

Business Management
“Sales and Marketing”

| Course Code | Course Title | Credit | Pre-Co Requisites |
|--|---|-----------|-------------------|
| ENGL-101 | Developmental Writing and Reading | 3 | |
| ENGL-102 | Composition I | 3 | ENGL-101 |
| Total Communication Skills Credits | | 6 | |
| HUMN-101 | History of Arab Islamic Civilization | 3 | |
| Total Humanities Credits | | 3 | |
| CARD-102 | Critical Thinking & Problem Solving | 2 | |
| CARD-205 | Career Development | 2 | |
| Total Personal and Professional Development Credits | | 4 | |
| MATH -107 | College Algebra | 4 | |
| MATH -208 | Statistics for Decision Making | 4 | MATH-107 |
| Total Mathematics Credits | | 8 | |
| IST-101 | PC Software | 3 | |
| BSM-105 | Computer Applications for Business | 3 | |
| BSM-106 | Adv. Computer Applications for Business | 4 | BSM-105 |
| Total Computing Basics Credits | | 10 | |
| BSM-101 | Introduction to Business | 3 | |
| Total Business Basics Credits | | 3 | |
| BSM-176 | Principles of Management | 3 | |
| BSM-178 | Principles of Marketing | 3 | BSM-101 |
| BSM-223 | Project Management | 3 | |
| BSM-233 | Internet Marketing | 3 | BSM-178 |
| BSM-279 | Consumer Behavior | 3 | |
| BSM-280 | Advertising and Public Relations | 3 | BSM-178 |
| BSM-281 | Accounting for Business | 4 | MATH-107 |
| BSM-283 | Salesmanship | 3 | |
| BSM-285 | Market Research Methods | 3 | |
| IST-231 | Introduction to Databases | 3 | |
| Total Business Core Credits | | 31 | |
| TOTAL PROGRAM CREDITS | | 65 | |