



Ajman University

Date : Wednesday, October 18, 2017

Study Plan

Marketing(20161)			
Program Code	430	Introduced Term	Fall
Graduation Min Credit Hours	126	Graduation Max Credit Hours	132

Group Name : UNI.OBLIGATORY

Hours : 15

Element Code	Course Code	Course Name	Cr.Hrs	Pre-Req Courses	Min. Credit Hrs	Max. Credit Hrs	Weekly Hours
UNRQ_1	1010000	Orientation	0		0	0	Theory - 1
UNRQ_2	1021400	Communication Skills in Arabic Language (For Arabs)	3				Theory - 3
UNRQ_2	1021401	Communication Skills in Arabic Language (Non Arabs)	3				Theory - 3
UNRQ_2	1021402	Communication Skills in Arabic Language-E	3				Theory - 3
UNRQ_3	1021300	Islamic Civilization (Arabic)	3				Theory - 3
UNRQ_3	1021301	Islamic Civilization (English)	3				Theory - 3
UNRQ_3	1021100	Islamic Culture (For Arabs)	3				Theory - 3, Tutorial - 1
UNRQ_3	1021101	Islamic Culture-Non Arabs	3				Theory - 3
UNRQ_4	1141300	Innovation and Entrepreneurship (English)	3		60		Theory - 3
UNRQ_5	1041202	IT Fundamentals	3				Theory - 2, Practical - 2
UNRQ_6	1031333	Statistics (Business)	3				Theory - 2, Practical - 2



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Group Name : UNIV OPTION

Hours : 9

Element Code	Course Code	Course Name	Cr.Hrs	Pre-Req Courses	Min. Credit Hrs	Max. Credit Hrs	Weekly Hours
UNEL_1	1151500	The Art of Written Expression (Arabic)	3				Theory - 3
UNEL_1	1201150	Legal Culture	3				Theory - 3
UNEL_1	1121400	Introduction to Art (English)	3				Theory - 3
UNEL_1	1071300	Introduction to Digital Photography	3				Theory - 3
UNEL_1	1091100	Introduction to Aesthetics (English)	3				Theory - 3
UNEL_1	1091200	French Language	3				Theory - 3
UNEL_1	1021500	Introduction to Hadeeth and Sunna	3				Theory - 3
UNEL_1	1191700	Academic Writing (English)	3				Theory - 3
UNEL_1	1191500	The Art of Public Speaking (English)	3				Theory - 3
UNEL_2	1161200	Astronomy	3				Theory - 3
UNEL_2	1081200	Physics	3				Theory - 3
UNEL_2	1031200	Environmental Science (English)	3				Theory - 3
UNEL_2	1031300	Research Methodology (English)	3				Theory - 3
UNEL_2	1151100	History of Science in Islam	3				Theory - 3
UNEL_2	1151200	Scientific Pioneering	3				Theory - 3
UNEL_2	1171100	General Chemistry	3				Theory - 2, Practical - 2
UNEL_2	1171200	Fundamentals of Human Nutrition (English)	3				Theory - 3
UNEL_2	1171300	First Aid (English)	3				Theory - 3
UNEL_2	1181200	General Biology	3				Theory - 2, Practical - 2
UNEL_3	1191100	English Communication Skills	3				Theory - 3
UNEL_3	1151300	General Psychology (English)	3				Theory - 3
UNEL_3	1191600	Communication Between Cultures	3				Theory - 3
UNEL_3	1071100	Critical Thinking (English)	3				Theory - 3
UNEL_3	1151600	Emirates Society (English)	3				Theory - 3
UNEL_3	1131400	Library Information System	3				Theory - 3



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Group Name : COLG OBLIGATORY

Hours : 54

Element Code	Course Code	Course Name	Cr.Hrs	Pre-Req Courses	Min. Credit Hrs	Max. Credit Hrs	Weekly Hours
AURQ_1	1022110	Statistics for Business	3	Statistics (Business) (1031333)			Theory - 3
AURQ_2	4003070	Business Research Methods	3	Statistics for Business (1022110), Introduction to Management (4002910)			Theory - 3
AURQ_3	4002926	Principles of Accounting I	3				Theory - 3
AURQ_4	4003946	Principles of Accounting II	3	Principles of Accounting I(4002926)			Theory - 3
AURQ_5	4002910	Introduction to Management	3				Theory - 3
AURQ_6	4003960	Fundamentals of Finance	3	Principles of Accounting I(4002926)			Theory - 3
AURQ_7	4003930	Microeconomics	3				Theory - 3
AURQ_8	4004080	Business Communication	3	Introduction to Management (4002910)			Theory - 3
AURQ_9	4003950	Principles of Marketing	3	Introduction to Management (4002910)			Theory - 3
AURQ_10	4004110	Business Law	3	Introduction to Management (4002910)			Theory - 3
AURQ_11	4006150	Management Information Systems	3	Introduction to Management (4002910), Database Mgmt. Sytms. (3064600)			Theory - 3
AURQ_12	4004090	Organizational Behavior	3	Introduction to Management (4002910)			Theory - 3
AURQ_13	4004100	Macroeconomics	3	Microeconomics (4003930)			Theory - 3
AURQ_14	3064600	Database Mgmt. Sytms.	3	IT Fundamentals (1041202)			Theory - 2, Practical - 2
AURQ_15	4005136	Quantitative Analysis	3	Statistics for Business (1022110), Math. For Management (1101400)			Theory - 3
AURQ_16	4005160	Supervised Training	3		96		Internship - 3
AURQ_17	3102020	IT in Business	3	IT Fundamentals (1041202)			Theory - 2, Practical - 2
AURQ_18	1101400	Math. For Management	3				Theory - 3, Tutorial - 2

Group Name : COLG OPTION

Hours : 12

Element Code	Course Code	Course Name	Cr.Hrs	Pre-Req Courses	Min. Credit Hrs	Max. Credit Hrs	Weekly Hours
AUEL_1	4004190	Business Ethics	3	Introduction to Management (4002910)			Theory - 3
AUEL_1	4005120	Economic Development of GCC	3	Macroeconomics (4004100)			Theory - 3
AUEL_1	4005220	Managerial Economics	3	Microeconomics (4003930)			Theory - 3



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AUEL_1	4005230	Public Relations	3	Business Communication (4004080)			Theory - 3
AUEL_1	4005240	Feasibility Studies & Project Evaluation	3	Microeconomics (4003930), Fundamentals of Finance (4003960)			Theory - 3
AUEL_1	4005250	Hospitality & Tourism	3	Principles of Marketing (4003950)			Theory - 3
AUEL_1	4005260	Social Media	3	Principles of Marketing (4003950)			Theory - 3
AUEL_1	4005270	Enterprise Resources Planning	3	Introduction to Management (4002910), Principles of Accounting I (4002926)			Theory - 2, Practical - 2
AUEL_1	4005280	Business English	3				Theory - 3
AUEL_2	4005280	Business English	3				Theory - 3
AUEL_2	4005270	Enterprise Resources Planning	3	Introduction to Management (4002910), Principles of Accounting I (4002926)			Theory - 2, Practical - 2
AUEL_2	4005260	Social Media	3	Principles of Marketing (4003950)			Theory - 3
AUEL_2	4005250	Hospitality & Tourism	3	Principles of Marketing (4003950)			Theory - 3
AUEL_2	4005240	Feasibility Studies & Project Evaluation	3	Microeconomics (4003930), Fundamentals of Finance (4003960)			Theory - 3
AUEL_2	4005230	Public Relations	3	Business Communication (4004080)			Theory - 3
AUEL_2	4005220	Managerial Economics	3	Microeconomics (4003930), Macroeconomics (4004100)			Theory - 3
AUEL_2	4005120	Economic Development of GCC	3	Microeconomics (4003930)			Theory - 3
AUEL_2	4004190	Business Ethics	3	Introduction to Management (4002910)			Theory - 3
AUEL_3	4004190	Business Ethics	3	Introduction to Management (4002910)			Theory - 3
AUEL_3	4005120	Economic Development of GCC	3	Microeconomics (4003930)			Theory - 3
AUEL_3	4005220	Managerial Economics	3	Microeconomics (4003930), Macroeconomics (4004100)			Theory - 3
AUEL_3	4005230	Public Relations	3	Business Communication (4004080)			Theory - 3
AUEL_3	4005240	Feasibility Studies & Project Evaluation	3	Microeconomics (4003930), Fundamentals of Finance (4003960)			Theory - 3
AUEL_3	4005250	Hospitality & Tourism	3	Principles of Marketing (4003950)			Theory - 3
AUEL_3	4005260	Social Media	3	Principles of Marketing (4003950)			Theory - 3
AUEL_3	4005270	Enterprise Resources Planning	3	Introduction to Management (4002910), Principles of Accounting I (4002926)			Theory - 2, Practical - 2
AUEL_3	4005280	Business English	3				Theory - 3



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AUEL_4	4005280	Business English	3				Theory - 3
AUEL_4	4005270	Enterprise Resources Planning	3	Introduction to Management (4002910), Principles of Accounting I (4002926)			Theory - 2, Practical - 2
AUEL_4	4005260	Social Media	3	Principles of Marketing (4003950)			Theory - 3
AUEL_4	4005250	Hospitality & Tourism	3	Principles of Marketing (4003950)			Theory - 3
AUEL_4	4005240	Feasibility Studies & Project Evaluation	3	Microeconomics (4003930), Fundamentals of Finance (4003960)			Theory - 3
AUEL_4	4005230	Public Relations	3	Business Communication (4004080)			Theory - 3
AUEL_4	4005220	Managerial Economics	3	Microeconomics (4003930), Macroeconomics (4004100)			Theory - 3
AUEL_4	4005120	Economic Development of GCC	3	Microeconomics (4003930)			Theory - 3
AUEL_4	4004190	Business Ethics	3	Introduction to Management (4002910)			Theory - 3

Group Name : MAJ. OBLIGATORY

Hours : 30

Element Code	Course Code	Course Name	Cr.Hrs	Pre-Req Courses	Min. Credit Hrs	Max. Credit Hrs	Weekly Hours
APRQ_1	4305010	Marketing Research	3	Statistics for Business (1022110), Principles of Marketing (4003950)			Theory - 3
APRQ_2	4306020	Consumer Behavior	3	Principles of Marketing (4003950)			Theory - 3
APRQ_3	4306030	Advertising and Promotion	3	Consumer Behavior (4306020)			Theory - 3
APRQ_4	4306060	Personal Selling	3	Principles of Marketing (4003950), Business Communication (4004080)			Theory - 3
APRQ_5	4306130	Product and Brand Management	3	Principles of Marketing (4003950)			Theory - 3
APRQ_6	4307060	Business to Business Marketing	3	Principles of Marketing (4003950)			Theory - 3
APRQ_7	4307070	Service Marketing	3	Principles of Marketing (4003950)			Theory - 3
APRQ_8	4308080	International Marketing	3	Principles of Marketing (4003950)			Theory - 3
APRQ_9	4308090	Marketing Management	3	Consumer Behavior (4306020), Marketing Research (4305010)			Theory - 3
APRQ_10	4308110	Graduation Project/ Marketing	3	Business Research Methods (4003070)	102		Theory - 3



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Group Name : MAJOR OPTION

Hours : 6

Element Code	Course Code	Course Name	Cr.Hrs	Pre-Req Courses	Min. Credit Hrs	Max. Credit Hrs	Weekly Hours
APEL_1	4107040	Purchasing and Material Management	3	Introduction to Management (4002910), Principles of Marketing (4003950)			Theory - 3
APEL_1	4306040	Marketing Channels	3	Principles of Marketing (4003950)			Theory - 3
APEL_1	4306120	E-Marketing	3	Principles of Marketing (4003950)			Theory - 3
APEL_1	4307140	Retail Marketing	3	Principles of Marketing (4003950)			Theory - 3
APEL_1	4307150	Selected Topics in Marketing	3	Principles of Marketing (4003950)			Theory - 3
APEL_1	4308100	Computer Application In Marketing	3	Principles of Marketing (4003950), IT Fundamentals (1041202)			Theory - 2, Practical - 2
APEL_2	4308100	Computer Application In Marketing	3	Principles of Marketing (4003950), IT Fundamentals (1041202)			Theory - 2, Practical - 2
APEL_2	4307150	Selected Topics in Marketing	3	Principles of Marketing (4003950)			Theory - 3
APEL_2	4307140	Retail Marketing	3	Principles of Marketing (4003950)			Theory - 3
APEL_2	4306120	E-Marketing	3	Principles of Marketing (4003950)			Theory - 3
APEL_2	4306040	Marketing Channels	3	Principles of Marketing (4003950)			Theory - 3
APEL_2	4107040	Purchasing and Material Management	3	Introduction to Management (4002910), Principles of Marketing (4003950)			Theory - 3