



Jinan University of Lebanon
Faculty of Business Administration
Bachelor MKT
(Management & Marketing)



Revised Study Plan 2019-2020 for the Undergraduate Management & Marketing

Year 1, Fall Semester

| Code | Course Title | | Credits Units | Pre-Requisites |
|--------|--|-----|---------------|----------------|
| ADM105 | Introduction to Information Technology | GER | 3 | |
| LIT110 | Arabic Language | GER | 3 | |
| MAT100 | Intro to Math (remedial) or Elective | EL | 3 | |
| STA100 | Intro to Statistics (remedial) or Elective | EL | 3 | |
| ADM155 | Accounting I | CR | 3 | |
| LIT113 | Research Methods I | GER | 1 | |
| | Total Credits | | 16 | |

Year 1, Spring Semester

| Code | Course Title | | Credits Units | Pre-Requisites |
|--------|--------------------------|----|---------------|----------------|
| ADM180 | Principles of Management | CR | 3 | |
| ADM160 | Principles of Marketing | CR | 3 | |
| ADM145 | Math for Business | CR | 3 | |
| ADM150 | Statistics for Business | CR | 3 | |
| ADM205 | Accounting II | CR | 3 | ADM155 |
| ADM117 | Research Methods II | CR | 2 | LIT113 |
| | Total Credits | | 17 | |

Year 2, Fall Semester

| Code | Course Title | | Credits Units | Pre-Requisites |
|--------|--------------------------|----|---------------|----------------|
| ADM187 | Cost Accounting | CR | 3 | ADM205 |
| ADM120 | Microeconomics | CR | 3 | |
| ADM270 | Operations Research | CR | 3 | |
| ADM273 | Introduction to Database | CR | 2 | ADM105 |
| ADM196 | Business Law | CR | 2 | |
| ADM228 | Business Ethics | CR | 1 | |
| MKT310 | Marketing Management | MR | 3 | |
| | Total Credits | | 17 | |

Year 2, Spring Semester

| Code | Course Title | | Credits Units | Pre-Requisites |
|--------|-------------------------------|-----|---------------|----------------|
| LIT105 | Arabic Civilization | GER | 3 | |
| ADM185 | Financial Management | CR | 3 | ADM145 |
| ADM170 | Macro Economics | CR | 3 | ADM120 |
| ADM247 | Management Information System | CR | 3 | |
| ADM248 | Project Management | CR | 2 | ADM180 |
| ADM257 | Entrepreneurship | CR | 1 | |
| MKT321 | Consumer Behavior | MR | 3 | ADM160 |
| | Total Credits | | 18 | |



Jinan University of Lebanon
Faculty of Business Administration
Bachelor MKT
(Management & Marketing)



Year 3, Fall Semester

| Code | Course Title | Credits Units | | Pre-Requisites |
|--------|-------------------------------------|---------------|-----------|----------------|
| LIT120 | English I | GER | 3 | |
| ADM222 | Business Data Communication | CR | 3 | |
| MAN332 | Total Quality Management | MR | 2 | ADM180 |
| MAN326 | Logistics & Supply Chain Management | MR | 3 | ADM180 |
| | Elective Course | EL | 3 | |
| | Elective Course | EL | 3 | |
| | Total Credits | | 17 | |

Year 3, Spring Semester

| Code | Course Title | Credits Units | | Pre-Requisites |
|--------|-------------------------|---------------|-----------|----------------|
| ADM391 | Graduation Project | MR | 2 | |
| ADM233 | Internship | CR | 1 | |
| LIT125 | English II | GER | 3 | LIT120 |
| MKT327 | International Marketing | MR | 3 | ADM160 |
| MKT309 | Marketing Research | MR | 2 | ADM160 |
| | Elective Course | EL | 3 | |
| | | | | |
| | Total Credits | | 14 | |

| | | |
|----------------------|---------------------------------------|-------------------|
| GER | General Education Requirements | 18 Credits |
| CR | Core Requirements | 48 Credits |
| MR | Major Requirements | 18 Credits |
| EL | Major Electives | 15 Credits |
| Total Credits | | 99 Credits |