

Study Plans - English

Major : Marketing & Electronic Commerce / Bachelor Plan Semester : 20142
 Faculty : Oman College of Management & Technology Section : Marketing & Electronic Commerce
 Plan Hrs : 132 Plan Type : Major
 Min Semester : 3 Semester(s) Training : Not Found Edition : 4 Study Type: Morning
 Max Semester : 14 Semester(s) Training Hrs : Thesis Type : Nothing

Category : Faculty Requirement Hrs : (24) Hrs

Group : Compulsory Hrs : (21) Hrs

| course | Course Name | Hrs | Prerequisite Courses | Prerequisit Hrs |
|--------|--|-----|----------------------|-----------------|
| 102106 | Entrepreneurship:Creativity and Innovation | 3 | | |
| 103202 | Scientific Research Methods | 3 | | |
| 701101 | English Language I | 3 | | |
| 701102 | English Language II | 3 | (701101) | |
| 701103 | English Language III | 3 | (701102) | |
| 701105 | Arabic Language | 3 | | |
| 701108 | Arabic Islamic Civilization | 3 | | |

Group : Elective Hrs : (3) Hrs

| course | Course Name | Hrs | Prerequisite Courses | Prerequisit Hrs |
|--------|---------------------------------|-----|----------------------|-----------------|
| 701107 | History of Oman | 3 | | |
| 701109 | Islamic Culture | 3 | | |
| 701110 | Environment & 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 | | |

Category : Department Requirement Hrs : (24) Hrs

Group : Compulsory Hrs : (24) Hrs

| course | Course Name | Hrs | Prerequisite Courses | Prerequisit 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 | | |

Study Plans - English

Category Departement Requirement

Hrs : (24) Hrs

Group Compulsory

Hrs : (24) Hrs

| course | Course Name | Hrs | Prerequisite Courses | Prerequisit Hrs |
|--------|-----------------------------|-----|----------------------|-----------------|
| 202102 | Principles of Accounting II | 3 | (202101) | |
| 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 | Prerequisit Hrs |
|--------|------------------------------------|-----|----------------------|-----------------|
| 102102 | Principles of Management II | 3 | (102101) | |
| 103201 | Commercial Law | 3 | | |
| 203401 | Managerial Accounting | 3 | (202102) | |
| 403202 | (Principles of Marketing (2 | 3 | (403201) | |
| 403203 | Service Marketing | 3 | (403201) | |
| 403204 | Sales Management | 3 | (403201) | |
| 403205 | Product Management | 3 | (403201) | |
| 403206 | Promotion Management | 3 | (403201) | |
| 403207 | Computer Applications in Marketing | 3 | (403201) | |
| 403301 | International Marketing | 3 | (403201) | |
| 403302 | Retailing | 3 | (403201) | |
| 403304 | Distribution Channels | 3 | (403201) | |
| 403305 | Tourism Marketing | 3 | (403201) | |
| 403307 | Banking Marketing | 3 | (403201) | |
| 403308 | E-Commerce I | 3 | (403207) | |
| 403309 | E-Commerce II | 3 | (403308) | |
| 403401 | Consumer Behavior | 3 | (403201) | |
| 403402 | Marketing Management | 3 | (403201) | |
| 403403 | Marketing Research | 3 | (Or (403201 (103202) | |
| 403404 | Graduation Project | 3 | | |
| 403405 | Marketing Strategies | 3 | (403402) | |
| 403406 | Marketing Information Systems | 3 | (403207) | |
| 403408 | E-Marketing I | 3 | (403308) | |
| 403409 | E-Marketing II | 3 | (403408) | |

Study Plans - English

Category Supporting Requirement

Hrs : (78) Hrs

Group : Elective

Hrs : (6) Hrs

| course | Course Name | Hrs | Prerequisite Courses | Prerequisit Hrs |
|--------|---------------------------------------|-----|----------------------|-----------------|
| 103205 | Commercial Statistics | 3 | (س)*102201 | |
| 103209 | Human Resources Management | 3 | (102102) | |
| 103210 | Quantitative Analysis I | 3 | (103205) | |
| 103404 | Strategic Management | 3 | (س)102101 | |
| 303302 | Investment Management | 3 | (302201) | |
| 303305 | Financial Markets | 3 | (302201) | |
| 403210 | industrial marketing | 3 | (403201) | |
| 403306 | Whole Trading | 3 | (403201) | |
| 403411 | Marketing Issues | 3 | | |
| 403412 | Marketing and Quality Assurance | 3 | (403201) | |
| 403413 | Logistic Operations and Distributions | 3 | (403201) | |

Category : Free Courses

Hrs : (6) Hrs

Group : Free Hrs

Hrs : (6) Hrs

| course | Course Name | Hrs | Prerequisite Courses | Prerequisit Hrs |
|--------|-------------|-----|----------------------|-----------------|
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