Bachelor of Business Administration in Marketing (BMKT)

Major Electives

Code	Title	Credits	Prerequisites	Corequisites	Year	Semester
	Elective	3			Second	Spring
	Elective	3			Second	Fall
	Total	6				

Core Requirements

Code	Title	Credits	Prerequisites	Corequisites	Year	Semester
BACC200	Financial Accounting	3	ENGL051		First	Fall
BACC360	Managerial Accounting	3	BACC200		First	Spring
BECO210	Introduction to Microeconomics	3	BMTH210		First	Spring
BECO260	Introduction to Macroeconomics	3	BMTH210		Second	Fall
BFIN300	Business Finance	3	BACC200		First	Spring
BMGT200	Introduction to Business Management	3	ENGL151		First	Fall
BMGT300	Introduction to Business Law	3	BMGT200		Second	Spring
BMGT315	Human Resource Management	3	BMGT200		Second	Fall
BMGT340	Organizational Behavior	3	BMGT200		Second	Spring
BMGT380	Business Ethics	3	BMGT200		Third	Fall
BMIS300	Management Information Systems	3	ENGL151		First	Spring
BMIS355	Quantitative Methods of Business Decisions	3	BSTA205		Third	Spring
BMIS360	Operations Management	3	BSTA205		Third	Fall
BMKT300	Marketing Theory and Principles	3	ENGL151		First	Spring
IMGT490	Global Strategic Management	3	BMGT200		Third	Spring
	Total	45				

Major Requirements

Code	Title	Credits	Prerequisites	Corequisites	Year	Semester

BMKT310	Digital Marketing	3	BMKT300		Second	Spring
BMKT315	Integrated Marketing Communication	3	BMKT300		Third	Fall
BMKT350	Consumer Behavior	3	BMKT300		Second	Fall
BMKT360	Market Research Methods	3	BMKT300-BSTA205		Third	Spring
BMKT380	Strategic Brand Management	3	BMKT300		Second	Spring
BMKT420	Customer Service Management	3	BMKT300		Third	Fall
BMKT497	Retailing & Merchandising Management	3	BMKT300		Third	Spring
	Total	21				

General Education Requirements

Code	Title	Credits	Prerequisites	Corequisites	Year	Semester
ARAB200	Arabic Language and Literature	3			Second	Fall
BMTH210	Business and Managerial Math	3	ENGL051-MATH100		First	Fall
BSTA205	Introduction to Business Statistics	3	ENGL051		First	Fall
CSCI200	Introduction to Computers	3	ENGL051		First	Fall
CULT200	Introduction to Arab - Islamic Civilization	3			Third	Spring
ENGL201	Composition and Research Skills	3	ENGL151		First	Fall
ENGL251	Communication Skills	3	ENGL201		First	Spring
	Total	21				

General Education Electives

Code	Title	Credits	Prerequisites	Corequisites	Year	Semester
	Elective	3			Third	Fall
	Elective	3			Second	Fall
	Total	6				

Major Elective Courses

Code	Title	Credits	Prerequisites	Corequisites	
BACC330	Intermediate Financial Accounting I	3	BACC200		
BACC370	Intermediate Financial Accounting II	3	BACC330		
BACC400	Accounting Information Systems and Applications	3	ENGL151-BACC200		
BACC420	Tax Accounting	3	BACC200		
BACC430	Auditing and Fraud Prevention	3	ENGL151-BACC200		
BACC450	Lebanese Accounting Practices	3	BACC200		

BACC497	Advanced Accounting	3	BACC330	
BECO305	Intermediate Microeconomics	3	BECO210	
BECO340	Intermediate Macroeconomics	3	BECO260	
BECO365	Growth Models and Policy	3	BECO260-BECO210	
BECO385	Econometrics	3	BSTA205-BECO260-BECO210	
BECO400	Labor Economics and Market Structures	3	BECO260-BECO210	
BECO430	International Economics and Trade	3	BECO260-BECO210	
BFIN350	Financial Management	3	BFIN300	
BFIN360	Financial Reporting and Analysis	3	BFIN300	
BFIN400	Financial Modeling	3	BFIN300	
BFIN430	International Banking and Finance	3	BFIN300	
BFIN440	Banking Operations	3	BFIN300	
BFIN470	Financial Markets and Institutions	3	BFIN300	
BFIN475	Financial Investments	3	BFIN300	
BHTM305	Introduction to Hospitality & Tourism Industry	3	ENGL151	
BHTM311	Lodging Management (+Opera)	3	BHTM305	
BHTM315	Business Etiquette & Protocol	3	ENGL151	
BHTM340	Restaurant Management	3	BHTM305	
BHTM425	Food and Beverage Cost Control	3	BHTM305-BACC200	
BHTM445	Conventions and Meetings Management	3	BMGT200	
BHTM495	Revenue Management	3	BACC200-BHTM305	
BMGT360	Research Methods for Business	3	BSTA205-BMGT200	
BMGT470	Total Quality Management	3	BMGT200	
BMGT475	Leadership Principles	3	BMGT200	
BMIS310	Business Telecommunications	3	BMIS300	
BMIS320	Data Management	3	BMIS300	
BMIS370	System Analysis and Design	3	BMIS300	
BMIS375	Programming Fundamentals	3	BMIS300	
BMIS400	E-Business	3	BMIS300	

BMIS480	Knowledge Management	3	BMIS370	
BMIS497	Business Intelligence Systems	3	BMIS320	
IMGT390	Strategic Negotiations	3	BMGT200	
IMGT430	International Business Management	3	BMGT200	
IMGT497	Managing Entrepreneurship	3	BMGT200	