



**LEBANESE
INTERNATIONAL
UNIVERSITY**

Date: 05-09-2016

Marketing (BMKT)

First Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
ENVR100	Global Environmental Issues	3	ELC103	
BECO210	Introduction to Microeconomics	3	BECO100 - ENGL150 - BMTH210	
BECO260	Introduction to Macroeconomics	3	BMTH210 - ENGL150 - BECO100	
BFIN300	Business Finance	3	BMTH210 - ENGL150 - BACC210	
BMGT200	Introduction to Business Management	3		ENGL150
BMGT300	Introduction to Business Law	3	ENGL150	
BMGT315	Human Resource Management	3	BMGT200	
BMGT380	Business Ethics	3	BMGT200	
BMIS300	Management Information Systems	3	BMGT200 - CSCI200	
BACC260	Principles of Financial Accounting II	3	BACC210	
BACC210	Principles of Financial Accounting I	3	ELC103	
ENGL150	English Composition & Rhetoric	3		
BMGT490	Business Policies & Strategic Management	3	BMGT200	
HUMN210	Human Rights - Global Perspective	3		
BSTA305	Advanced Business Statistics	3	BSTA205	
CSCI100	Basic Computing Skills	3	ELC103	
SSCI125	Basic Sociology	3	ELC103	
BMIS355	Quantitative Methods of Business Decisions	3	BSTA205	
BECO100	Fundamentals of Economics	3	ELC103	
MATH100	College Algebra	3	ELC103	
BMKT300	Marketing Theory and Principles	3	ENGL150	
BSTA205	Introduction to Business Statistics	3	MATH100	
BMTH210	Business and Managerial Math	3	MATH100	
BMKT456	Sales Management	3	BMGT200 - BMKT300	
BMKT360	Market Research Methods	3	BSTA305 - BMKT300	
IMKT400	International Business Marketing	3	BMKT300	
BMKT420	Customer Service Management	3	BMKT300 - ENGL200	
BMKT490	Marketing Policies and Strategies	3	BMKT300	
BMKT497	Retailing & Merchandising Management	3	BMKT490	
BMGT470	Total Quality Management	3	BMGT365	
	Elective	3		
BMKT350	Consumer Behavior	3	BMKT300	
BMKT315	Integrated Marketing Communication	3	ENGL200	
	Elective	3		
ARAB200	Arabic Language and Literature	3		
CSCI200	Introduction to Computers	3	CSCI100	
CULT200	Introduction to Arab - Islamic Civilization	3		
ENGL200	Advanced English Composition & Rhetoric	3	ENGL150	
ENGL250	Technical writing	3	ENGL200	

ENGL350	English Communication Skills	3	ENGL200	
	Elective	3		
	Elective	3		
	Elective	3		
Total		129		

Major Elective Courses

Code	Title	Credits	Prerequisites	Corequisites
BACC310	Intermediate Financial Accounting I	3	BFIN300 - BACC260	
BACC320	Intermediate Financial Accounting II	3	BACC310	
BACC360	Cost Control	3	BACC260	
BACC400	Accounting Information Systems and Applications	3	BACC310 - BMIS300	
BACC430	Auditing	3	BACC400	
BACC465	Tax Accounting	3	BACC360	
BACC497	Advanced Accounting	3	BACC400	
BECO430	International Economics and Trade	3	BECO260	
BFIN350	Financial Management	3	BFIN300	
BFIN360	Financial Reporting and Analysis	3	BFIN300	
BFIN400	Financial Modeling	3	BFIN300	
BFIN420	Lending Decision	3	BFIN350	
BFIN430	International Banking and Finance	3	BFIN300	
BFIN450	Investment Banking	3	BFIN300 - BFIN350	
BFIN460	Financial Policy	3	BFIN350	
BMGT365	Management and Organization Theory	3	BMGT200	
BMGT450	Commercial Bank Management	3	BFIN300 - BMGT200	
BMGT470	Total Quality Management	3	BMGT365	
BMGT497	Managing Entrepreneurship	3	BMKT300 - BMGT200 - BFIN300 - BACC260	
BMIS320	Data Management	3	BMGT200 - CSCI200	
BMIS355	Quantitative Methods of Business Decisions	3	BSTA205	
BMIS360	Operations Management	3	BMIS300 - BMGT200	
BMIS370	System Analysis and Design	3	BMIS300	
BMIS470	Decision Support Systems	3	BMIS320 - BMIS355	
BMIS497	Business Intelligence Systems	3	BMIS470 - BMIS300	
BSTA305	Advanced Business Statistics	3	BSTA205	
CSCI250	Introduction to Programming	3	CSCI200	CSCI250L
CSCI300	Intermediate Programming with Objects	3	CSCI250	
IMGT420	International Business Law	3	ENGL200 - BMGT300	
IMGT430	International Business Management	3	BMGT200 - BMGT380	
IMGT440	Global Strategic Management	3	IMGT430	
IMGT470	Global Entrepreneurship	3	IMGT430	