

## Study Plans - English

Major : Marketing & Electronic Commerce / Bachelor Plan Semester : 20201  
 Faculty : Oman College of Management & Technology Section : Marketing & Electronic Commerce  
 Plan Hrs : 123 Plan Type : Major  
 Min Semester : 3 Semester(s) Training : Not Found Edition : 5 Study Type: Morning  
 Max Semester : 14 Semester(s) Training Hrs : Thesis Type : Nothing

Category : Faculty Requirement Hrs : ( 15 ) Hrs

Group : Compulsory Hrs : ( 12 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs
102106	Entrepreneurship:Creativity and Innovation	3		
103202	Scientific Research Methods	3		
701101	English Language I	3		
701105	Arabic Language	3		

Group : Elective Hrs : ( 3 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs
701107	History of Oman	3		
701108	Arabic Islamic Civilization	3		
701109	Islamic Culture	3		
701110	Enviroment & Society	3		
701112	Omani Society	3		
701114	Islamic Economics	3		
701117	Introduction to Psychology	3		
701118	Introduction to Library Science	3		
701120	Physical Education	3		
701122	Human Rights Issues	3		
701123	Technical Writing	3		

Category : Departement Requirement Hrs : ( 24 ) Hrs

Group : Compulsory Hrs : ( 24 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs
102101	Principles of Management I	3		
102103	Principles of Macro Economics	3		
102104	Principles of Microeconomics	3		
*102201	Principles of Statistics	3		
202101	Principles of Accounting I	3		
202102	Principles of Accounting II	3	((Pre) 202101)	

## Study Plans - English

Category Department Requirement

Hrs : ( 24 ) Hrs

Group Compulsory

Hrs : ( 24 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs
302201	Principles of Finance I	3		
403201	Principles of Marketing I	3		

Category : Supporting Requirement

Hrs : ( 78 ) Hrs

Group : Compulsory

Hrs : ( 72 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs
102102	Principles of Management II	3	((Pre) 102101)	
103201	Commercial Law	3		
203401	Managerial Accounting	3	((Pre) 202102)	
403202	(Principles of Marketing (2	3	((Pre) 403201)	
403203	Service Marketing	3	((Pre) 403201)	
403204	Sales Management	3	((Pre) 403201)	
403205	Product Management	3	((Pre) 403201)	
403206	Promotion Management	3	((Pre) 403201)	
403207	Computer Applications in Marketing	3	((Pre) 403201)	
403301	International Marketing	3	((Pre) 403201)	
403302	Retailing	3	((Pre) 403201)	
403304	Distribution Channels	3	((Pre) 403201)	
403305	Tourism Marketing	3	((Pre) 403201)	
403307	Banking Marketing	3	((Pre) 403201)	
403308	E-Commerce I	3	((Pre) 403207)	
403309	E-Commerce II	3	((Pre) 403308)	
403401	Consumer Behavior	3	((Pre) 403201)	
403402	Marketing Management	3	((Pre) 403201)	
403403	Marketing Research	3	((Pre)) Or (403201 (Pre) 103202)	
403404	Graduation Project	3		
403405	Marketing Strategies	3	((Pre) 403402)	
403406	Marketing Information Systems	3	((Pre) 403207)	
403408	E-Marketing I	3	((Pre) 403308)	
403409	E-Marketing II	3	((Pre) 403408)	

Group : Elective

Hrs : ( 6 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs
103205	Commercial Statistics	3	(Pre)*102201	
103209	Human Resources Management	3	((Pre) 102101)	

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Category Supporting Requirement

Hrs : ( 78 ) Hrs

Group Elective

Hrs : ( 6 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
103210	Quantitative Analysis I	3	((Pre) 103205)	
103404	Strategic Management	3	(Pre)102101	
303302	Investment Management	3	(Pre)302201	
303305	Financial Markets	3	((Pre) 302201)	
403210	industrial marketing	3	((Pre) 403201)	
403306	Whole Trading	3	((Pre) 403201)	
403411	Marketing Issues	3		
403412	Marketing and Quality Assurance	3	((Pre) 403201)	
403413	Logistic Operations and Distributions	3	((Pre) 403201)	

Category : Free Courses

Hrs : ( 6 ) Hrs

Group : Free Hrs

Hrs : ( 6 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs