

## 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: Full Time  
 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   |                      |                 |

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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 |
|--------|-------------|-----|----------------------|-----------------|
|        |             |     |                      |                 |