

Business Management

“Sales and Marketing”

MAJOR SHEET

Course Code	Course Title	Credit	Pre-Co Requisites
ENGL-101	Developmental Writing and Reading	3	
ENGL-102	Composition I	3	ENGL-101
Total Communication Skills Credits		6	
HUMN-101	History of Arab Islamic Civilization	3	
Total Humanities Credits		3	
CARD-102	Critical Thinking & Problem Solving	2	
CARD-205	Career Development	2	
Total Personal and Professional Development Credits		4	
MATH -107	College Algebra	4	
MATH -208	Statistics for Decision Making	4	MATH-107
Total Mathematics Credits		8	
IST-101	PC Software	3	
BSM-105	Computer Applications for Business	3	
BSM-106	Adv. Computer Applications for Business	4	BSM-105
Total Computing Basics Credits		10	
BSM-101	Introduction to Business	3	
Total Business Basics Credits		3	
BSM-176	Principles of Management	3	
BSM-178	Principles of Marketing	3	BSM-101
BSM-223	Project Management	3	
BSM-233	Internet Marketing	3	BSM-178
BSM-279	Consumer Behavior	3	
BSM-280	Advertising and Public Relations	3	BSM-178
BSM-281	Accounting for Business	4	MATH-107
BSM-283	Salesmanship	3	
BSM-285	Market Research Methods	3	
IST-231	Introduction to Databases	3	
Total Business Core Credits		31	
TOTAL PROGRAM CREDITS		65	