



## PROGRAM SHEET

### *BACHELOR OF BUSINESS ADMINISTRATION*

(BBA)



<b>UNIVERSITY CORE CURRICULUM</b>	<b>57 SCH</b>
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SSK 1201	Study Skills I: Skills for Learning and Research	2 SCH
SSK 1202	Study Skills II : Critical Reading and Problem Solving ( <i>Pre-requisite: SSK 1201, SSK 1203; co-requisites: AWT 1002 and ARD1002</i> )	2 SCH
SSK 1203	Computer Skills for Independent Learning	2 SCH
SSK 1204	Applied Independent Learning Methods ( <i>Pre-requisite: SSK 1201; SSK 1203; co-requisites: AWT 1002 and ARD1002</i> )	2 SCH
SSK 1205	Inter-personal skills and Social interaction in an Academic Context ( <i>Co-requisite: ALS 1002</i> )	2 SCH
ARB series	Appropriate placement to be determined by student's entry level	6 SCH
FRN series	Appropriate placement to be determined by student's entry level	4 SCH
CSC 1400 or CSC1401 *	Introduction to Computers	4 SCH
ENG 1301	English Composition I ( <i>Pre-requisite: should pass all language models</i> )	3 SCH
ENG 1302	English Composition II ( <i>Pre-requisite : ENG 1301, SSK 1204 and SSK 1202</i> )	3 SCH
HIS 1301 or HIS 2301	History of the Arab World ( <i>Pre-requisite: ENG 1301 and SSK1202</i> ) or Contemporary World History ( <i>Pre-requisite: ENG 1302</i> )	3 SCH
HUM 3301 or HUM 3302 or HUM 3306	Introduction to Islamic Art and Architecture, or Introduction to the Study of Islamic Civilization, or Comparative Religion, ( <i>Pre-requisite: Junior standing</i> )	3 SCH
LIT 2301 or PHI 2301	Major Works in World Literature ( <i>Pre-requisite: Sophomore classification and ENG 1302</i> ), or Philosophical Thought ( <i>Pre-requisite: ENG 1302</i> )	3 SCH
MTH 1300 & MTH 1301	Discrete Mathematics and Calculus I	6 SCH
PED 1201	Physical Education: Fitness for Living	2 SCH
PHY 1400 or BIO1401 or CHE 1400	Conceptual Physics, or Principles of Biology I, or Chemistry and the Environment	4 SCH
PSC 2301	Comparative Political Systems ( <i>Pre-requisite : ENG 1302</i> )	3 SCH
SOC1301 or SSC1310	Introduction to Sociology, Or Introduction to Anthropology	3 SCH

\*CSC1401 can substitute for CSC 1400 only for students minoring in Computer Science.

<b>BUSINESS MAJOR COMMON CORE COURSE</b>	<b>49 SCH</b>
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ACC 2301	Accounting Principles I ( <i>Pre-requisite : MTH 1300 or MTH 1303, or MTH 1304</i> )	3 SCH
ACC 2302	Accounting Principles II ( <i>Pre-requisite : ACC 2301</i> )	3 SCH
ECO 2301	Microeconomics ( <i>Pre-requisite : MTH 1300 or MTH 1303, or MTH 1304, MTH 1301 a highly recommended co-requisite</i> )	3 SCH
ECO 2302	Macroeconomics ( <i>Pre-requisite : ECO 2301</i> )	3 SCH
FIN 3301	Business and Corporate Finance ( <i>Pre-requisite : ACC 2302 and ECO 2302</i> )	3 SCH
GBU 3301	Business Statistics ( <i>Pre-requisite : MTH 1301 &amp; MTH 1300</i> )	3 SCH
GBU 3302	Legal Environment ( <i>Pre-requisite : Junior standing</i> )	3 SCH
GBU 3303 *	Enterprises, Markets and the Moroccan Economy ( <i>Pre-requisite : Junior standing</i> )	3 SCH
GBU 3401	Advanced Quantitative Methods in Business ( <i>Pre-requisite : junior Standing and GBU 3301; or MTH 3301</i> )	4 SCH
INT 4300**	Internship ( <i>Pre-requisite : Senior Standing and GBU 3303</i> )	3 SCH
MGT 3301	Principles of Management ( <i>Pre-requisite : ACC 2302 and ECO 2302</i> )	3 SCH
MGT 3302	Entrepreneurship ( <i>Pre-requisite : MGT 3301 &amp; MKT 3301 &amp; FIN 3301</i> )	3 SCH
MGT 3303	Operations Management ( <i>Pre-requisite : MGT 3301 and either GBU 3401 or MTH 3301</i> )	3 SCH
MGT 4301	Capstone Course: Business Policy and Corporate Strategy ( <i>Pre-requisite : To be taken during the last regular semester</i> )	3 SCH
MIS 3301	Management Information Systems ( <i>Pre-requisite : CSC 1400 and MGT 3301</i> )	3 SCH
MKT 3301	Principles of Marketing ( <i>Pre-requisite : ACC 2302 and ECO 2302</i> )	3 SCH

(\*) This course can be given totally or partially in French depending on the guest speakers.

(\*\*) Details about the procedure of registration for internships are provided by the School.

<b>CONCENTRATIONS (select one only)</b>	<b>15 SCH</b>
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**FINANCE (Select 5 Courses Only)**

FIN 3302	Money and Banking ( <i>Pre-requisite : FIN 3301, or Special Permission if already completed ECO 2302 and ACC 2302</i> )	3 SCH
FIN 3303	Corporate Financial Management ( <i>Pre-requisite : FIN 3301</i> )	3 SCH
FIN 3304	International Finance ( <i>Pre-requisit : FIN 3301 and Eco 3301 highly recommended</i> )	3 SCH
FIN 4305	Financial Intermediation ( <i>Pre-requisite : FIN 3302 and FIN 3303</i> )	3 SCH
FIN 4306	Financial Investments and Securities Analysis ( <i>Pre-requisite : FIN 3303</i> )	3 SCH
FIN 4307	Modern Investment Theory ( <i>Pre-requisite : FIN 3303</i> )	3 SCH
FIN 4308	Financial Futures, Options and Other Derivative Securities ( <i>Pre-requisite : FIN 4306</i> )	3 SCH
FIN 3399	Special Topics in Finance ( <i>Pre-requisite : Senior standing or instructor's permission</i> )	3 SCH

**MANAGEMENT (Select 5 Courses Only)**

MGT 4304	Organizational Behavior ( <i>Pre-requisite : MGT 3301</i> )	3 SCH
MGT 4305	Advanced Organizational Behavior ( <i>Pre-requisite: MGT 4304</i> )	3 SCH
MGT 4306	Seminar in International Management ( <i>Pre-requisite: MGT 3301</i> )	3 SCH
MGT 4307	Management of Small Entreprises ( <i>Pre-requisite : Senior standing</i> )	3 SCH
MGT 4308	Management of Change ( <i>Pre-requisite : Senior standing</i> )	3 SCH
MGT 4310	Tourism and Hospitality Management ( <i>Pre-requisite : Senior standing</i> )	3 SCH
GBU 4399	Research Methodology ( <i>Pre-requisite : GBU 3401</i> )	3 SCH
MGT 3399	Special Topics in Management ( <i>Pre-requisite : Junior standing</i> )	3 SCH

**MARKETING (Select 5 Courses Only)**

MKT 3302	Advertising and Promotion Management ( <i>Pre-requisite : MKT 3301</i> )	3 SCH
MKT 3303	Consumer Behavior ( <i>Pre-requisite : MKT 3301</i> )	3 SCH
MKT 4304	Marketing Research ( <i>Pre-requisite : MKT 3301 and one of the following: GBU 3401, SSC 2401, MTH3301</i> )	3 SCH
MKT 4305	Marketing Management ( <i>Pre-requisite : MGT 3301 &amp; MKT 3302 or MKT 3303</i> )	3 SCH
MKT 4306	International Marketing ( <i>Pre-requisite : MKT 3302 or MKT 3303</i> )	3 SCH
MIS 4311	E-Marketing ( <i>Pre-requisite : MKT 3302 or MKT 3303</i> )	3 SCH
MKT3399	Special Topics in Marketing ( <i>Pre-requisite : Junior standing</i> )	3 SCH

**INTERNATIONAL BUSINESS (Select 5 Courses Only)**

ACC 4305	Comparative Accounting Systems ( <i>Pre-requisite :ECO 3301 and FIN 3301</i> )	3 SCH
ECO 3301	International Trade ( <i>Pre-requisite : ECO 2302</i> )	3 SCH
FIN 3304	International Finance ( <i>Pre-requisite : ECO 2302</i> )	3 SCH
MGT 4306	Seminar In International Management ( <i>Pre-requisite : MGT 3301 and Senior standing</i> )	3 SCH
MKT 4306	International Marketing ( <i>Pre-requisite: MKT 3302 or MKT 3303</i> )	3 SCH
MIS 3302	Managing Information Systems And Technology In The Global Market Place ( <i>Pre-requisite : MGT 3301 and MIS 3301 or Special Permission</i> )	3 SCH
GBU4308	Net-Economics and E-Business ( <i>Pre-requisite : Senior standing</i> )	3 SCH
GBU3399	Special Topics in Business ( <i>Pre-requisite : Junior standing</i> )	3 SCH

**MINORS****12 – 19****INTERNATIONAL BUSINESS****Required Course:****6 SCH**

FIN 3304	International Finance ( <i>Pre-requisite: ECO 2302 and FIN 3301</i> )	3 SCH
MKT4306	International Marketing ( <i>Pre-requisite: MKT 3302 or MKT 3303</i> )	3 SCH

**In Addition, At Least 2 Courses From the Following:****6 SCH**

ACC 4305	Comparative Accounting Systems ( <i>Pre-requisite : ECO 3301 and FIN 3301</i> )	3 SCH
ECO 3301	International Trade ( <i>Pre-requisite: ECO 2302</i> )	3 SCH
MGT4306	Seminar In International Management ( <i>Pre-requisite : MGT 3301 and Senior standing</i> )	3 SCH
MIS 3302	Management Information System and Technology ( <i>Pre-requisite:MGT3301 &amp; MIS3301</i> )	3 SCH
GBU4308	Net-Economics and e-Business ( <i>Pre-requisite:Senior standing</i> )	3 SCH
GBU3399	Special Topics in Business ( <i>Pre-requisite: Junior standing</i> )	3 SCH

**FINANCE****Required Course:****6 SCH**

FIN3302	Money and Banking ( <i>Pre-requisite:FIN3301</i> )	3 SCH
FIN3303	Corporate Financial Management ( <i>Pre-requisite: FIN3303</i> )	3 SCH

**In Addition, At Least 2 Courses From the Following:****6 SCH**

FIN 3304	International Finance ( <i>Pre-requisite: ECO3301 and FIN3301</i> )	3 SCH
FIN 4305	Financial Intermediation ( <i>Pre-requisite : FIN 3302 and FIN 3303</i> )	3 SCH
FIN 4306	Financial Investments and Securities Analysis ( <i>Pre-requisite : FIN 3303</i> )	3 SCH
FIN 4307	Modern Investments Theory ( <i>Pre-requisite: FIN4306</i> )	3 SCH
FIN 4308	Financial Futures, Options and other Derivatrics ( <i>Pre-requisite : FIN4306</i> )	3 SCH
FIN 3399	Special Topics in Finance ( <i>Pre-requisite : Senior standing or permission of the instructor</i> )	3 SCH

**MANAGEMENT****Required Course:****6 SCH**

MGT 4304	Organizational Behavior ( <i>Pre-requisite : MGT 3301</i> )	3 SCH
MGT 4306	Seminar in International Management ( <i>Pre-requisite : MGT 3301 and Senior standing</i> )	3 SCH

**In Addition, At Least 2 Courses From the Following:****6 SCH**

MGT 4305	Advanced Organizational Behavior ( <i>Pre-requisite : MGT 4304</i> )	3 SCH
MGT4307	Management of Small Entreprises ( <i>Pre-requisite : Senior standing</i> )	3 SCH

MGT 4308	Management of Change ( <i>Pre-requisite: Senior standing</i> )	3 SCH
MGT 4310	Tourism and Hospitality Management ( <i>Pre-requisite: Senior standing</i> )	3 SCH
GBU 4399	Research Methodology ( <i>Pre-requisite: GBU 3401</i> )	3 SCH
MGT 3399	Special Topics in Management ( <i>Pre-requisite: Junior standing</i> )	3 SCH

## MARKETING

**Required Course:** **6 SCH**

MKT 4304	Marketing Research ( <i>Pre-requisite : MKT 3301 and one of the following: GBU 3301, SSC 2401, MTH 3301</i> )	3 SCH
MKT 4305	Marketing Management ( <i>Pre-requisite: MGT 3301 and MKT 3302 or MKT 3303</i> )	3 SCH

**In Addition, At Least 2 Courses From the Following:** **6 SCH**

MKT 3302	Advertising and Promotion Management ( <i>Pre-requisite : MKT 3301</i> )	3 SCH
MKT 3303	Consumer Behavior ( <i>Pre-requisite : MKT 3301</i> )	3 SCH
MKT 4306	International Marketing ( <i>Pre-requisite : MKT 3302 or MKT 3303</i> )	3 SCH
MIS 4311	E-Marketing ( <i>Pre-requisite: MKT 3302 or MKT 3303</i> )	3 SCH
MKT 3399	Special Topics in Marketing ( <i>Pre-requisite: Junior standing</i> )	3 SCH

## COMPUTER SCIENCE

CSC 1401	Computer Programming I	4 SCH
CSC 2303	Computer Programming II ( <i>Pre-requisite : CSC 2302</i> )	3 SCH
CSC 2302	Data Structures ( <i>Pre-requisite : CSC 1401 and MTH 1304 recommended</i> )	3 SCH
CSC 3326	Database Systems ( <i>Pre-requisite : CSC 3324</i> )	3 SCH

<b>In Addition, at least two courses chosen from the Computer Science major</b>	<b>6 SCH</b>
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## INTERNATIONAL STUDIES

**Required courses:** **12 SCH**

INS 3301	Theories & Models of International Relations ( <i>Pre-requisite : PSC 2301</i> )	3 SCH
GEO 1301	Introduction to Geography	3 SCH
HIS 3301	Twentieth Century International History ( <i>Pre-requisite : HIS 1301 or HIS 2301</i> )	3 SCH
INS 3302	International Law & Organizations ( <i>Pre-requisite : INS 3301</i> )	3 SCH

<b>A maximum of two other courses from within the International Studies Program</b>	<b>6 SCH</b>
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## HUMAN RESOURCE DEVELOPMENT

**Required courses:** **9 SCH**

HRD 2300	Introduction to Human Resources Development	3 SCH
HRD 2301 OR HRD 3302 *	Business Environment and Ethics for HRD or Ethics in Professional Contexts ( <i>Pre-requisite: Junior Classification</i> )	3 SCH
HRD 3301	Human Capital Management	3 SCH

**In addition students must complete any three courses from the list below** **9 SCH**

HRD 3303	Training & Development ( <i>Pre-requisite: HRD2300</i> )	3 SCH
HRD 3304	Strategic HRD ( <i>Pre-requisites: HRD 2300 and 3301</i> )	3 SCH
HRD 3305	Issues in the Human and Social Development ( <i>Pre-requisites: HRD 2300</i> )	3 SCH
HRD 3399	Special Topics in HRD ( <i>Pre-requisite: Junior Classification</i> )	3 SCH
HRD 4301	Program and Project Management ( <i>Pre-requisite: HRD 2300</i> )	3 SCH
HRD 4302	Needs Assessment and Org Effectiveness ( <i>Pre-requisite: HRD 2300 and 3301</i> )	3 SCH
HRD 4303	Leadership and Management Development ( <i>Pre-requisites: PSY 3302 or MGT4304</i> )	3 SCH
HRD 4304	Consulting for HRD( <i>Pre-requisites: HRD 2300 and HRD 3302 or permission of the instructor</i> )	3 SCH
HRD 4305	Human Resources Development in Public Administration( <i> Pre-requisites: HRD 2300 and HRD 3301</i> )	3 SCH
HRD 4306	Organizational Development and Change( <i> Pre-requisites: HRD 2300 and HRD 3301</i> )	3 SCH

## ORGANIZATIONAL STUDIES MINOR

**Required courses:** **9 SCH**

COM 2301	Business and Professional Communication( <i> Pre-requisites: Senior Classification, COM 3321, and either COM 2304 or COM 3310</i> )	3 SCH
HRD 2300	Introduction to Human Resources Development	3 SCH
PSY 3302*	Social/Organizational Psychology ( <i>Pre-requisite: PSY1301 or special permission</i> )	3 SCH

\* Students who have taken MGT 4304 (Organizational Behavior), does not need to take PSY 3302 and should take an additional course from the following courses listed below.

**In addition students may select any 3 courses from the following:** **-5-**

**9 SCH**

COM 3310	Promotional Communication ( <i>Pre-requisite: COM 1302 and COM 2305</i> )	3 SCH
COM 3325	Technical Communication ( <i>Pre-requisite: COM 1303, COM 2301 and COM 2305 or special permission</i> )	3 SCH
COM 33xx	Organizational Communication ( <i>Pre-requisite: Junior classification, COM 1303 and COM 2301</i> )	3 SCH
HRD 3301	Human Capital Management	3 SCH
HRD 3303	Training & Development ( <i>Pre-requisite: HRD 2300</i> )	3 SCH
HRD 3304	Strategic HRD ( <i>Pre-requisites: HRD 2300 and 3301</i> )	3 SCH
HRD 3305	Issues in the Human and Social Development ( <i>Pre-requisites: HRD 2300</i> )	3 SCH
HRD 4301	Program and Project Management	3 SCH
HRD 3399	Special Topics in HRD ( <i>Pre-requisite: Junior Classification</i> )	3 SCH
HRD 4302	Needs Assessment and Org Effectiveness( <i> Pre-requisite: HRD 2300 and 3301</i> )	3 SCH
HRD 4303	Leadership and Mgmt Development( <i>Pre-requisites:PSY 3302 or MGT4304</i> )	3 SCH
HRD 4304	Consulting for HRD ( <i>Pre-requisites: HRD 2300 and HRD 3302 or permission of the instructor</i> )	3 SCH
HRD 4305	Human Resources Development in Public Administration ( <i>Pre-requisites: HRD 2300 and HRD 3301</i> )	3 SCH
HRD 4306	Organizational Development and Change( <i> Pre-requisites: HRD 2300 and HRD 3301</i> )	3 SCH

*NOTE: Students who have taken MGT 4304 Organizational Behavior are exempt from PSY 3302 Social/ Organizational Psychology, but are required to take HRD 3303 Training and Development.*

**COMMUNICATION STUDIES**

Students selecting the Minor in Communication Studies must complete 18 SCH from the following courses. Please note the COM 2301 Professional Communication Skills is a prerequisite for most Communication courses and thus non-SHSS students with a Minor in Communication Studies must take COM 2301 as an elective in their program.

**Required courses:**

**12 SCH**

COM 1302	Introduction to Mass Communication ( <i>Pre-requisite:ssk 1202&amp; ENG 1301</i> )	3 SCH
COM 1303	Introduction to Human Communication ( <i>ENG1301</i> )	3 SCH
COM 2303 or COM 3321	International Communication ( <i>Pre-requisite: com1302 or special permission</i> Mass Media and Society ( <i>com1302&amp;soc1301 or ssc1310</i> )	3 SCH
COM 3325 or COM 3310	Technical Communication ( <i>Pre-requisite: COM 1303, COM 2301 and COM 2305 or special permission</i> ) Public Relations Communication ( <i>Pre-requisite:COM 1302 and COM 2305</i> )	3 SCH

In addition, students must complete any 2 of the following courses:

COM 2303	International Communication( <i> Pre-requisite: COM 1302 or special permission</i> )	3 SCH
COM 2304	Introduction to Video and Film Production( <i> Pre-requisites: Com 1302 and COM 2305 or special permission</i> )	3 SCH
COM 2305	Computer Applications for Communication Studies ( <i>Pre-requisite: SSK 1203</i> )	3 SCH
COM 3301	Public Relations Communication ( <i>Pre-requisite : COM1302 &amp; COM 2305</i> )	3 SCH
COM 3310	Promotional Communication( <i> Pre-requisite: COM 1302 and COM 2305</i> )	3 SCH
COM 3320	Communication Theories ( <i>Pre-requisite COM 1302 and COM 1303</i> )	3 SCH
COM 3321	Mass Media and Society( <i>Pre-requisite: COM 1302 and SOC 1301 or SSC 1310</i> )	3 SCH
COM 3322	Writing for the Media (in English, French or Arabic) ( <i>Pre-requisite ENG 1302, COM 1302 and appropriate language skills as determined by instructor</i> )	3 SCH
COM 3325	Technical Communication ( <i>Pre-requisite: COM 1303, COM 2301 and COM 2305 or special permission</i> )	3 SCH
COM 3326	Visual Communication( <i> Pre-requisite: COM 1301 and COM 2305 or special permission</i> )	3 SCH
COM 3327	Persuasion ( <i>Pre-requisite: Junior classification and COM 1303</i> )	3 SCH
COM 3328	Mass Media Text Analysis ( <i>Pre-requisite: COM 3320</i> )	3 SCH
COM 3329	Screen Studies ( <i>Pre-requisite: Junior classification, COM 1302</i> )	3 SCH
COM 3330	Organizational Communication ( <i>Pre-requisite: Junior classification, COM 1303 &amp; COM 2301</i> )	3 SCH
COM 3399	Special Topics in Communication ( <i>Pre-requisite: Junior classification</i> )	3 SCH
COM 4302	Advanced Video and Film Production ( <i>Pre-requisite: Junior classification and COM 2304</i> )	3 SCH
COM 4304	Media and Development ( <i>Pre-requisites: Senior Classification, COM 3321, and either COM 2304 or COM 3310</i> )	3 SCH

**Minors offered in other schools may require students to use elective courses to satisfy minor requirements (including pre-requisites for minor courses).**

<b>ELECTIVES</b>	<b>6 SCH</b>
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Business Administration students have to complete at least **six credits** of elective courses.

<b>TOTAL</b>	<b>139 - 143 SCH</b>
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