



AJMAN UNIVERSITY
OF SCIENCE & TECHNOLOGY

Major Sheet

BSc in Marketing

20131

Types of Course		Credit Hours
1. University General Education Requirements		24
(a)	University Required Courses	15
(b)	University Elective Courses	9
2. College Requirements		66
(a)	College Required Courses	54
(b)	College Elective Courses	12
3. Major Requirements		36
(a)	Major Required Courses	30
(b)	Major Electives Courses	6
Total Credit Hours		126

University Requirements

University Obligatory courses (15 Credit Hours)

	Course Title	Course Code	Credit Hours
1	Orientation	0101000	0
2	Islamic culture	0102110	3
3	Communication Skills in Arabic Language	0102140	3
4	Statistics	0103110	3
5	Environmental Science	0103120	3
6	Computer Applications	0104110	3
			15

University Elective Courses (9 Credit Hours)

	Course Name	Course Code	Credit Hours
1	The Miraculousness of the Holy Koran	0102120	3
2	Principle of Mathematics	0115140	3
3	General Psychology	0115130	3
4	History of Science in Islam	0115110	3
5	Scientific Pioneering	0115120	3
6	Art of Writing and Expressing	0115150	3
7	UAE Society	0115160	3
8	Education Technology	0115170	3
9	Principle of Architecture & Art	0112110	3
10	Principle of Interior Design	0112120	3
11	Modern Technology and Society	0112130	3
12	Internet Concepts	0113110	3
13	Introduction to Information System	0113120	3
14	Economic Concepts	0114110	3
15	Entrepreneurship Development	0114120	3
16	Principles of Ethics	0118110	3
17	General Biology	0118120	3
18	Oral Health	0118130	3
19	General Principles of Epidemiology	0118140	3
20	CPR Cardio Pulmonary Resuscitation	0118150	3
21	General Chemistry	0117110	3
22	Fundamental of Human Nutrition	0117120	3
23	First Aid	0117130	3
24	Applications of Remote Sensing & GIS	0117150	3
25	English Communication Skills	0119110	3
26	Introduction to Communication Sociology	0119120	3
27	Information Society	0119130	3
28	Legal Culture	0120115	3
29	Research Methodology	0103130	3

College Requirements:

Obligatory Courses (54 Credit Hours)

	Course Title	Course Code	Prerequisites	Credit Hours
1	Statistics for Business	0102211	103110	3
2	Business Research Method	0400307	102211 & 400291	3
3	Principles of Accounting I	0400292	-	3
4	Principles of Accounting II	0400394	400292	3
5	Introduction to Management	0400291	-	3
6	Fundamentals of Finance	0400396	400292	3
7	Microeconomics	0400393	-	3
8	Business Communication	0400408	400291	3
9	Principles of Marketing	0400395	400291	3
10	Business Law	0400411	400291	3
11	Management Information Systems	0400615	400291 & 306460	3
12	Organizational Behavior	0400409	400291	3
13	Macroeconomics	0400410	400393	3
14	Data Base Management Systems	0306460	104110	3
15	Quantitative Analysis	0400513	102211 & 110140	3
16	Supervised Training	0400516	After 96 credit hours	3
17	IT in Business	0310202	104110	3
18	Math for Management	0110140	-	3

College Requirements: Elective Courses (12 Credit Hours)

	Course Title	Course Code	Prerequisites	Credit Hours
1	Business Ethics	400419	400291	3
2	Economic Development of GCC	400512	400410	3
3	Managerial Economics	400522	400393	3
4	Public Relations	400523	400408	3
5	Feasibility Studies	400524	400393 & 400396	3
6	Hospitality & Tourism	400525	400395	3
7	Social Media	400526	400395	3
8	Enterprise Resources Management	400527	400291 & 400292	3

Major Requirements:

Major Obligatory Courses (30 Cr. Hrs.)

	Course Title	Course Code	Prerequisites	Credit Hours
1.	Marketing Research	0430501	0102211,400395	3
2.	Consumer Behavior	0430602	400395	3
3.	Advertising and Promotion	0430603	430602	3
4.	Personal Selling	0430606	400395,400408	3
5.	Product and Brand Management	0430613	400395	3
6.	Business to Business Marketing	0430706	400395	3
7.	Service Marketing	0430707	400395	3
8.	International Marketing	0430808	400395	3
9.	Marketing Management	0430809	430602,430501	3
10.	Graduation Project/Marketing	0430811	Completion of 102 credit hrs.	3

Major Elective Courses (6 Cr. Hrs.)

No.	Course Title	Course Code	Prerequisites	Credit Hours
1	Marketing Channels	0430604	400395	3
2	E-Marketing	0430612	400395	3
3	Purchasing and Material Management	0410704	400291,400395	3
4	Retail Marketing	0430714	400395	3
5	Selected Topics in Marketing	0430715	400395	3
6	Computer Application in Marketing	0430810	400291	3