



الكلية الحديثة للبحارة والعلوم  
MODERN COLLEGE  
OF BUSINESS & SCIENCE

☎ 24583 525  
☎ 24583 516  
www.mcbs.edu.om

# BACHELOR OF SCIENCE IN DIGITAL BUSINESS MANAGEMENT

SUB MAJOR IN  
DIGITAL MARKETING AND SOCIAL MEDIA  
MANAGEMENT  
DIGITAL LEADERSHIP AND MANAGE

**NEW  
PROGRAM**

## ADMISSION CRITERIA

- Recognized general education diploma or its equivalent
- Students joining MCBS must go through an English placement test to determine the appropriate English level
- Students presenting a valid score of 5-5.5 in IELTS or 65-79 in internet based TOEFL (iBT) are exempted from the English program
- Students will need to go through Mathematics and IT placements tests to determine their levels of proficiency in these subjects as they are part of the GFP or possible exemption

## PROGRAM OVERVIEW

The Bachelor of Science in Digital Business Management is a comprehensive and forward-thinking undergraduate program designed to equip students with the skills and knowledge necessary to excel in the rapidly evolving landscape of digital business.

This program combines essential business principles with cutting-edge technology and digital strategies, preparing graduates to thrive in industries where digital transformation is a key driver of success.

The program provides students with a solid understanding of business principles and specialized courses focusing on the integration of digital technologies and strategies into various aspects of business operations. Topics include digital marketing, e-commerce, data analytics, information systems, digital entrepreneurship, and more.

EXCELLENCE IN HIGHER EDUCATION

## PROGRAM STRUCTURE

**Duration:** Bachelor's degree requires about 8 semesters or 4 years

**Program delivery:** 12-15 credits per normal semester and 6 credits per summer semester

**Internship:** Placement on a 3-month internship

**Courses:** Apart from courses closely related to the program, students take general education courses.

- ⊙ Core Courses: 36 credits
- ⊙ General Requirements: 15 credits
- ⊙ General Education Requirements: 18 credits
- ⊙ Business electives: 06 credits
- ⊙ Core Business Requirements: 45 credits

### Digital Marketing & Social Media Management - 36 Credits

#### Major Requirements Courses

Social Media Marketing  
Accounting Data Analytics  
Principles of Auditing  
Financial Crime Investigation  
Graduation Project  
Digital Marketing Analytics  
Digital Marketing  
Consumer Behavior  
Web Design & Content Creation  
Branding  
Market Research  
Introduction to Education management  
Principles of Leadership

#### Major Elective Courses

Creativity and Innovation  
Digital Communication/Marketing  
Communication  
Interactive Marketing  
Interactive Marketing  
Digital Customer Relationship Management  
Digital Marketing Strategy

#### Graduation Requirements

Graduation Project & Internship

### Digital Leadership & Management - 36 Credits

#### Major Requirements Courses

Principles of Leadership  
Introduction to Education Management  
Leadership Practices  
Leading Digital Business  
Fundamentals of Executive Education  
Digital Marketing  
Professional Development Planning  
Cross Cultural Effectiveness  
Mobilizing and Influencing People

#### Major Elective Courses

Network opportunities  
Ethics and Responsibility  
Critical Perspectives on Leadership Theory  
Organizational Effectiveness

#### Graduation Requirements

Graduation Project & Internship