

College of Economics and Business Administration
Accounting Program
COURSE STUDY PLAN

Section	
Specialization	All Specializations
Level of Study	Diploma-First Year

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSIB1101	Introduction to Business	College	-	-	C-	60	3	2	2
BSMK1102	Principles of Marketing	College	-	-	C-	60	3	2	2
BSEC1103	Principles of Economics	College	-	-	C-	60	3	2	2
BSAC1104	Principles of Accounting	College	-	-	C-	60	3	2	2
UNEN1102	English for Academic Purposes	University	Foundation	-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSFI1206	Principles of Finance	College	BSAC1104	-	C-	60	3	2	2
BSTH1207	Introduction to Tourism and Hospitality	College	-	-	C-	60	3	2	2
BSSL1208	Principles of Supply Chain and Logistics Management	College	-	-	C-	60	3	2	2
BSMG1209	Principles of Management	College	BSIB1101	-	C-	60	3	2	2
UNEN1203	Technical Writing	University	UNEN1102	-	D	50	3	2	2
Total							15	10	10
Overall Total 30							30	20	20
Theory		50%		Practical			50%		

Section	
Specialization	Accounting
Level of Study	Diploma-Second Year

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSAC2101	Principles of Accounting II	Specialization	BSAC1104	-	C	65	3	2	2
BSAC2102	Financial Management I	Specialization	BSAC1104	-	C	65	3	2	2

BSAC2103	Cost Accounting I	Specialization	BSAC1104	-	C	65	3	2	2
BSAC2104	Principles of Auiting	Specialization	BSAC1104	-	C	65	3	2	2
UNEP2109	Entrepreneurship	University		-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSAC2206	Corporate Accounting I	Specialization	BSAC2101	-	C	65	3	2	2
BSAC2207	Interneduate Accounting I	Specialization	BSAC2101	-	C	65	3	2	2
BSAC2208	Management Accounting I	Specialization		-	C	65	3	2	2
BSMS2209	Managerial Statistics	College	BSFI1206	-	C-	60	3	2	2
UNEL2210	University Elective	University		-	D	50	3	2	2
UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0
Total							15	10	10
Overall Total 30							30	20	20
Theory		50%		Practical		50%			

Section	
Specialization	Accounting
Level of Study	Advanced Diploma

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSRS3101	Research Methodology	College	BSMS2209	-	C-	60	3	2	2
BSAC3102	Intermediat Accounting II	Specialization	BSAC2207	-	C	65	3	2	2
BSAC3103	Corporate Accounting II	Specialization	BSAC2206	-	C	65	3	2	2
BSAC3104	Cost Accounting II	Specialization	BSAC2103	-	C	65	3	2	2
UNEN3104	Public Speaking	University	UNEN1203	-	D	50	3	2	2
Total							12	8	8

Semester 11									
BSAC3206	Banking and Insurance Accounting	Specialization	BSAC2101	-	C	65	3	2	2
BSAC3207	Contemporary Issues in Accounting	Specialization		-	C	65	3	2	2
BSAC3208	Project Appraisal	Specialization	BSAC2102	-	C	65	3	2	2
BSAC3209	Financial Management II	Specialization	BSAC2102	-	C	65	3	2	2
BSAC3210	Audit and Assurance I	Specialization	BSAC2104	-	C	65	3	2	2
UNJT0011	On Job Training Program	University	-	-	-	-	0	0	0
Total							15	10	10
Overall Total 30							27	18	18
Theory		50%		Practical			50%		

Section	
Specialization	Accounting
Level of Study	Bachelor

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSAC4101	Management Accounting II	Specialization	BSAC2208	-	C	65	3	2	2
BSAC4102	Taxation Accounting	Specialization	-	-	C	65	3	2	2
BSAC4103	Audit and Assurance II	Specialization	BSAC3210	-	C	65	3	2	2
BSSM4104	Strategic Management	College	-		C-	60	3	2	2
BSAC4105	Graduation Project I	Specialization	BSRS3101	-	C	65	3	0	6
UNAB4105	Arabic Language Skills	University		-	D	50	3	2	2
Total							18	10	16
Semester 11									
BSAC4207	International Financial Reporting Standards	Specialization	BSAC3102	-	C	65	3	2	2
BSAC4208	Financial Analysis and Control	Specialization	BSAC2102	-	C	65	3	2	2
BSAC4209	Performance Management	Specialization	BSAC2102	-	C	65	3	2	2
BSAC4210	Graduation Project II	Specialization	BSAC4105	-	C	65	3	0	6

BSBL4211	Business Law	College	-	-	C-	60	3	2	2
BSXX0000	Major Elective	Specialization		-	C	65	3	2	2
UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0
Total							18	10	16
Overall Total 30							36	20	32
Theory			38%		Practical		62%		

BSXX000/Specialization Elective Course (Student should select one only)

Project Management

University of Technology and Applied Science
College of Economics and Business Administration
Professional in Digital Marketing and Branding
COURSE PLAN AUDIT

College	College of Economics and Business Admin
Specialization	All Specializations
Level of Study	Diploma-YR-1

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSIB1101	Introduction to Business	College	-	-	C-	60	3	2	2
BSMK1102	Principles of Marketing	College	-	-	C-	60	3	2	2
BSEC1103	Principles of Economics	College	-	-	C-	60	3	2	2
BSAC1104	Principles of Accounting	College	-	-	C-	60	3	2	2
UNEN1102	English For Academic Purposes	University	Foundation	-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSFI1206	Principle of Finance	College	BSAC1104	-	C-	60	3	2	2
BSTH1207	Introduction to Tourism and Hospitality	College	-	-	C-	60	3	2	2
BSSL1208	Principles of Supply Chain and Logistics Management	College	-	-	C-	60	3	2	2
BSMG1209	Principles of Management	College	BSIB1101	-	C-	60	3	2	2
UNEN1203	Technical Writing	University	UNEN1102	-	D	50	3	2	2
Total							15	10	10
Overall Total 30							30	20	20
Theory	50%	Practical				50%			

College	College of Economics and Business Admin
Specialization	Professional Marketing
Level of Study	Diploma YR 2

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSMK2101	Consumer Behavior	Specialization	BSMK1102	-	C	65	3	2	2
BSMK2102	Digital Fundamental in Marketing	Specialization	BSMK1102	-	C	65	3	2	2
BSMK2103	Communication in Practice	Specialization		-	C	65	3	2	2

BSMK2104	Industrial Marketing	Specialization	BSMK1102	-	C	65	3	2	2
UNEP2109	ENTREPRENEOURSHIP	University		-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSMK2205	Service Marketing	Specialization	BSMK1102	-	C	65	3	2	2
BSMK2206	Advertising and Promotion	Specialization	BSMK1102	-	C	65	3	2	2
BAMK2207	Marketing for Public and NPOs	Specialization	BSMK1102		C	65	3	2	2
BSMS2209	MANAGERIAL STATISTICS	College	BSFI1206	-	C-	60	3	0	6
UNEL2210	University Elective I	University		-	D	50	3	2	2
UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0
Total							15	8	14
Overall Total 30							30	18	24
Theory 43%							Practical 57%		

OJTP2100	OJT Program - Diploma Certificate	Graduation	Completion Cer.	-	8 weeks	0	0	0	0
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College	College of Economics and Business Admin
Specialization	Professional in Digital Marketing and Branding
Level of Study	Advance Diploma

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSRS3101	RESEARCH METHODOLOGY	College	BSMS2209	-	C-	60	3	2	2
BSMK3102	Customer Insight	Specialization	BSMK2101	-	C	65	3	2	2
BSMK3103	Applied Marketing	Specialization		-	C	65	3	2	2
BSMK3104	Planning Campaign	Specialization	BSMK2206	-	C	65	3	2	2
BSDM3105	Managing Brands	Specialization		-	C	65	3	2	2
Total							15	10	10
Semester 11									
UNEN3104	PUBLIC SPEAKING	University	UNEN1203	-	D	50	3	2	2
BSMK3207	Marketing Research	Specialization	BSRS3101	-	C	65	3	2	2
BSDM3208	Digital Marketing Techniques	Specialization		-	C	65	3	2	2
BSDM3209	New Products Development (Services & Experiences)	Specialization		-	C	65	3	2	2
BADM3210	Advertising Management	Specialization	BSMK2206	-	C	65	3	2	2
UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0
Total							15	10	10
Overall Total 30							30	20	20
Theory 50%		Practical			50%				

OJTP3100	OJT Program - Advanced Diploma	Graduation	Completion Cer.	-	8 weeks	0	0	0	0
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College	College of Economics and Business Admin
Specialization	Professional in Digital Marketing and Branding
Level of Study	Bachelor

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSMK4101	Marketing and Digital Strategy	Specialization		-	C	65	3	2	2
BSDM4102	Digital Customer Experience	Specialization	BSMK3102	-	C	65	3	2	2
BSDM4103	International Marketing	Specialization			C	65	3	2	2
BSSM4104	Strategic Management	College	-	-	C-	60	3	2	2
BSMK4105	GRADUATION PROJECT I	Specialization	BSRS3101	-	C	65	3	0	6
UNAB4105	Arabic Language Skills	University	-	-	D	50	3	2	2
Total							18	10	16
Semester 11									
BSMK4207	Innovation in Marketing	Specialization	-	-	C	65	3	2	2
BSMK4208	Resource Management	Specialization			C	65	3	2	2
BSDM4209	Digital Optimization	Specialization		-	C	65	3	2	2
BSMK4210	GRADUATION PROJECT II	Specialization	BSMK4105	-	C	65	3	0	6
BSBL4211	BUSINESS LAW	College	-	-	C-	60	3	2	2
BSEL4212	Major Elective	College		-	C	65	3	2	2
UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0
Total							15	8	14
Overall Total 30							33	18	30
Theory		38%		Practical		63%			

OJTP3100	OJT Program - Bachelor	Graduation	Completion Cer.	-	8 weeks	0	0	0	0
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Specialization Elective Courses (student should select one)

Occupational Health & Safety
Project Management

University of Technology and Applied Science
College of Economics and Business Administration
HRM Program
COURSE STUDY PLAN

Section	
Specialization	All Specializations
Level of Study	Diploma-First Year

Course Code	Course Title	Required by	Pre-Requisite	Co-Requisite	Grading	Grading Mark	Credit Hour	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSIB1101	Introduction to Business	College	-	-	C-	60	3	2	2
BSMK1102	Principles of Marketing	College	-	-	C-	60	3	2	2
BSEC1103	Principles of Economics	College	-	-	C-	60	3	2	2
BSAC1104	Principles of Accounting	College	-	-	C-	60	3	2	2
UNEN1102	English For academic Purposes	University	Foundation	-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSFI1206	Applications in Finance	College	BSAC1104	-	C-	60	3	2	2
BSTH1207	Introduction to Tourism and Hospitality	College	-	-	C-	60	3	2	2
BSSL1208	Principles of Supply Chain and Logistics Man	College	-	-	C-	60	3	2	2
BSMG1209	Principles of Management	College	BSIB1101	-	C-	60	3	2	2
UNEN1203	Technical Writing	University	UNEN1101	-	D	50	3	2	2
Total							15	10	10
Overall Total 30							30	20	20
Theory		50%		Practical		50%			

Section	
Specialization	HRM
Level of Study	Diploma-Second Year

Course Code	Course Title	Required by	Pre-Requisite	Co-Requisite	Grading	Grading Mark	Credit Hour	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSHR2101	Fundamentals of Human Resource Management	Specialization	BSIB1101	-	C	65	3	2	2
BSHR2102	Organizational Behavior	Specialization	BSMG1201	-	C	65	3	2	2
BSHR2103	Leadership Theory and Practices	Specialization	BSMG1201	-	C	65	3	2	2
BSHR2104	Workplace Psychology	Specialization	-	-	C	65	3	2	2
UNEP2109	ENTREPRENEURSHIP	University	-	-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSHR2206	Recruitment and Selection	Specialization	BSHR2101	-	C	65	3	2	2
BSHR2207	Compensation and Benefits	Specialization	BSHR2101	-	C	65	3	2	2
BSHR2208	HR Development and Retention (HRDR)	Specialization	BSHR2101	-	C	65	3	2	2
BSMS2209	Managerial Statistics	College	BSFI1206	-	C-	60	3	2	2
UNEL2210	University Elective	University	-	-	D	50	3	2	2
UNJT0011	On Job Training Program	University	-	-	-	-	0	0	0
Total							15	10	10
Overall Total 30							30	20	20
Theory		50%		Practical		50%			

OJTP2100 OJT Program - Diploma Certificate Graduation Completion - 8 weeks 0 0 0 0

Section	
Specialization	HRM
Level of Study	Advanced Diploma

Course Code	Course Title	Required by	Pre-Requisite	Co-Requisite	Grading	Grading Mark	Credit Hour	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSRS3101	RESEARCH METHODOLOGY	College	BSMS2209	-	C-	60	3	2	2
BSHR3102	Human Resource Information System	Specialization	-	-	C	65	3	2	2

BSHR3103	Management of Diversity	Specialization	BSHR2101	-	C	65	3	2	2
BSHR3104	HR Counselling and Mentoring	Specialization	BSHR2101	-	C	65	3	2	2
UNEN3104	PUBLIC SPEAKING	University	UNEN120	-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSHR3206	Teamwork Management	Specialization	-	-	C	65	3	2	2
BSHR3207	Employee Relations	Specialization	-	-	C	65	3	2	2
BSHR3208	International HRM	Specialization	BSHR2101	-	C	65	3	2	2
BSHR3209	Total Quality Management	Specialization	-	-	C	65	3	2	2
BSHR3210	Managing and Coordinating Training	Specialization	BSHR2101	-	C	65	3	2	2
UNJT0011	On Job Training Program	University	-	-	-	-	0	0	0
Total							15	10	10
Overall Total 30							30	20	20
Theory			Practical			50%			

OJTP3100 OJT Program - Advanced Diploma Graduation Completion - 8 weeks 0 0 0 0

Section	
Specialization	HRM
Level of Study	Bachelor

Course Code	Course Title	Required by	Pre-Requisite	Co-Requisite	Passing Grade	Passing Mark	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSHR4101	Occupational Health & Safety	Specialization	-	-	C	65	3	2	2
BSHR4102	Human Resource Planning	Specialization	BSHR2101	-	C	65	3	2	2
BSHR4103	Performance Management	Specialization	BSHR2101	-	C	65	3	2	2
BSSM4104	Strategic Management	College	-	-	C-	60	3	2	2
BSHR4105	Graduation Project (A)	Specialization	BSRS3101	-	C	65	3	0	6
UNAB4105	ARABIC LANGUAGE SKILLS	University	-	-	D	50	3	2	2
Total							18	10	16
Semester 11									
BSHR4207	Career Management	Specialization	-	-	C	65	3	2	2
BSHR4208	Talent Management	Specialization	-	-	C	65	3	2	2
BSHR4209	HR Analytics	Specialization	BSHR2101	-	C	65	3	2	2
BSHR4210	Graduation Project (B)	Specialization	BSHR4105	-	C	65	3	0	6
BSBL4211	BUSINESS LAW	College	-	-	C-	60	3	2	2
BSXX0000	College Elective	Specialization	-	-	C	65	3	2	2
UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0
Total							18	10	16
Overall Total 30							36	20	32
Theory		38%		Practical		62%			

BSXX000/Specialization Elective Course (Student should select one only)

1. Project Management

University of Technology and Applied Science
College of Economics and Business Administration
Supply Chain and Logistics Management Program
COURSE STUDY PLAN

Section	
Specialization	All Specializations
Level of Study	Diploma-First Year

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSIB1101	Introduction to Business	College	-	-	C-	60	3	2	2
BSMK1102	Principles of Marketing	College	-	-	C-	60	3	2	2
BSEC1103	Principles of Economics	College	-	-	C-	60	3	2	2
BSAC1104	Principles of Accounting	College	-	-	C-	60	3	2	2
UNEN1102	English For Academic Purposes	University	Foundation	-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSFI1206	Principles of Finance	College	BSAC1104	-	C-	60	3	2	2
BSTH1207	Introduction to Tourism and Hospitality	College	-	-	C-	60	3	2	2
BSSL1208	Principles of Supply Chain and Logistics Management	College	-	-	C-	60	3	2	2
BSMG1209	Principles of Management	College	BSIB1101	-	C-	60	3	2	2
UNEN1203	Technical Writing	University	UNEN1102	-	D	50	3	2	2
Total							15	10	10
Overall Total 30							30	20	20
Theory	50%	Practical					50%		

Section	
Specialization	Supply Chain & Logistics Management Program
Level of Study	Diploma-Second Year

					Passing	Passing	Credit	Contact Hours
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Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Theory Hours	Practical Hours
Semester 1									
BSSL2101	Logistics & Expediting	Specialization	BSRE1208	-	C	65	3	2	2
BSSL2102	Procurement Management	Specialization		-	C	65	3	2	2
BSSL2103	Integrated SCM	Specialization	BSRE1208	BSSL2101	C	65	3	2	2
BSSL2104	SCM Regulations, Negotiation & Conflict resolution	Specialization		-	C	65	3	2	2
UNEP2109	ENTREPRENEURSHIP	University	UNRE1210	-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSSL2206,	Operations Management	Specialization	BSRE1208	-	C	65	3	2	2
BSSL2207	Transportation and Distribution	Specialization	BSSL2101	-	C	65	3	2	2
BSSL2208	Warehousing, inventory and materials management	Specialization	BSSL2102		C	65	3	2	2
BSMS2209	Managerial Statistics	Department	BSFI1206	-	C-	60	3	2	2
UNRE2210	Common Course(elective)	University		-	D	50	3	2	2
UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0
Total							15	10	10
Overall Total 30							30	20	20
Theory		50%	Practical				50%		

Section	
Specialization	Supply Chain & Logistics Management Program
Level of Study	Advanced Diploma

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSRS3101	RESEARCH METHODOLOGY	Department	BSMS2209	-	C-	60	3	2	2
BSSL3102	Import and Export Management	Specialization	BSRE1101	-	C	65	3	2	2

BSSL3103	Total Quality and Lean Management	Specialization	BSSL2206	-	C	65	3	2	2
BSSL3104	Demand Forecasting & Predictive Analytics	Specialization	BSRE2104 & BSSL2206	BSSL2104	C	65	3	2	2
UNEN3104	PUBLIC SPEAKING	University		-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSSL3206	Global SC strategies and Sustainable Management	Specialization	BSSL2103	-	C	65	3	2	2
BSSL3207	Relationship Management in Logistics & SC	Specialization	BSSL2103	-	C	65	3	2	2
BSSL3208	SC and service operaitons	Specialization	BSRE1208		C	65	3	2	2
BSSL3209	Facilities management & maintenance	Specialization	BSSL2206	-	C	65	3	2	2
BSSL3210	Technology & Big Data Analytics in SCM	Specialization	BSRE2104 & BSSL2206	-	C	65	3	2	2
UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0
Total							15	10	10
Overall Total 30							30	20	20
Theory			50%			Practical			50%

Section	
Specialization	Supply Chain & Logistics Management Program
Level of Study	Bachelor

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSSL4101	Maritime, Shipping & freight forwarding	Specialization	BSSL2207 & BSSL 3102	-	C	65	3	2	2
BSSL4102	Vendor Selection and Development	Specialization	BSRE1208	-	C	65	3	2	2
BSSL4103	SC design, simulation and optimization	Specialization	BSSL2103	-	C	65	3	2	2
BSRE4106	Graduation Project I	Specialization	BSRS3101	-	C	65	3	0	6
BSSM4104	Strategic Management	Department		-	C-	60	3	2	2
UNAB4105	Arabic Language Skills	University		-	D	50	3	2	2

Total							18	10	16
Semester 11									
BSSL4208	SC finance and risk management	Specialization	BSRE1206	-	C	65	3	2	2
BSSL4209	SC performance management	Specialization	BSSL4103		C	65	3	2	2
BSSL4210	Contemporary issues is SC & logistics	Specialization		-	C	65	3	2	2
BSRE4109	Business Law	Department		-	C-	60	3	2	2
BSRE4108	Graduation Project II	Specialization	BSRE4106	-	C	65	3	0	6
BSSL4212	Major Elective	Specialization		-	C	65	3	2	2
UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0
Total							18	10	16
Overall Total 30							36	20	32
Theory		38%	Practical				62%		

BSXX000/Specialization Elective Course (Student should select one only)

Occupational Health and Safety

Talent Management

Project Management

University of Technology and Applied Science
College of Economics and Business Administration
Professional Marketing in Sales and Retail
COURSE PLAN AUDIT

College	College of Economics and Business Admin
Specialization	All Specialization
Level of Study	Diploma YR 1

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSIB1101	Introduction to Business	College	-	-	C-	60	3	2	2
BSMK1102	Principles of Marketing	College	-	-	C-	60	3	2	2
BSEC1103	Principles of Economics	College	-	-	C-	60	3	2	2
BSAC1104	Principles of Accounting	College	-	-	C-	60	3	2	2
UNEN1102	English For Academic Purposes	University	Foundation	-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSFI1206	Applications in Finance	College	BSAC1104	-	C-	60	3	2	2
BSTH1207	Introduction to Tourism and Hospitality	College	-	-	C-	60	3	2	2
BSSL1208	Principles of Supply Chain and Logistics Management	College	-	-	C-	60	3	2	2
BSMG1209	Principles of Management	College	BSIB1101	-	C-	60	3	2	2
UNEN1203	Technical writing	University	UNEN1102	-	D	50	3	2	2
Total							15	10	10

Overall Total 30							30	20	20
Theory 50%			Practical 50%						

College	College of Economics and Business Admin
Specialization	Diploma in Professional Marketing
Level of Study	Diploma YR 2

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSMK2101	Consumer Behavior	Specialization	BSMK1102	-	C	65	3	2	2
BSMK2102	Digital Fundamental in Marketing	Specialization	BSMK1102	-	C	65	3	2	2
BSMK2103	Communication in Practice	Specialization		-	C	65	3	2	2
BSMK2104	Industrial Marketing	Specialization	BSMK1102	-	C	65	3	2	2
UNEP2109	ENTREPRENEOURSHIP	University		-	D	50	3	2	2
Total							15	10	10
Semester 11									
BSMK2205	Service Marketing	Specialization	BSMK1102	-	C	65	3	2	2
BSMK2206	Advertising and Promotion	Specialization	BSMK1102	-	C	65	3	2	2
BAMK2207	Marketing for Public and NPOs	Specialization	BSMK1102		C	65	3	2	2
BSST2108	MANAGERIAL STATISTICS	College		-	C-	60	3	0	6
UNEL2210	University Elective 1	University		-	D	50	3	2	2
UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0

Total							15	8	14
Overall Total 30							30	18	24
Theory	43%			Practical	57%				

College	College of Economics and Business Admin
Specialization	Professional Marketing in Sales and Retailing
Level of Study	Advance Diploma

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSRS3101	RESEARCH METHODOLOGY	College		-	C-	60	3	2	2
BSMK3102	Customer Insight	Specialization	BSMK2101		C	65	3	2	2
BSMK3103	Applied Marketing	Specialization			C	65	3	2	2
BSMK3104	Planning Campaign	Specialization	BSMK2206		C	65	3	2	2
BSRM3105	Principles of Selling	Specialization		-	C	65	3	2	2
Total							15	10	10
Semester 11									
UNEN3104	PUBLIC SPEAKING	University	UNEN1203	-	D	50	3	2	2
BSMK3207	Marketing Research	Specialization	BSRS3101	-	C	65	3	2	2
BSRM3208	Principles of Retailing	Specialization		-	C	65	3	2	2
BSRM3209	Supply Chain Management	Specialization		-	C	65	3	2	2
BARM3210	Pricing Strategy	Specialization		-	C	65	3	2	2

UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0
Total							15	10	10
Overall Total 30							30	20	20
Theory		50%		Practical		50%			

College	College of Economics and Business Admin
Specialization	Professional Marketing in Sales and Retailing
Level of Study	Baccalaureate

Course Code	Course Title	Required by	Pre-Requisites	Co-Requisites	Passing Grade	Passing Mark %	Credit Hours	Contact Hours	
								Theory Hours	Practical Hours
Semester 1									
BSMK4101	Marketing and Digital Strategy	Specialization		-	C	65	3	2	2
BSRM4102	Customer Relationship Management (CRM)	Specialization	BSMK3102	-	C	65	3	2	2
BSRM4103	Sales Management	Specialization	BAMK 2100	-	C	65	3	2	2
BSSM4104	Strategic Management	College	-	-	C-	60	3	2	2
BSMK4105	GRADUATION PROJECT (A)	Specialization	BSRE3101	-	C	65	3	0	6
UNAB4105	Arabic Language Skills	University	-	-	D	50	3	2	2

Total							9	4	10
Semester 11									
BSMK4207	Innovation in Marketing	Specialization		-	C	65	3	2	2
BSMK4208	Resource Management	Specialization			C	65	3	2	2
BSRM4209	Retail Management	Specialization	BSRM3206		C	65	3	2	2
BSMK4210	GRADUATION PROJECT (B)	Specialization	BSMK4105	-	C	65	3	0	6
BSBL4211	BUSINESS LAW	College	-	-	C-	60	3	2	2
BSEL4212	Major Elective	Specialization	-		C	65	3	2	2
UNJT0011	On Job Trianing Program	University	-	-	-	-	0	0	0
Total							15	8	14
Overall Total 30							24	12	24
Theory		33%		Practical			67%		

Specialization Elective Courses (student should select one)

Occupational Health & Safety
 Project Management
 Marketing for SMEs
 Strategic leadership in Tourism & Hospitality
 Cultural and Heritage Tourism Management

University Elective Courses (student should select one)

Communication Skills
 Preparing for work
 Business Ethics
 Islamic Studies
 Omani Economy/ Civilization
 Critical Thinking
 Foreign Languages