

# College of Commerce and Business Administration



## Plan of Study

Diploma in Business Administration  
Academic Year 2018-2019

### *Marketing*

<b>Year I</b>				
Term	Course Code	Title	Credits	Pre-requisites
(1) Fall	BUSS 101	Principles of Management	3	FPE 103C
	BUSS 102	Principles of Financial Accounting	3	FPE 103C
	BUSS 103	Principles of Marketing	3	FPE 103C
	ENGL 101	Basic Academic English	3	FPE 103C
	MATH 103B	Mathematics for Business	3	FPM 102B
<b>Total Credits</b>			<b>15</b>	
Term	Course	Title	Credits	Pre-requisites
(2) Spring	BUSS 104	Principles of Management Accounting	3	BUSS 102
	BUSS 105	Principles of Financial Management	3	BUSS 102
	BUSS 106	Business Information Technology	3	BUSS 101 and FPT 102B
	ENGL 102B	English for Business I	3	ENGL 101
	MKTG 221	Consumer Behaviour	3	BUSS 103
<b>Total Credits</b>			<b>15</b>	
<b>Year II</b>				
Term	Course	Title	Credits	Pre-requisites
(3) Fall	ENGL 203B	English for Business II	3	ENGL 102B
	BUSS 201	Principles of Microeconomics	3	BUSS 105
	MKTG 222	Fundamentals of Logistics and SCM	3	MKTG 221
	MKTG 223	Service Marketing	3	MKTG 221
	MKTG 224	Customer Relationship Management	3	MKTG 221
<b>Total Credits</b>			<b>15</b>	

Term	Course	Title	Credits	Pre-requisites
(4) Spring	<b>BUSS 203</b>	<b>Principles of Macroeconomics</b>	<b>3</b>	<b>BUSS 201</b>
	<b>BUSS 204</b>	<b>Business Law and Ethics</b>	<b>3</b>	<b>BUSS 201</b>
	<b>ENTR 200</b>	<b>Entrepreneurship - Innovation &amp; Creativity</b>	<b>3</b>	<b>ENGL203B or ENGL203</b>
	<b>MKTG 225</b>	<b>Sales Management</b>	<b>3</b>	<b>MKTG 221 and MKTG222</b>
	<b>MKTG 226</b>	<b>Retail Management</b>	<b>3</b>	<b>MKTG 223 and MKTG224</b>
<b>Total Credits</b>			<b>15</b>	
<i>Summer</i>	<i>BUSS 200</i>	<i>Internship in Business (Two Months)</i>	<i>0</i>	<i>8 Weeks</i>
<b>DIPLOMA IN MARKETING (60 CREDITS)</b>				