

DEGREE AUDIT NEW

Department of Business Studies

Degree : **Certificate**

Semester I **College Elective Hrs.:** **Dept. Elective Hrs :** **Spec. Elective Hrs.:**

Course Code	Course Title	Course Type Name	Credit Hours	Theory Hours	Practical Hours	Passing Grade
BAMG1100	Introduction to Business	Dept. Requirements	3	2	2	60
BAMA1101	Business Mathematics	Dept. Requirements	3	2	2	60
BAAC1102	Principles of Accounting	Dept. Requirements	3	1	4	60
ENTW1100	Technical Writing I	College Requirements	3	2	2	55
ITSE1100	Information System Multimedia	College Requirements	3	0	6	55
Total Semester Credit Hours			15			

Semester II **College Elective Hrs.:** **Dept. Elective Hrs :** **Spec. Elective Hrs.:**

Course Code	Course Title	Course Type Name	Credit Hours	Theory Hours	Practical Hours	Passing Grade
ENTW1200	Technical Writing II	College Requirements	3	2	2	55
BAMK1205	Principles of Marketing	Dept. Requirements	3	2	2	60
BAMG1207	Principles of Management	Dept. Requirements	3	2	2	60
BAEC1203	Principles of Microeconomics	Dept. Requirements	3	2	2	60
BAST1206	Managerial Statistics	Dept. Requirements	3	2	2	60
Total Semester Credit Hours			15			

Semester III **College Elective Hrs.:** **Dept. Elective Hrs :** **Spec. Elective Hrs.:**

Course Code	Course Title	Course Type Name	Credit Hours	Theory Hours	Practical Hours	Passing Grade
ENGL2108	Business Communication	Dept. Requirements	3	3	0	60
BACO1212	Job Search Techniques	College Requirements	3	1	4	60
Total Semester Credit Hours			6			

DEGREE AUDIT

Department of Business Studies

Qualification : **Diploma**
Specialization : **Marketing and Retailing**

Course Code	Course Title	Pre-Requisites	Co-Requisites	Passing Grade	Orig. Credit Hours	New Credit Hours	Theory Hours	Practical Hours	Contact Hours	Semester
BAFI2109	Financial Management	BAAC1102		C-	3	3	2	2	4	First
BAMG2211	Entrepreneurship	BAMG1207		C-	3	3	2	2	4	
BAMK2100	Principles of Sales	BAMK1205		C	3	3	2	2	4	
BAMK2101	Principles of Retailing	BAMK1205		C	3	3	2	2	4	
BAMK2102	Customer Behavior	BAMK1205		C	3	3	2	2	4	
TOTAL					15	15	10	10	20	
BAFI2210	Financial Institution & Services	BAFI2109		C-	3	3	2	2	4	Second
PHIL3108	Business Ethics	-		D	3	3	2	2	4	
BAEC2204	Principles of Macroeconomics	BAEC1203		C-	3	3	2	2	4	
BAMK2203	Sales Management	BAMK2100		C	3	3	1	4	5	
BAMK2204	Retail Management	BAMK2101		C	3	3	2	2	4	
TOTAL					15	15	9	12	21	
PHIL2200	Formal Logic	ENGL1200		D	3	3	0	6	6	Sum
BADB2301	Database for Small Business	-		C-	3	3	3	0	3	
TOTAL					6	6	6	6	12	

On-the-job Training : **8 Weeks**
Enhancement/Practical Training : **6 – 12 Weeks**

Theory : **44 %**
Practical : **56 %**

DEGREE AUDIT

Department of Business Studies

Qualification : Higher Diploma
Specialization : Marketing and Retailing

Course Code	Course Title	Pre-Requisites	Co-Requisites	Passing Grade	Orig. Credit Hours	New Credit Hours	Theory Hours	Practical Hours	Contact Hours	Semester
BAMA3113	Research Methodology	BAST1206		C-	3	3	2	2	4	First
BAMK3105	Marketing Research	BAMK1205 / BAST1206		C	3	3	2	2	4	
BAMK3106	Marketing for Public & Non-profitable Organizations	BAMK1205		C	3	3	2	2	4	
BAMK3101	Service Marketing	-		C	3	3	2	2	4	
BAEB2203	E-Commerce	-		C	3	3	2	2	4	
TOTAL					15	15	10	10	20	
BAFI3211	Banking: Theory & Practice	BAFI2210		C-	3	3	2	2	4	Second
BAMK3208	Global Marketing	BAMK1205		C	3	3	2	2	4	
BAMK3207	Advertising and Promotion	BAMK1205		C	3	3	2	2	4	
ENGL3100	Public Speaking	-		D	3	3	2	2	4	
TOTAL					15	15	10	10	20	
BAMK3120	Industrial Marketing	-		C	3	3	2	2	4	Sum
BAMK3311	Senior Project	BAMA3113		C	3	3	0	6	6	
TOTAL					6	6	2	8	10	

On-the-job Training : 8 Weeks
Enhancement/Practical : 6 – 12 Weeks

Theory : 44 %
Practical : 56 %