



الكلية الحديثة للبحارة والعلوم
MODERN COLLEGE
OF BUSINESS & SCIENCE

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ADMISSION CRITERIA

- Recognized general education diploma or its equivalent
- Students joining MCBS must go through an English placement test to determine the appropriate English level
- Students presenting a valid score of 5-5.5 in IELTS or 65-79 in internet based TOEFL (iBT) are exempted from the English program
- Students will need to go through Mathematics and IT placements tests to determine their levels of proficiency in these subjects as they are part of the GFP or possible exemption

PROGRAM OVERVIEW

The BSBA (Marketing) is globally recognized, well known and demanded degree. Modern business shall effectively respond to changes in social behavior and challenges caused by globalization, digitalization, informational revolution and robotization. Therefore, today' marketing managers shall have knowledge and skills above and beyond classic field of Marketing, as it gains bigger strategic importance and is more integrated with other business units of any organization. BSBA (Marketing) degree incorporates such approach and equips future leaders with needed conceptual and practical knowledge and special skills to be able to tackle different challenges of modern business world and effectively manage vast variety of marketing activities within internal and external communication, research, promotion, strategic disposition, corporate branding, innovations and development. The program blends disciplines of general education, business, information technology, management and offers intensive Marketing specialized courses.

EXCELLENCE IN HIGHER EDUCATION

PROGRAM STRUCTURE

Degree requirements are divided into two categories - General Education, and Business Education.

General Education (60 credits) is further divided into:

- ⊙ Communication /Language Skills (9 credits)
- ⊙ Math and Computer Skills (9 credits)
- ⊙ Natural Science (3 credits)
- ⊙ Social Science (18 credits)
- ⊙ Humanities (12 credits) and
- ⊙ Non Business Electives (9 credits)

Business Education is divided into:

- ⊙ General Business Requirements (33 credits)
- ⊙ Core specific or Major Requirements (15 credits)
- ⊙ Business Elective Requirements (27 credits)

Duration: Bachelor degree requires about 8 semesters or 4 years

Total Credits: 120

Program Delivery: 12-15 credits per normal semester and 6 credits per summer semester

Internship: Not required but students are strongly encouraged to take a 3 - 4 month internship. College provides support to students in internship placement.

Program Core Requirements - 15 credits

Marketing

MAR 270	Management of Promotion	(3)
MAR 275	Marketing Research	(3)
MAR 301	Consumer Behavior	(3)
MAR 315	Marketing Management	(3)
MAR 316	International Marketing	(3)

Electives (choose from any group, total of 12 credits)

Accounting

ACT 340A	Financial Accounting and Reporting I	(3)
ACT 340B	Financial Accounting and Reporting II	(3)
ACT 341	Financial Accounting and Reporting III	(3)
ACT 344	Computer Applications in Accounting	(3)
ACT 345	Cost Accounting	(3)
ACT 348	Auditing	(3)

Finance

FIN 334	Investment	(3)
FIN 337	Principles of Real Estate	(3)
FIN 338	Practice of Personal Financial Planning	(3)
FIN 350	Financial Policies	(3)

FIN 356	Commercial Bank Management	(3)
FIN 380	International Finance	(3)

Management & Organizational Behavior

MAN 309	Human Resource Management	(3)
MAN 311	Advanced Management and Organizational Behavior	(3)
MAN 317	International Management	(3)
MAN 319	Employee Training & Development	(3)
MAN 392	Entrepreneurship / Small Business Management	(3)

Management Information Systems

MIS 212	Data Base Management System	(3)
MIS 215	Information System Analysis	(3)
MIS 225	Managerial Applications of Object –Oriented Programming II	(3)
MIS 280	Electronic Business Strategy	(3)
MIS 304	Management of Information Systems	(3)
MIS 310	Information System Design	(3)
MIS 312	Information System Security	(3)

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