



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY

**Marketing Program****برنامج التسويق****Study Plan****الخطة الدراسية**

Semester	Code	Course Name	LCT	LAB	TUT	OTH	CNTCT	CH	SWL	ECTS
1	MAT214	Pure Mathematics for Business	3	0	1	0	4	3	150	6
	ACC111	Principles of Financial Accounting	3	0	1	0	4	3	150	6
	MGT122	Principles of Management	3	0	1	0	4	3	150	6
	FIN101	Fundamentals of Microeconomics	3	0	0	0	3	3	135	6
	UC1	University Requirement (1)	2	0	0	0	2	2	90	4
	UC2	University Requirement (2)	2	0	0	0	2	2	90	4
							19	16	765	32
2	MAT215	Mathematics of Finance	3	0	1	0	4	3	150	6
	ACC112	Principles of Managerial Accounting	3	0	1	0	4	3	150	6
	MGT123	Organizational Behaviour	3	0	1	0	4	3	150	6
	FIN102	Fundamentals of Macroeconomics	3	0	0	0	3	3	135	6
	UC3	University Requirement (3)	2	0	0	0	2	2	90	4
	UC4	University Requirement (4)	2	0	0	0	2	2	90	4
							19	16	765	32
3	MAT131	Probability & Statistics I	2	1	2	0	5	3	150	6
	ACC211	Intermediate Accounting 1	3	0	1	0	4	3	150	6
	MKT241	Marketing Principles	3	0	1	0	4	3	150	6
	BIS251	Business Information Systems	3	1	0	0	4	3	150	6



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	UC5	University Requirement (5)	2	0	0	0	2	2	90	4
	UC6	University Requirement (6)	2	0	0	0	2	2	90	4
							21	16	780	32
4	MAT231	Probability & Statistics II	2	2	1	0	5	3	150	6
	ACC212	Principles of Cost Accounting	3	0	1	0	4	3	150	6
	MGT321	Operations Management	3	0	1	0	4	3	150	6
	MKT242	Marketing Management	3	0	1	0	4	3	150	6
	BIS352	E-Commerce and E-Business	3	2	0	0	5	3	165	6
	UC7	University Requirement (7)	2	0	0	0	2	2	90	4
							24	17	855	34
5	MGT221	Human Resource Management	3	0	1	0	4	3	150	6
	FIN231	Finance	3	0	1	0	4	3	150	6
	MKT341	Consumer Behaviour	3	0	1	0	4	3	150	6
	MKT342	Market Research	3	0	1	0	4	3	150	6
	E1	Elective Course (1)	3	0	1	0	4	3	150	6
	UE1	University Elective (1)	2	0	0	0	2	2	90	4
							22	17	840	34
6	MKT343	Service Marketing	3	0	1	0	4	3	150	6
	MKT441	Integrated Marketing Communications	3	0	1	0	4	3	150	6
	MKT443	Digital Marketing	3	1	0	0	4	3	150	6
	MKT344	Internship	3	0	0	3	6	3	225	6
	E2	Elective Course (2)	3	0	1	0	4	3	150	6
	UE2	University Elective (2)	2	0	0	0	2	2	90	4
							24	17	915	34
	MGT422	Organization Theory & Design	3	0	1	0	4	3	150	6



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7	MKT442	International Marketing	3	0	1	0	4	3	150	6
	MKT444	Product & Brand Management	3	0	1	0	4	3	150	6
	E3	Elective Course (3)	3	0	1	0	4	3	150	6
	E4	Elective Course (4)	3	0	1	0	4	3	150	6
	UE3	University Elective (3)	2	0	0	0	2	2	90	4
								22	17	840
8	MGT425	Strategic Management	3	0	1	0	4	3	150	6
	FIN331	Financial Management	3	0	1	0	4	3	150	6
	MKT449	Graduation Project	1	0	0	5	6	6	300	9
	E5	Elective Course (5)	3	0	1	0	4	3	150	6
	E6	Elective Course (6)	3	0	1	0	4	3	150	6
								22	18	900
							173	134	6660	265



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Field Elective (E1, E3, E5)

MAT216	Introduction to Risk & Insurance
ACC312	Accounting for Governmental & Non-for-Profit Organizations.
ACC314	Internal Control in Service organizations
ACC414	Costing Systems in Service Organizations
FIN401	Money & Banking
FIN402	Transportation Systems & Economics
FIN433	Risk management
FIN434	International Finance
FIN435	Business Analysis & Valuation
MGT223	Entrepreneurship in Service Organizations
MGT226	Supply Chain Planning
MGT322	Logistics & Supply Chain Management
MGT323	Business Ethics
MGT423	Leadership
BIS252	Information Systems Analysis & Design
BIS353	Information Technology Governance
BIS354	Introduction to Computer Programming
BIS356	Planning and Management of IS Projects
BIS453	Information Technology Management

Major Elective (E2, E4, E6)

MKT243	Marketing of Hospitality Services
MKT349	Special Topics
MKT445	Strategic Marketing
MGT324	Quality Management
MGT329	Operations Research & Decision Making
MGT421	Project Planning & Management
MGT426	International Business