



جامعة عجمان
AJMAN UNIVERSITY

Study Plan

Program: MBA Marketing	
Program Code: MBA-MKT	Introduced Term: 201220
Min Credit Hours: 36	

Group Name: **MBA College Obligatory**

Hours: **21**

Set	Crs Code	Course Title	Cr.Hrs	Pre-Req Courses	Min Cr.Hrs	Max Cr.Hrs	Weekly Hours		
							Theory	Lab	Other
COB-1	MBA610	Operations Management	3				3	0	0
COB-1	MBA611	Business Research Methods	3				3	0	0
COB-1	MBA612	International Business	3				3	0	0
COB-1	MBA613	Human Resource Management	3				3	0	0
COB-1	MBA614	Financial Accounting	3				3	0	0
COB-1	MBA615	Corporate Finance	3				3	0	0
COB-1	MBA616	Marketing Management	3				3	0	0

Group Name: **MBA Department Obligatory**

Hours: **3**

Set	Crs Code	Course Title	Cr.Hrs	Pre-Req Courses	Min Cr.Hrs	Max Cr.Hrs	Weekly Hours		
							Theory	Lab	Other
DOB-1	MBA617	Strategic Management	3	Operations Management MBA610, AND Business Research Methods MBA611, AND International Business MBA612, AND Human Resource Management MBA613, AND Financial Accounting MBA614, AND Corporate Finance MBA615, AND Marketing Management MBA616			3	0	0



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Group Name: **Major Elective**

Hours: **12**

Set	Crs Code	Course Title	Cr.Hrs	Pre-Req Courses	Min Cr.Hrs	Max Cr.Hrs	Weekly Hours		
							Theory	Lab	Other
MEL-1	MBA640	Service Marketing	3	Marketing Management MBA616			3	0	0
MEL-1	MBA641	International Marketing	3	Marketing Management MBA616			3	0	0
MEL-1	MBA642	Marketing Strategy	3	Service Marketing MBA640, AND International Marketing MBA641, AND Retail Management MBA643, AND Promotion Management MBA644			3	0	0
MEL-1	MBA643	Retail Management	3	Marketing Management MBA616			3	0	0
MEL-1	MBA644	Promotion Management	3	Marketing Management MBA616			3	0	0