

## Bachelor of Business Administration in Luxury Marketing

Semester	Course Code		Subject Title	Prerequisite	Credit Hours
Semester 1	LNG	171	English I		3
	MTH	196	Mathematics for Business		3
	GED	101E	Applications of Computer Software		3
	MGT	202	Principles of Management		3
	ENT	141	Fundamentals in Innovation and Entrepreneurship 1	None	2
	<b>Total</b>				
Semester 2	ACT	112	Principles of Accounting I		3
	ECO	221	Principles of Microeconomics		3
	LNG	172	English II	LNG-171	3
	QBA	241	Quantitative Business Analysis		3
	GED	199E	UAE Society	None	3
	ENT	142	Fundamentals in Innovation and Entrepreneurship 2	ENT-141	1
	<b>Total</b>				
Semester 3	ACT	212	Principles of Accounting II	ACT-112	3
	ECO	222	Principles of Macroeconomics		3
	MKT	201	Principles of Marketing	LNG-171	3
	QBA	341	Quantitative Approaches to Decision Making	QBA-241	3
	ENT	241	Entrepreneurship I	ENT-142	2
	<b>Total</b>				

Semester	Course Code		Subject Title	Prerequisite	Credit Hours
Semester 4	FIN	201	Managerial Finance	ACT-112	3
	MGT	210	Business Report Writing	LNG-172	3
	MGT	231	Legal Environment of Business	MGT 202, LNG 172	3
	MKT	208	Consumer Behavior	MKT-201	3
	GED	198E	Islamic Culture		3
	ENT	242	Entrepreneurship II	ENT-241	1
	<b>Total</b>				
Semester 5	MGT	311	Business Research Methods	QBA-341	3
	HRM	210	Human Resource Management	MGT-202	3
	MKT	350	Luxury Marketing	MKT-201	3
	MKT	310	Advertising and Promotion	MKT-201	3
	INB	360	International Business	MGT 202	3
			Science & Technology		3
	<b>Total</b>				
Semester 6	MKT	320	Retailing	MKT-201	3
	SWS	351	Management Information Systems	GED-101E	3
	MGT	320	Organizational Behavior	HRM-210	3
	MGT	361	Operations Management	MGT-202, QBA-341	3
	MKT	330	Digital Luxury	MKT 201	3
	<b>Total</b>				
Semester 7			Core elective (1)		3

Semester	Course Code	Subject Title	Prerequisite	Credit Hours
		Core elective (2)		3
	MKT 335	Luxury Branding	MKT 320	3
	MKT 430	Marketing Research	MKT-208 & QBA 341	3
		Major Elective (1)		3
	<b>Total</b>			<b>15</b>
Semester 8	MGT 470	Strategic Management	HRM-210, ECO-222, ECO-221, FIN-201, MKT-201, MGT-361, +90 Cr.H	3
	MGT 405	Business Ethics & Social Responsibility	Complete 90 Cr.H	3
	MKT 420	Luxury Brand Management	MKT 335	3
		Humanity (1)		3
	<b>Total</b>			<b>12</b>
Internship to be taken in summer semester after completion of 90 Cr.H with CGPA 2.0 or more				3
<b>Total Credit Hours</b>				<b>123</b>