



Programme Matrix

Faculty	Business
Program	Marketing
Award	Bachelor of Marketing
Program Credit Units / Hours	68/131
Academic Year	2025/2026

Level	Semester 1						Semester 2					
	Course Code	Course Name	Pre-requisite	Core/ Elective	Units	Hours	Course Code	Course Name	Pre-requisite	Core/ Elective	Units	Hours
1	BUMG1110	Principles of Management	N/A	Core	2	4	BUMK1201	Principles of Marketing	N/A	Core	2	4
	BUMG1105	Business Statistics	N/A	Core	2	4	BULA1201	Introduction to Business Law	N/A	Core	2	4
	BUMG1104	Introduction to Microeconomics	N/A	Core	2	4	BUMG1202	Introduction to Macroeconomics	N/A	Core	2	4
	BUAC1101	Principles of Accounting	N/A	Core	2	4	UNIR1100	Communication Skills I	N/A	Core	2	3
	UNIR1002	Arabic Language Skills	N/A	Core	1	2	UNIR1001	Oman and Islamic Culture	N/A	Core	1	2
2	BUAC2102	Financial Management	BUAC1101	Core	2	4	BUMG2201	Human Resource Management	BUMG1110	Core	2	4
	BUMG2110	Organizational Behavior	BUMG1110	Core	2	4	BUMK2201	Consumer Behavior	BUMK1201	Core	2	4
	BUMK2101	Integrated Marketing Communications	BUMG1110, BUMK1201	Core	2	4	BUMK2203	Sales Management	BUMK1201	Core	2	4
	UNIR2100	Communication Skills II	UNIR1100	Core	2	4	BUMK2211	Marketing Management	BUMK1201	Core	2	4
	UNIR2001	Entrepreneurship	NA	Core	2	2						



3	BUMK3101	Islamic Marketing	BUMK1201	Core	2	4	BUMK3211	B2B Marketing	BUMK1201	Core	2	4
	BUMK3102	Marketing Analytics	BUMK1201	Core	2	4	BUMK3212	Brand Management	BUMK1201	Core	2	4
	BUMK3103	International Marketing	BUMK2211	Core	2	4	BUMK3213	Service Marketing	BUMK1201	Core	2	4
	UNIR3100	Communication Skills III	UNIR2100	Core	2	3	BUMK 3214	Social Media Marketing	BUMK1201	Core	2	4
4	BUMG4110	Supply Chain Management	BUMG1110	Core	2	4	BUMK4201	Strategic Marketing	BUMK1201	Core	2	4
	BUMK4102	Digital Analytics	N/A	Core	2	4	BUMG4202	Governance and Business Ethics	BUMG1110	Core	2	4
	BUMK4103	Innovation and New Product Development	BUMK1201	Core	2	4	BUMK 4205	Retail Management	BUMK1201	Core	2	4
	BUMG4104	Business Research Methods	BUMG1110	Core	2	4	BUMG4204	Research Project	BUMG4104	Core	2	4



Level 1	Course Requirement
BUMG1110 Introduction to management principles, concepts and techniques, management process and functions including: 1) Planning and decision-making, organizing, staffing, leadership, motivation, communication and control. 2) Nature and importance of business and its objectives, development of a fundamental understanding of some basic functions in business such as production and operations, marketing, finance, and human resource management.	Faculty Requierment
BUMG1105 Basic statistical concepts and techniques such as sample, population, parameter, statistic, descriptive statistics, probability concepts, theoretical discrete and continuous probability distributions (Binomial, Poisson, and Normal), inferential statistics (confidence intervals and Hypothesis testing) as applied in business and economics.	Faculty Requierment
BUMG1104 Fundamental economics concepts, opportunity cost, scarcity, demand, supply, price mechanisms, household behavior, government role, utility, market structure, profit maximization, theory of the firm, income, applied microeconomics	Faculty Requierment
BUAC1101 Accounting as a source of information for decision makers in profit and non-profit organizations. The basic concepts of accounting such as revenues, expenses, assets, liabilities, profit and capital. Introduction to double entry and elementary bookkeeping. Recording simple transactions, adjusting the accounts for prepayments and accruals, completing the accounting cycle and preparing elementary financial statements. Accounting for a complete cycle for merchandising enterprises (perpetual inventory systems) and preparing bank reconciliation.	Faculty Requierment
UNIR1002 يعتني هذا المقرر بتطور مهارات اللغة العربية لدى الطلبة، وما يتعلق بها من قواعد نحوية وإملائية، كما يعتني بتقنيات الكتابة في مجموعة من الأنماط الوظيفية، كالسيرة الذاتية، وعرض الكتاب وتقدمه، وكتابة التقرير.	University Requierment
BUMK1201 Introduction to marketing principles from conceptual, analytical and managerial points of view; Marketing mix; Marketing Environment; Consumer Markets and Consumer Buyer behavior and their application; Business Markets and e-marketing.	Faculty Requierment
BULA1201 The course focuses on the introduction to legal systems and principles, sources of law, business law in Oman, essential elements of contract law, basic business structures in Oman, and the law of agency. The final part of the course will introduce students with alternative dispute resolutions in business.	Faculty Requierment
BUMG1202 The main areas, which will be covered in this course, are the objectives of macroeconomic policies, GDP, economic growth, Inflation, employment, Interest rate, Investment, taxation, government expenditure,	Faculty Requierment



fiscal and monetary policies, balance of payments, relations with International economy and contemporary issues.	
UNIR1100 This course is designed to provide students with the performance-based skills required to communicate effectively and efficiently in their future workplace. Team Based Learning is introduced to actively engage students in a learning process, to have better learning outcomes and to develop their collaborative skills and build up their confidence in communicating in English.	University Requierment
UNIR1001 يتضمن هذا المقرر عرضاً لمدخل دراسة الثقافة الإسلامية، وأهميتها، ومصادرها وخصائصها، ومقوماتها، والمعالم الثقافية التي امتازت، ودور الثقافة الإسلامية في بناء الشخصية المسلمة، وكيفية مواجهة التحديات المعاصرة التي تعصف بالأمّة المسلمة اليوم، وأساليب الغزو الفكري، كما يستعرض إسلام أهل عمان، وأبرز ملامح الثقافة الإسلامية في المجتمع العماني، ودور العمانيين في بناء الحضارة الإسلامية ونشر الإسلام، وإسهاماتهم في المجالين التجاري والحضاري.	University Requierment
Level 2	
BUAC2101 This course is compulsory for all business students who pursue a diploma in all business streams. The students will be introduced to Accounting for Receivables, Accounting for Plant assets; Natural resources and Intangibles; Accounting for Liabilities; Accounting for Partnerships and Corporations; Financial Statements preparation, Cash Flow Statement in particular.	Faculty Requierment
BUMG2110 To explore the nature of Organizational Behavior, Individual Behavior, Values and Personality, Perception and learning in organizations, Emotions & Attitudes, Foundations of group behavior, Power and Politics, Organizational Culture and Change.	Faculty Requierment
BUMK2101 The IMC course teaches students how to effectively communicate in the business world. It covers how to merge together all marketing activities into one clear marketing message, Students will understand how marketing communications are produced and transmitted. It explores advertising and promotions, and the roles of social media, digital media, mobile marketing, and other marketing tactics to effectively reach consumers	Faculty Requierment
UNIR2100 The purpose of the course is to equip students with the necessary language skills that are required in communicating in an effective way. A major focus of the course will be on writing skills including paragraph organization, structure and using appropriate language for oral communication. This course also aims to familiarize students with the use of relevant language elements for describing graphs, charts and their trends. Team Based Learning instructional strategies are used in this course.	University Requierment
UNIR2001 This course is an introductory course in entrepreneurship and innovation. The course aims to expose undergraduate students of various academic backgrounds to business venturing and entrepreneurial	University Requierment

activity. Students will apply themselves through developing their own business ideas and assessing them using knowledge and skills acquired during the course.	
BUMK3102 Course Description: Marketing analytics tools and techniques are must for any marketers in today's competitive environment. This course will introduce students to marketing analytics tools to generate marketing insights from data, in areas such as segmentation, targeting, positioning, and pricing to solve real-world business decisions. This course will also provide hands-on experience with tools and software which may include Excel and SPSS.	Faculty Requierment
BUMK3212 Brand Management course is designed to provide students with a comprehensive understanding of the principles and practices of managing and developing successful brands. Through a combination of theoretical concepts and practical applications, students will learn how to develop and implement effective brand strategies, measure and evaluate brand performance, and navigate the legal and ethical considerations of brand management. The course will cover key topics such as brand positioning, brand identity, brand equity, market research, consumer insights, brand communications, and digital and social media in brand management. Students will also learn how to measure brand performance using metrics such as market share, customer satisfaction, and return on investment.	Faculty Requierment
BUMK3214 Social media strategy and planning have become essential elements of any overall marketing communications plan. However, as a relatively nascent field of marketing, and in an environment that is ever changing, what constitutes best practice in this field is constantly evolving. This course is built on the premise that staying current with various platforms and technologies is less important than understanding how social media affects how we interact and do business day-to-day. This course will look at the various ways that social media has shaped and changed the field of marketing and the meaning of customer communication within the overall marketing plan.	Faculty Requierment
UNIR3100 The purpose of the course is to enhance students' performance-based competence, reinforce essay composition skills, and introduce students to the practices and finer points of writing for academic purposes. It further develops academic writing skills including note-taking, paraphrasing, summarizing, direct quotation, and Harvard-style citation. The course will place equal or greater emphasis on composition skills such as essay structure, paragraph structure, coherence, and general language skills.	University Requierment
BUMK3101 The course includes; Muslim markets, Nature and structure of Muslim markets, Muslim consumer behaviour, Islamic market, Halal logistics, Islamic branding, Islamic Ethics. It includes theories and practices of Muslim market knowledge and Islamic marketing principles.	Faculty Requierment
BUMK3103 International marketing course provides students with opportunities to possess skill sets to adapt their marketing strategies to the needs of international markets. It will cover the concepts and theories of	Faculty Requierment

international marketing. It is aimed to provide students with the necessary competencies in formulating a marketing plan for foreign market entry and conducting business in foreign countries.	
BUMK3211 Business-to-business marketing (B2B marketing) involves the sale of one company's product or service to another company. The course covers both the theory and practice of business-to-business marketing. It combines multiple approaches to B2B marketing theory. Moreover, it covers digital marketing and social media in relation to B2B plus issues relating to sustainability and corporate social responsibility.	Faculty Requierment
BUMK3203 This course explores both concepts and techniques of marketing for an exceptionally broad range of service categories and industries. It includes service management, service marketing and relationship marketing. In particular, it covers customer relationships and how relationship marketing work, the impact of relationship marketing on value, measurement of relationships, service quality, customer satisfaction and customer loyalty.	Faculty Requierment
BUMG4110 As global competition in both goods and services intensifies, an organization's growth and sustainability depend upon how well it integrates the supply chain function into its overall planning and strategy. Thus, it is imperative for all business professionals to acquire an understanding of supply chains. Supply Chain Management deals with the chain of functions and organizations that create value for customers and shareholders. It involves designing and producing goods and services, the physical distribution of goods and services, and the streamlining of the supply chain components to achieve maximum efficiency and sustainability.	Faculty Requierment
BUMK4201 Internal and external environment analysis; industry analysis; market and competitive analysis; positioning and sustainable competitive advantage; the marketing plan; marketing strategy and implementation.	Faculty Requierment
BUMK4103 The primary goal of the course is to expose students to a variety of perspectives on innovation, important emerging trends in innovation, and their implications for innovation management. The course also covers modern tools and methods for product design and development including design and prototype a physical product, identifying customer needs, concept generation, product architecture, industrial design, and design-for-manufacturing.	Faculty Requierment
BUMG4104 The course is designed to equip students with skills to develop a research proposal. The course covers the fundamentals of a research project such as research objectives and research questions, literature review, various elements of qualitative and quantitative methods, negotiating access, ethical issues, data collection, and data analysis.	Faculty Requierment

BUMK4102	Course Description: This course will help demystify data and strengthen students' analytical skills using modern data analytics tools by preparing, modelling and visualizing/analyzing the data for a company to make informed business decisions.	Faculty Requierment
BUMG4202	The course is designed to educate students with the legal, moral and ethical issues in business and to create sensitivity to the possible consequences of decisions made by businesses in achieving their profit objectives.	Faculty Requierment
BUMK4205	In this course, students will learn to define and integrate a retail strategy and make sound business decisions in today's retail environment. The course covers building and sustaining relationships in retailing, strategic planning in retailing, retail institutions by ownership, retail institutions by store-based Strategy mix, Web, non-store-based, and other forms of non-traditional retailing, information gathering and processing in retailing, site selection, pricing in retailing, establishing and maintaining a retail image, promotional strategy, integrating and controlling the retail strategy	Faculty Requierment
BUMG4204	This course is built on the fundamentals of Business Research Methods course; students are expected to conduct independent research through which they are expected to demonstrate a command of the research process including identification of business problems, data collection, interpretation, and presentation. The area of focus will be accounting and finance.	Faculty Requierment