



AMERICAN COLLEGE OF DUBAI

BBA MARKETING CONCENTRATION

STUDY PLAN

Name:	ID NUMBER:
Email:	ADVISOR:
Contact Number:	<input type="radio"/> IELTS <input type="radio"/> TOEFL <input type="radio"/> EMSAT:

Summary of Total Credit Hours:

S. No.	Course Categories	Credit Hours
1.	General Education Requirements	39
2.	Business Core Requirements	48
3.	Concentration Courses	24
4.	Academic Electives	6
5.	Free Elective	3
	TOTAL CREDITS	120

1. Course Category - General Education Requirements = 39 Credits

Course Code	Course Title	Credit Hours	Pre-Requisite	GRADE/ %	REMARKS
ENG 120	College Composition I	3	PI. Test or ENC 002L		
ENG 121	College Composition II	3	ENG 120		
IT 100	Intro. to Info. Technology	3			
ISC 100	Islamic Culture	3	College Level English		
SOC 110	Introduction to UAE Society	3	College Level English		
MAN 110	Introduction to Business, Entrepreneurship and Innovation	3	College Level English		
MAT 120	Finite Mathematics	3	PI. Test or MAT 050		
MAT 220	Statistics	3	MAT 120		
ENG 212	Public Speaking	3	ENG 121		
FAS 201	Introduction to Humanities	3			
PHL 210	Introduction to Philosophy	3	College Level English		
SCI 219	Environmental Issues	3			
ENG 220	Business Communication	3	ENG 212		
TOTAL		39			

2. Course Category - Business Core Requirements = 48 Credits

Course Code	Course Title	Credit Hours	Pre-Requisite	GRADE/ %	REMARKS
ACC 101	Financial Accounting I	3			
ACC 102	Financial Accounting 2	3	ACC 101		
ECO 201	Microeconomics	3	MAT 120		
ECO 202	Macroeconomics	3	ECO 201		
ACC 202	Managerial Accounting	3	ACC 102		
MAN 206	Business Law	3	ENG 121		
IT 208	Bus. Systems Analysis & Design/ IT 201 Website Computing	3	IT 100		
MAN 215	Principles of Management	3	IT 208		
PHL 216	Business Ethics	3	MAN110		
MAN 300	Operations Management	3	MAT 220, MAN 215		
MAN 305	Organizational Behavior	3	MAN 215		
HRM 211	Human Resource Management	3	MAN 215		
FIN 300	Principles of Finance	3	ACC 202, ECO 202, MAT 220		
MAN 340	Small Business Management	3	MAN 215, FIN 300		
MAN 350	Business Internship	3	Completed 90 Credits		
MAN 420	International Business	3	MAN 215		
TOTAL		48			

SEMESTER CGPA

1ST YEAR 1ST SEM _____

2ND SEM _____

SUMMER _____

2ND YEAR 1ST SEM _____

2ND SEM _____

SUMMER _____

CREDITS COMPLETED _____

CGPA _____



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3. Course Category – MKT Concentration Courses =24 Credits

Course Code	Course Title	Credit Hours	Pre-Requisite	GRADE/ %	REMARKS
MAN 345	Family Business Mgt.	3	MAN 215, ACC 202		
MKT 300	Marketing Management	3	MAN 215		
MKT 327	Consumer Behavior	3	MKT 300		
MKT 335	Marketing Research	3	MKT 300, ECO 202, ENG 220		
MKT 410	Integrated Marketing Communication	3	MKT 327, ENG 220		
MKT 415	Customer Relationship Management	3	MAN 215		
MKT 450	Marketing Strategy	3	IT 208, MKT 327, MAN 305		
MAN 460	Business Policy & Strategy	3	FIN 300, MAN 300, MAN 305		
TOTAL		24			

4. Course Category – MKT Academic Elective Courses (any two) = 6 Credits

Course Code	Course Title	Credit Hours	Pre-Requisite	GRADE/ %	REMARKS
HRM 125	Human Relations in Administration	3	College Level English		
FIN 310	Fundamentals of Investments	3	FIN 300		
MAN 328	Organizational Leadership	3	MAN 215, MAN 305		
HRM 310	Employment Law and Labor Standards	3	HRM 211		

5. Course Category – MKT Free Elective Courses (any one) = 3 Credits

Course Code	Course Title	Credit Hours	Pre-Requisite	GRADE/ %	REMARKS
PSY 108	Introduction to Psychology	3	College Level English		
PSY 257	Social Psychology	3	PSY 108		
SOC 112	Introduction to Sociology	3	College Level English		
SCI 145	Chemistry I	3			
SCI 146	Chemistry II	3	SCI 145		
SCI 212	Principles of Physical Science	3			
SCI 215	Health issues	3			
SCI 248	General Physics with Calculus I	3			
SCI 249	General Physics with Calculus II	3	SCI 248		
LIT 200	Introduction to Critical Reading	3	ENG 120		
MKT 113	Introduction to Marketing	3	College Level English		

3RD YEAR 1ST SEM _____

2ND SEM _____

SUMMER _____

4TH YEAR 1ST SEM _____

2ND SEM _____

SUMMER _____

CREDITS COMPLETED _____

CGPA _____