
L5	B207A	Shaping business opportunities I	8	MKT112+MGT112	OU
	B207B	Shaping business opportunities II	8	B207A+BUC112	OU
	B206	Understanding Customers	8	BUC112+ACT112	OU
	BUS208	Contemporary issues in Marketing	8	B206+MKT112	AOU
L6	BUS310	Strategic Management	8	B207B	AOU
	B327	Sustainable enterprise and innovation	8	B207B	OU
	B328	Marketing in Action	8	BUS208	OU
	MKT331	Services Marketing	4	BUS208	AOU
	MKT332	Digital Marketing	4	BUS208	AOU
Total			96		