



BBA in Leadership and Strategic Communications

Fall — Year 1		
Code	Course Title	Prerequisites
COB 100	Student Orientation & Academic Success (1 Cr)	
ENG 101	University Writing	
MAT 100	Pre-Calculus	
MGT 125	Principles of Management	
ECO 101	Microeconomics	
AH Elective	Arts & Humanities Elective 1/2	
Total Credits: 16		

Spring — Year 1		
Code	Course Title	Prerequisites
ENG 201	Business Communication	ENG 101
MAT 111	Business Calculus	MAT 100
ACC 201	Intro. to Financial Accounting	MAT 100 OR ECO 101
BAN 101	Business Analytics Foundations	COB 100
ECO 102	Macroeconomics	COB 100, ECO 101
AI 102	AI for Everyone: Foundations & Applications	
Total Credits: 18		

Fall — Year 2		
Code	Course Title	Prerequisites
BAN 211	Business Statistics	BAN 101 & MAT 111
FIN 201	Principles of Finance	BAN 101, MAT 111 & ECO 102
MKT 201	Principles of Marketing	ENG 101 & BAN 101
ACC 202	Intro. to Management Accounting	ACC 201
MGT 210	Business Ethics	MGT 125
SS Elective	Social Science Elective 1/3	
Total Credits: 18		

Spring — Year 2		
Code	Course Title	Prerequisites
MGT 230	Organizational Behavior	MGT 210
OPM 230	Management Information Systems	BAN 101 & MAT 111
OPM 240	Princ. of Operations Management	BAN 211
OPM 330	Quantitative Methods for Business	BAN 211
ENG 301	Communications for Leaders	ENG 201
Total Credits: 15		

Fall — Year 3		
Code	Course Title	Prerequisites
BAN 310	Business Analytics & Visualization	BAN 211 & OPM 230
MGT 373	Negotiations	MGT 230
ENG 303	Cross-Cultural Communication and Conflict Resolution	ENG 301
MGT 383	Organizational Leadership	MGT 230
Bu Elective	Business Elective 1/2	
Sc Elective	Science Elective 1/1	
Total Credits: 18		

Spring — Year 3		
Code	Course Title	Prerequisites
MGT 301	Business Law	MGT 230
MGT 375	Entrepreneurship: Theory, Process, Practice	MGT 230
ENG 401	Audience and Market Analysis: Writing UX Research	ENG 301
ENG 402	Advanced Seminar in Communication	ENG 301
SS Elective	Social Science Elective 2/3	
Total Credits: 15		

Fall — Year 4		
Code	Course Title	Prerequisites
MGT 490	Strategic Management	MGT 301 or BAN 310
ENG 403	Persuasion and Influence in Leadership	ENG 301
Bu Elective	Business Elective 2/2	
AH Elective	Arts & Humanities Elective 2/2	
SS Elective	Social Science Elective 3/3	
MGT 300	Executive Lectures (1 Cr)	BAN 310 or MGT 301
Total Credits: 16		

Spring — Year 4		
Code	Course Title	Prerequisites
MGT 498	COOP Training Internship (12 Cr)	MGT 490
Total Credits: 12		

Total Program Credits: 128

GER General Education Requirements
University Requirements

BCC Business Common Core Courses
College Requirements

MCC Major Core Courses
Major Requirements

BE Business Electives
CoB Electives

Courses Listed Under Each University General Education Requirements

Arts & Humanities: (offered and managed by the College of Science)

41. All Language Courses
 - a. All Arabic Courses (e.g. ARB 101, ARB 112)
 - b. All English Courses (e.g. ENG 222, ENG 223, ENG 301/302/303, ENG 401/402/403)
 - c. All Foreign Language Courses (e.g. FRE 101, FRE 112, GER 101, GER 112)
42. All Arts courses
 - a. ART 103 – Fine Art Fundamentals
 - b. ART 105 – Visual Arts
 - c. ART 107 – Digital Modern Art
 - d. ART 110 – Interior Space Design
43. Fashion, Music and Film
 - a. FAS 101 Fashion and Society
 - b. MUS 109 Music and Society
 - c. FLM 101 film theory
 - d. FLM 202 Genres of Film
44. All Religious Studies Courses
 - a. ISL 101 – Islamic Studies I and ISL 112 – Islamic Studies II
 - b. ISL 103 – The Noble Biography of the Prophet
45. Women Studies (e.g. WOM 101 Women, Power, and Leadership in the Modern World.

Social Sciences

89. ANT 101 – Sociocultural Anthropology (CoS)
90. ANT 103 Saudi Culture and Traditions (CoS)
91. SOC 101 Introduction to Sociology (CoS)
92. SOC 201 Ethnography and Society (CoS)
93. HIS 101 – Islamic Civilization and Medieval Europe (CoS)
94. PSY 101 – Introduction to Psychology (CoS)
95. PSY 203 The Human Brain and Behavior (CoS)
96. BUS 101 Introduction to Entrepreneurship (CoB)
97. All courses offered by the College of Law (e.g. LAW 102/125/130/134/135/137/138, and LAW 140)
98. All Diplomacy and International Relations courses (e.g. INR 101/102/103/104/105/201 and INL 201)
99. All Governance and Public Policy Courses (e.g. GPP 205, INR221, INR223, and INR240)

Sciences

105. AI 102 AI for Everyone: Foundation and Applications (elective, if it is not on your study plan). (CoE)
106. AST 101 – Introduction to Astronomy & Space Exploration
107. ENV 101 – Energy and the Environment
108. ENV 205 – Environmental Science & Sustainability
109. ENV 203 – Grand Challenges in Science & Society
110. ENV 207 – Climate Change: Science & Solutions.
111. SCI 310 – Forensic Sciences
112. NUT 101 – Introduction to Human Nutrition
113. CHM 101 – Chemistry I
114. BIO 101 – General Biology I
115. PHU 103 – Physics I
116. NSC 200 Introduction to Neuroscience
117. CUL 101 Culinary Arts & Gastronomy