


College of Commerce and Business Administration				
	Plan of Study			Marketing
	Diploma in Business Administration			
Year I				
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
Total Credits			15	
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
Total Credits			15	
Year II				
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
Total Credits			15	
Term	Course	Title	Credits	Pre-requisites
(4) Spring	BUSS 203	Principles of Macroeconomics	3	BUSS 201
	BUSS 204	Business Law and Ethics	3	BUSS 201
	ENTR 200	Entrepreneurship - Innovation & Creativity	3	ENGL203B or ENGL203
	MKTG 225	Sales Management	3	MKTG 221 and MKTG222
	MKTG 226	Retail Management	3	MKTG 223 and MKTG224
Total Credits			15	
Summer	BUSS 200	Internship in Business (Two Months)	0	8 Weeks