For the Fall 24-25 Semester

Faculty: College of Commerce and Business Administration — 60 Cr

Major: Diploma in Business Administration - Marketing

Course #	Course Title	Cr	Min Grd	Class Rank	Term	Pr.
Pre University Requirements (Compulsory) 0 Cr						
FPE 101A	Foundation Program English-Level 1	0	-			
FPE 102B	Foundation Program English Level 2 [< FPE 101A]	0	-			
FPE 103C	Foundation Program English Level 3 [< FPE 101A + < FPE 102B]	0	-			
FPM 100	Pre-Foundation Mathematics Program	0	-			
FPM 101A	Foundation Math Program I [TK< FPM 100]	0	-			
FPM 102B	Foundation Math Program II [< FPM 101A]	0	-			
FPT 100	Pre-Foundation IT Program	0	-			
FPT 101A	Foundation IT, Program I [TK< FPT 100]	0	-			
FPT 102B	Foundation IT, Program II [< FPT 101A]	0	-			
University Requirements (Compulsory) 6 Cr						
ENGL 101	Basic Academic English [< FPE 103C]	3	-	4	1	
ENTR 200	Entrepreneurship:Innovation and Creativity [< ENGL 102B]	3	-	5	2	
College/Faculty Requirements (Compulsory) 33 Cr						
BUSS 101	Principles of Management [< FPE 103C]	3	-	4	1	
BUSS 102	Principles of Financial Accounting [< FPE 103C]	3	-	4	1	
BUSS 103	Principles of Marketing [< FPE 103C]	3	-	4	1	
BUSS 104	Principles of Management Accounting [< BUSS 102]	3	-	4	1	
BUSS 105	Principles of Financial Management [< BUSS 102]	3	-	4	1	
BUSS 106	Business Information Technology [< BUSS 101]	3	-	4	1	
ENGL 102B	English for Business I [< ENGL 101]	3	-	4	2	
MATH 103B	Mathematics for Business [< FPM 102B]	3	-	4	1	
BUSS 201	Principles of Microeconomics [< BUSS 105]	3	-	5	2	
BUSS 203	Principles of Macroeconomics [< BUSS 201]	3	-	5	2	
BUSS 204	Business Law and Ethics [< BUSS 201]	3	-	5	2	
Major Requirements (Compulsory) 21 Cr						
MKTG 220	Digital Marketing Channels [< BUSS 103]	3	-	4	1	
MKTG 221	Consumer Behavior [< BUSS 103]	3	-	4	2	
MKTG 223	Service Marketing [< MKTG 220]	3	-	5	1	
MKTG 225	Sales Managment [< MKTG 220]	3	-	5	2	
MKTG 226	Retail Management [< MKTG 221 + < MKTG 220]	3	-	5	2	
MKTG 227	E-Commerce and Retail Management [< MKTG 225]	3	-	5	2	
MKTG 228	Internship In Digital Marketing	0	-	5	2	
MKTG 229	Social Media Marketing [< MKTG 226]	3	-	5	2	