

**Ahlia University**  
**COLLEGE OF BUSINESS & FINANCE**  
**BACHELOR'S DEGREE IN MANAGEMENT AND MARKETING**  
**BSMM 21-22**

**BSMM 21-22 - FIRST YEAR (32 CREDITS)**

**First Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
ARAB	101	Composition for Native Speakers of Arabic I	3	0	3	
ECON	101	Principles of Microeconomics	3	0	3	
ENGL	101	Academic English I	3	0	3	ENGL 052 AND ENGL 055 or passing placement test
ITCS	101	Introduction to Computers & IT	2	2	3	
MATH	103	Mathematics I	3	0	3	MATH 053 or passing placement test
					<b>15</b>	

**Second Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
ACCT	101	Accounting I	3	0	3	
ENGL	102	Academic English II	3	0	3	ENGL 101
ITCS	121	Computer Programming	2	2	3	ITCS 101
STAT	101	Introduction to Statistics	3	0	3	MATH 053 or passing placement test
MATH	104	Mathematics II	3	0	3	MATH 103
HUMR	101	Principles of Human Rights	2	0	2	
					<b>17</b>	

**BSMM 21-22 - SECOND YEAR (36 CREDITS)**

**First Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
ACCT	201	Accounting II	3	0	3	ACCT 101
ECON	102	Principles of Macroeconomics	3	0	3	
ENGL	201	Academic English III	3	0	3	ENGL 102
HIST	121	Modern History of Bahrain	3	0	3	
HU/SS	XXX	Humanities/Social Sciences	3	0	3	
MAGT	121	Fundamentals of Management	3	0	3	
					<b>18</b>	

**Second Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
ENGL	202	Academic English IV	3	0	3	ENGL 201
FINC	211	Financial Management I	3	0	3	ACCT 101
XXXX	XXX	Free Elective I	X	X	3	
ITMA	201	Management Information Systems	3	0	3	MAGT 121
MAKT	201	Principles of Marketing	3	0	3	MAGT 121
STAT	202	Business Statistics	3	0	3	STAT 101
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**BSMM 21-22 - THIRD YEAR (36 CREDITS)**

**First Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
MAKT	310	Consumer Behaviour	3	0	3	MAKT 201
ACCT	301	Managerial Accounting	3	0	3	ACCT 201
MAGT	322	Production & Operations Management	3	0	3	ITCS 101 AND STAT 101
MAGT	323	Human Resource Management	3	0	3	MAGT 121
XXXX	XXX	Free Elective II	X	X	3	
					<b>15</b>	

**Second Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
ECON	301	Business Law	3	0	3	LAW 101 OR Completion of at least 66 credits
MAGT	310	Quantitative Analysis for Business	3	0	3	STAT 202
MAGT	324	Organizational Behavior & Leadership Development	3	0	3	MAGT 323
ETHC	391	Ethics and Professional Practice in Business	3	0	3	Completion of at least 66 credits
XXXX	XXX	Major Elective I	3	0	3	
MAKT	322	Sales Management	3	0	3	MAKT 201
					<b>18</b>	

**Summer Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
INTR	469	BSMM Internship	0	0	3	Completion of at least 90 credits And Minimum CGPA 2
					<b>3</b>	

**BSMM 21-22 - FOURTH YEAR (30 CREDITS)**

**First Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
ITMA	401	E-Commerce	3	0	3	ITCS 101
MAGT/MAKT*	412	International Business/International Marketing	3	0	3	ECON 102 Or MAKT 201 AND Completion of at least 90 credits
MAGT/MAKT*	416	Project Management/Service Marketing	3	0	3	MAGT 322 Or MAKT 310
BFRM	498	Research Methods in Business & Finance	3	0	3	STAT 202 AND Completion of at least 90 credits
MAKT	423	Digital and Social Media Marketing	3	0	3	MAKT 201
					<b>15</b>	

**Second Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
MAGT/MAKT*	423/425	Strategic Management/Strategic Marketing Management	3	0	3	MAGT 121 Or MAKT 201 AND Completion of at least 90 credits
MAGT	424	Entrepreneurship & Innovation	3	0	3	MAKT 201 AND Completion of at least 90 credits
MAGT	414	Quality Management	3	0	3	STAT 202
MAGT/MAKT*	499	Project In Management and Marketing	0	6	3	ETHC 391 AND BFRM 498
XXXX	XXX	Major Elective II	3	0	3	
					<b>15</b>	

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**LIST OF MAJOR ELECTIVE COURSES**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
ITMA	304	Business Data Analytics	3	0	3	STAT 202
MAGT	325	Strategic Leadership and Change Management	3	0	3	MAGT 324
MAGT	331	Business Simulation	3	0	3	STAT 202
MAGT	430	Supply Chain Management	3	0	3	MAGT 322
MAKT	320	Marketing of Financial Services	3	0	3	MAKT 201
MAKT	321	Marketing Research	3	0	3	STAT 202
MAKT	331	Industrial Marketing	3	0	3	MAKT 201
MAKT	332	Advertising & Promotions Management	3	0	3	MAKT 201
MAKT	431	Customer Relationship Management	3	0	3	MAKT 310 AND Completion of at least 66 credits

**List of MAGT/MAKT\* 412 Courses:**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
MAGT	412	International Business	3	0	3	ECON 102 AND Completion of at least 90 credits
MAKT	412	International Marketing	3	0	3	MAKT 201 AND Completion of at least 90 credits

**List of MAGT/MAKT\* 416 Courses:**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
MAGT	416	Project Management	3	0	3	MAGT 322
MAKT	416	Service Marketing	3	0	3	MAKT 310

**List of MAGT/MAKT\* 423/425 Courses:**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
MAGT	423	Strategic Management	3	0	3	MAGT 121 AND Completion of at least 90 credits
MAKT	425	Strategic Marketing Management	3	0	3	MAKT 201 AND Completion of at least 90 credits

**List of MAGT/MAKT\* 499 Courses:**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
MAGT	499	Project in Management	0	6	3	BFRM 498 AND ETHC 391
MAKT	499	Project In Marketing	0	6	3	BFRM 498 AND ETHC 391