



Knowledge with Virtue

2023

Degree Plan

Bachelor of Business Administration (B.B.A.)

Marketing

Student's Name

Student's ID No.

STUDENT'S MANUAL

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Where to Go for Help

- Study Problems
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 - Lecturers
- GPA Lower than 1.75
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- Changing Free Elective Courses
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- Course Contents and Names of Lecturers
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- Recommendation Letter
 - International Affairs Office
- Quarrel or Fight
 - Chairperson
 - Associate Deans
- Other Problems
 - Chairperson
 - Associate Deans

Locations of Helpers:

- The Dean of BU International - Building C6, 5th Floor
- Associate Deans - Building C6, 5th Floor
- Chairperson - Building C6, 5th Floor
- International Center - Building C6, 1st Floor
- International Office - Building C6, 1st Floor
- BUI Faculty Office - Building C6, 5th Floor
- One-Stop-Service Office - Building A3, A6, 1st Floor

Grade Point Average Computation

There are two types of Grade Point Averages (GPA):

1. Grade Point Average is an average of grade points for each semester.
2. Cumulative Grade Point Average is an average of grade points of all attended semesters.

The letter grades awarded by the University are as follows.

| Letter Grade | Definition in English | Definition |
|--------------|-----------------------|------------|
| A | Excellent | 4.00 |
| B+ | Very Good | 3.50 |
| B | Good | 3.00 |
| C+ | Very Fair | 2.50 |
| C | Fair | 2.00 |
| D+ | Poor | 1.50 |
| D | Very Poor | 1.00 |
| F | Failed | 0 |

Other letter symbols used include:

| | |
|----|---|
| W | Withdrawal |
| I | Incomplete |
| S | Satisfactory |
| U | Unsatisfactory |
| NC | No Credit |
| CF | Credits from Formal Education |
| CS | Credits from Standardized Test |
| CE | Credits from Exam |
| CT | Credits from Trainings arranged by organizations other than institutions of higher education |
| CP | Credits from Portfolio |

How to Calculate GPA and Cumulative Grade Point Average (Cum.GPA)

1. Cumulative Grade Point Average

The cumulative grade point average is calculated by dividing the total number of grade points by the total number of credits earned.

Example

1st Semester

| Courses | Credits | Grades | Grade Points |
|------------------------------|-----------|--------|----------------|
| Communicative English | 3 | A | 4 X 3 = 12 |
| Fundamental Mathematics | 3 | C | 2 X 3 = 6 |
| Introduction to Business | 3 | B+ | 3.5 X 3 = 10.5 |
| Thinking Skills for Learning | 3 | D+ | 1.5 X 3 = 4.5 |
| Principles of Economics | 3 | B | 3 X 3 = 9 |
| Creative Leadership Skills | <u>3</u> | B | 3 X 3 = 9 |
| | <u>18</u> | | <u>51</u> |

Grade point average of the 1st semester = $\frac{51}{18} = 2.83$

Example

2nd Semester

| Courses | Credits | Grades | Grade Points |
|---------------------------------|-----------|--------|---------------|
| Principles of Marketing | 3 | A | 4 X 3 = 12 |
| Critical Reading | 3 | C | 2 X 3 = 6 |
| Financial Accounting | 3 | B | 3 X 3 = 9 |
| Principles of Management | 3 | D+ | 1.5 X 3 = 4.5 |
| Citizenship and Social Dynamics | 3 | C | 2 X 3 = 6 |
| | <u>15</u> | | <u>37.5</u> |

Grade point average of the 2nd semester = $\frac{37.5}{15} = 2.50$

Cumulative grade point average of both 1st and 2nd semesters = $\frac{(51+37.5)}{(18+15)} = \frac{88.5}{33} = 2.68$

Note: Only 2 decimal points will be used without rounding off.

Summer Semester

| Course Grade Points | Credits | | Grade | |
|---------------------------|----------|---|-------|------------|
| Asia and Global Community | 3 | A | 4 X 3 | = 12 |
| Art of Life | <u>3</u> | C | 2 X 3 | = <u>6</u> |
| | <u>6</u> | | | <u>18</u> |

Grade point average of the summer term = $\frac{18}{6} = 3.00$

Cumulative grade point average = $\frac{(51+37.5+18)}{(18+15+6)} = \frac{106.5}{39} = 2.73$

2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

Example

1st Semester

| Courses | Credits | Grades | Grade Points |
|---------------------------------|-----------|--------|----------------|
| Communicative English | 3 | A | 4 X 3 = 12 |
| Fundamental Mathematics | 3 | C | 2 X 3 = 6 |
| Critical Reading | 3 | B+ | 3.5 X 3 = 10.5 |
| Thinking Skills for Learning | 3 | D+ | 1.5 X 3 = 4.5 |
| Principles of Marketing | 3 | B | 3 X 3 = 9 |
| Citizenship and Social Dynamics | <u>3</u> | W | 0 X 3 = 0 |
| | <u>15</u> | | <u>42</u> |

Grade point average of the 1st semester = $\frac{42}{15} = 2.80$

Example

| Courses | 2 nd Semester | | Grade Points | |
|----------------------------|--------------------------|--------|--------------|-------------|
| | Credits | Grades | | |
| Principles of Economics | 3 | A | 4 X 3 | = 12 |
| College Writing | 3 | C | 2X 3 | = 6 |
| Financial Accounting | 3 | B | 3X 3 | = 9 |
| Principles of Management | 3 | D+ | 1.5 X 3 | = 4.5 |
| Creative Leadership Skills | 3 | W | 0 X 3 | = 0 |
| | <u>12</u> | | | <u>31.5</u> |

$$\text{Grade point average of the 2nd semester} = \frac{31.5}{12} = 2.63$$

$$\text{Cumulative grade point average of both 1st and 2nd semesters} = \frac{(42+31.5)}{(15+12)} = \frac{73.5}{27} = 2.72$$

Note: Only 2 decimal points will be used without rounding off.

| Course | Summer Semester | | Grade Points | |
|--------------------------|-----------------|-------|--------------|------------|
| | Credits | Grade | | |
| Principles of Marketing | 3 | A | 4 X 3 | = 12 |
| Introduction to Business | <u>3</u> | C | 2 X 3 | = <u>6</u> |
| | <u>6</u> | | | <u>18</u> |

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{(42+31.5+18)}{(15+12+6)} = \frac{91.5}{33} = 2.77$$

3. Failed Courses and Repeated Courses

All courses given an “F” grade will be recorded on students’ transcripts and calculated for both GPA and cumulative GPA as below:

Example of GPA Calculation for One Failed Course

1st Semester

| Courses | Credits | Grades | Grade Points |
|---------------------------------|-----------|--------|----------------|
| Communicative English | 3 | A | 4 X 3 = 12 |
| Fundamental Mathematics | 3 | C | 2 X 3 = 6 |
| Critical Reading | 3 | B+ | 3.5 X 3 = 10.5 |
| Thinking Skills for Learning | 3 | D+ | 1.5 X 3 = 4.5 |
| Principles of Marketing | 3 | B | 3 X 3 = 9 |
| Citizenship and Social Dynamics | <u>3</u> | F | 0 X 3 = 0 |
| | <u>18</u> | | <u>42</u> |

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{42}{18} = 2.33$$

2nd Semester

| Course | Credits | Grade | Grade Points |
|---------------------------------|-----------|-------|---------------|
| Principles of Economics | 3 | A | 4 X 3 = 12 |
| Critical Reading | 3 | C | 2 X 3 = 6 |
| Financial Accounting | 3 | B | 3 X 3 = 9 |
| Principles of Management | 3 | D+ | 1.5 X 3 = 4.5 |
| Creative Leadership Skills | 3 | C | 2 X 3 = 6 |
| Citizenship and Social Dynamics | <u>3</u> | B* | 3 X 3 = 9 |
| | <u>18</u> | | <u>46.5</u> |

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{46.5}{18} = 2.58$$

$$\text{Cumulative Grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{(42 + 46.5)}{(18 + 15)} = \frac{88.5}{33} = 2.68$$

* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

Summer Semester

| Course Grade Points | Credits | | Grade | | |
|--------------------------|----------|---|-------|---|-----------|
| Retailing Management | 3 | A | 4 X 3 | = | 12 |
| Introduction to Business | <u>3</u> | C | 2 X 3 | = | <u>6</u> |
| | <u>6</u> | | | | <u>18</u> |

Grade point average of the summer term = $\frac{18}{6} = 3.00$

Cumulative grade point average = $\frac{(42 + 46.5 + 18)}{(18 + 15 + 6)} = \frac{106.5}{39} = 2.73$

* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

Caution:

Students are strongly encouraged to keep track of their GPAs attentively.

**Rules and Regulations for Undergraduate Studies
2018 - 2022**



<http://degreeplan.bu.ac.th/>

Plagiarism Policy

Guidelines for education about, and management of, plagiarism

- a. Suggested definition of plagiarism
- b. BU International's approach to plagiarism
- c. Levels of plagiarism and action to be taken

a. Suggested definition of plagiarism

For the purposes of this policy, plagiarism could be defined as:

“The representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying formal assessment requirements.”

<http://www.staffsunion.com/news/article/Plagiarism-know-the-rules/>

b. BU International's approach to plagiarism

BU International's approach for managing plagiarism is *educative* rather than punitive.

- students should understand:
 - what plagiarism is
 - how to avoid it
 - what BU International's policy is and the penalties that apply

c. Levels of plagiarism and action to be taken

(derived from:

http://www.lc.unsw.edu.au/plagiarism/plagiarism_STUDENTBOOK.pdf

<http://www.newcastle.edu.au/policylibrary/000608.html>)

Suggested levels of plagiarism and action to be taken are:

Level 1

Where the plagiarism is significant (i.e. meets BU International's definition) and a first occurrence and the student is at first or second year level:

Response:

1. counsel the student and
2. require the student to revise the item and resubmit

Level 2

Where a second instance of plagiarism occurs or the student is in the third or fourth year:

Response:

1. issue a verbal warning and
2. return the item unmarked to the student for rewriting and resubmitting or
3. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

Level 3

Where the plagiarism is extensive and the student is in the third or fourth year or a third instance of plagiarism has occurred irrespective of the level of the student:

Response:

1. return the item unmarked to the student with written explanation of the plagiarism and
2. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

Code of Conduct

Students must adhere to the following University Code of Conduct:

1. Students must abide by the university rules and regulations, and official announcements made by university officers or lecturers.
2. Students must dress in the school uniform when attending class, using university's facilities, and taking examinations, and they must carry their student ID card at all times and must be ready to show it when asked.
3. Students must treat all lecturers and university officers with respect.
4. Students must not gamble or be involved in any gambling activities.
5. Students must not carry weapons or dangerous items of any kind.
6. Students must not bring or drink any alcoholic beverage on university premises.
7. Students must not bring or use any illegal drug on campus.
8. Students must not commit any crime or be with a person or persons who have committed crime which could bring the university into disrepute.
9. Students must not be infected with deadly contagious diseases or diseases that are socially unacceptable. In case of suspected infection, the university's executives, or the Director of Student Services and Activities or Student Advisors, can require a thorough medical examination.
10. Students must not be present in a place that is recognized as morally inappropriate.
11. Students must not be involved in any activities considered violent, including bullying, intimidation, taunting, verbal abuse or the use of threat of violence towards any person.
12. Students must behave in a socially acceptable manner in public, and must not act in a way that is considered sexually offensive or which is offensive to those with learning and/or physical disabilities.
13. Students are required to seek approval from the university before they stage a performance of any kind.
14. Students are required to seek approval from the university before they hold a large gathering on campus.
15. Students are required to seek approval from the university before they publish any materials.

Students who are found to have violated the code of conduct in any way are subject to the following penalties:

1. Reprimand or a notification to parents or guardians;
2. Probation;
3. Deduction of grade;
4. Suspension;
5. Exclusion from final examination;
6. Withholding of degree;
7. Dismissal.

Curriculum
Marketing Major

Degree Plan
Bangkok University International
Marketing Major

Total Number of Credits

| | | |
|------------------------|------------|-------------|
| General Education | | 30 credits |
| Professional Education | | 93 credits |
| Core Courses | 51 credits | |
| Major Requirements | 30 credits | |
| Major Electives | 12 credits | |
| Free Electives | | 6 credits |
| | Total | 129 credits |

Prerequisite

There are 2 kinds of prerequisite courses:

- a. A student has enrolled in that prerequisite course and passed it with a grade of at least D; or
- b. A student has enrolled in that course and obtained at least a grade of "F" ("W" is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course without fulfilling prerequisite requirement first will cause a registration cancellation.

List of Courses for Bachelor of Business Administration Program in Marketing

1. General Education: 30 credits

A minimum of 30 credit hours are required.

| Code | Course | Credits | Credits Earned | Grade | Prerequisite |
|--|--|---------|----------------|---------|--------------|
| English Language (9 Credits) | | | | | |
| IEN106 | The Art of Writing | 3 | | | |
| IEN107 | Critical Reading and Writing | 3 | | | |
| IEN108 | Persuasive Presentation | 3 | | | |
| Required (15 Credits) | | | | | |
| IGE101 | Thinking Skills for Life Learning | 3 | | | |
| IGE102 | Citizenship and Social Transformation | 3 | | | |
| IGE103 | Technology and Innovation | 3 | | | |
| IGE104 | Aesthetics and Well-being for life | 3 | | | |
| IGE105 | Global Alliance and Emerging Issues | 3 | | | |
| Elective (6 Credits) | | | | | |
| Choose at least two from the following courses | | | | | |
| IGE106 | Financial Literacy and Sustainable Development | 3 | | | |
| IGE107 | Entrepreneurial Spirit and Leadership Skills | 3 | | | |
| Total | | | 30 | credits | |

2. Professional Education: 93 credits

2.1 Core Courses: 51 credits

| Code | Course | Credits | Credits Earned | Grade | Prerequisite |
|--------|---|---------|----------------|---------|--------------|
| IAC102 | Financial Accounting | 3 | | | |
| IAC203 | Managerial Accounting | 3 | | | IAC102 |
| ICS202 | Introduction to Business Computing | 3 | | | |
| IEC203 | Principles of Economics | 3 | | | |
| IFI212 | Business Finance | 3 | | | IMG101 |
| ILA102 | Business Law | 3 | | | |
| ILA301 | Taxation | 3 | | | |
| IMA104 | Quantitative Techniques for Decision Making | 3 | | | |
| IMG101 | Introduction to Business | 3 | | | |
| IMG112 | Principles of Management | 3 | | | |
| IMG211 | Entrepreneurship | 3 | | | IMG101 |
| IMG212 | Production and Operation Management | 3 | | | IMG112 |
| IMG311 | International Business Management | 3 | | | IMG101 |
| IMK212 | Principles of Marketing | 3 | | | IMG101 |
| IPM213 | Human Resource Management | 3 | | | IMG112 |
| IPM323 | Organizational Behavior | 3 | | | |
| IST202 | Business Statistics | 3 | | | |
| Total | | | 51 | credits | |

2.2 Major Requirements: 30 credits

| Code | Course | Credits | Credits Earned | Grade | Prerequisite |
|--------|-----------------------------------|---------|----------------|---------|----------------|
| IMK321 | Consumer Behavior | 3 | | | IMK212 |
| IMK322 | Product and Brand Management | 3 | | | IMK212 |
| IMK329 | Marketing Channels | 3 | | | IMK212 |
| IMK335 | Promotion Management | 3 | | | IMK212 |
| IMK337 | Service Marketing | 3 | | | IMK212 |
| IMK421 | Marketing Research | 3 | | | IMK212, IST202 |
| IMK423 | Seminar in Marketing | 3 | | | IMK212 |
| IMK426 | Marketing Management and Strategy | 3 | | | IMK212 |
| IMK427 | Pricing Strategy | 3 | | | IMK212 |
| IMK429 | Digital Marketing | 3 | | | IMK212 |
| Total | | | 30 | credits | |

2.3 Major Electives: 12 credits

Choose at least 12 credits from the following courses

| Code | Course | Credits | Credits Earned | Grade | Prerequisite |
|--------|---|---------|----------------|-------|--------------|
| IMK323 | Sales Management | 3 | | | |
| IMK330 | Retailing Management | 3 | | | |
| IMK331 | Strategic Marketing in Social Enterprise | 3 | | | |
| IMK339 | Sustaining Business Marketing | 3 | | | |
| IMK341 | Introduction to Data Analytics | 3 | | | |
| IMK342 | Ecommerce Marketing | 3 | | | |
| IMK343 | Progressive Digital Marketing | 3 | | | |
| IMK344 | Customer Engagement and Sales | 3 | | | |
| IMK347 | Social Media and Online Reputation | 3 | | | |
| IMK422 | Special Topics in Marketing | 3 | | | |
| IMK425 | Marketing Planning and Competitive Analysis | 3 | | | |
| IMK441 | Topics in Data Analytics and Management | 3 | | | |

| | | | | | |
|--------|--------------------------------|---|----|---------|--|
| IMK490 | Independent Study | 3 | | | |
| IMK430 | Cooperative Education** | 6 | | | |
| ICO301 | Pre-Cooperative Education** | 3 | | | |
| Total | | | 12 | credits | |

** Remark: ICO301 and IMK430 are for students in Cooperative Education Track. But regular track students, taking ICO301 will be recorded as a Free Elective course.

3. Free Electives: 6 credits

All other courses offered by Bangkok University International or approved by BU International Policy Committee.

Regular Track

**Regular Track
Program of Study
Bangkok University International
Marketing Major**

First Year

First Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|----------------------|---------------------------------------|----------------|-------------|------------|---------------|
| IGE101 | Thinking Skills for Life Learning | 3 | 3 | 0 | 6 |
| IGE102 | Citizenship and Social Transformation | 3 | 3 | 0 | 6 |
| IEN107 | Critical Reading and Writing | 3 | 2 | 2 | 6 |
| IEN108 | Persuasive Presentation | 3 | 2 | 2 | 6 |
| IEC203 | Principles of Economics | 3 | 3 | 0 | 6 |
| IMG101 | Introduction to Business | 3 | 3 | 0 | 6 |
| | | 18 | 16 | 4 | 36 |

Second Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|----------------------|-------------------------------------|----------------|-------------|------------|---------------|
| IAC102 | Financial Accounting | 3 | 3 | 0 | 6 |
| IGE103 | Technology and Innovation | 3 | 3 | 0 | 6 |
| IGE104 | Aesthetics and Well-being for life | 3 | 3 | 0 | 6 |
| IGE105 | Global Alliance and Emerging Issues | 3 | 3 | 0 | 6 |
| IEN106 | The Art of Writing | 3 | 2 | 2 | 6 |
| ILA102 | Business Law | 3 | 3 | 0 | 6 |
| | | 18 | 17 | 2 | 36 |

Regular Track

Second Year

First Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|---------------|--|---------|------|-----|--------|
| IGE106 | Financial Literacy and Sustainable Development | 3 | 3 | 0 | 6 |
| IGE107 | Entrepreneurial Spirit and Leadership Skills | 3 | 3 | 0 | 6 |
| IMK212 | Principles of Marketing | 3 | 3 | 0 | 6 |
| IFI212 | Business Finance | 3 | 3 | 0 | 6 |
| IMG112 | Principles of Management | 3 | 3 | 0 | 6 |
| ICS202 | Introduction to Business Computing | 3 | 3 | 0 | 6 |
| | | 18 | 18 | 0 | 36 |

Second Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|---------------|-------------------------------------|---------|------|-----|--------|
| IST202 | Business Statistics | 3 | 3 | 0 | 6 |
| IPM213 | Human Resource Management | 3 | 3 | 0 | 6 |
| IMG212 | Production and Operation Management | 3 | 3 | 0 | 6 |
| IMK321 | Consumer Behavior | 3 | 3 | 0 | 6 |
| IMG211 | Entrepreneurship | 3 | 3 | 0 | 6 |
| ILA301 | Taxation | 3 | 3 | 0 | 6 |
| | | 18 | 18 | 0 | 36 |

Regular Track

Third Year

First Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|---------------|-----------------------------------|---------|------|-----|--------|
| IMK322 | Product and Brand Management | 3 | 3 | 0 | 6 |
| IMK329 | Marketing Channels | 3 | 3 | 0 | 6 |
| IMK335 | Promotion Management | 3 | 3 | 0 | 6 |
| IMK427 | Pricing Strategy | 3 | 3 | 0 | 6 |
| IPM323 | Organizational Behavior | 3 | 3 | 0 | 6 |
| IMG311 | International Business Management | 3 | 3 | 0 | 6 |
| | | 18 | 18 | 0 | 36 |

Second Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|---------------|---|---------|------|-----|--------|
| IMA104 | Quantitative Techniques for Decision Making | 3 | 3 | 0 | 6 |
| IMK337 | Service Marketing | 3 | 3 | 0 | 6 |
| IMK421 | Marketing Research | 3 | 3 | 0 | 6 |
| IMK426 | Marketing Management and Strategy | 3 | 3 | 0 | 6 |
| IMK429 | Digital Marketing | 3 | 3 | 0 | 6 |
| | | 15 | 15 | 0 | 30 |

Regular Track

Fourth Year

First Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|---------------|-----------------------|---------|------|-----|--------|
| IAC203 | Managerial Accounting | 3 | 3 | 0 | 6 |
| IMKXXX | Major Elective 1 | 3 | 3 | 0 | 6 |
| IMKXXX | Major Elective 2 | 3 | 3 | 0 | 6 |
| XXX01 | Free Elective-1 | 3 | 3 | 0 | 6 |
| | | 12 | 12 | 0 | 24 |

Second Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|---------------|----------------------|---------|------|-----|--------|
| IMKXXX | Major Elective 3 | 3 | 3 | 0 | 6 |
| IMKXXX | Major Elective 4 | 3 | 3 | 0 | 6 |
| IMK423 | Seminar in Marketing | 3 | 3 | 0 | 6 |
| XXX02 | Free Elective 2 | 3 | 3 | 0 | 6 |
| | | 12 | 12 | 0 | 24 |

Cooperative Education Track

Cooperative Education Track

Program of Study
Bangkok University International
Marketing Major

First Year

First Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|----------------------|---------------------------------------|----------------|-------------|------------|---------------|
| IGE101 | Thinking Skills for Life Learning | 3 | 3 | 0 | 6 |
| IGE102 | Citizenship and Social Transformation | 3 | 3 | 0 | 6 |
| IEN107 | Critical Reading and Writing | 3 | 2 | 2 | 6 |
| IEN108 | Persuasive Presentation | 3 | 2 | 2 | 6 |
| IEC203 | Principles of Economics | 3 | 3 | 0 | 6 |
| IMG101 | Introduction to Business | 3 | 3 | 0 | 6 |
| | | 18 | 16 | 4 | 36 |

Second Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|----------------------|-------------------------------------|----------------|-------------|------------|---------------|
| IAC102 | Financial Accounting | 3 | 3 | 0 | 6 |
| IGE103 | Technology and Innovation | 3 | 3 | 0 | 6 |
| IGE104 | Aesthetics and Well-being for life | 3 | 3 | 0 | 6 |
| IGE105 | Global Alliance and Emerging Issues | 3 | 3 | 0 | 6 |
| IEN106 | The Art of Writing | 3 | 2 | 2 | 6 |
| ILA102 | Business Law | 3 | 3 | 0 | 6 |
| | | 18 | 17 | 2 | 36 |

**Cooperative Education Track
Second Year**

First Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|----------------------|--|----------------|-------------|------------|---------------|
| IGE106 | Financial Literacy and Sustainable Development | 3 | 3 | 0 | 6 |
| IGE107 | Entrepreneurial Spirit and Leadership Skills | 3 | 3 | 0 | 6 |
| IMK212 | Principles of Marketing | 3 | 3 | 0 | 6 |
| IFI212 | Business Finance | 3 | 3 | 0 | 6 |
| IMG112 | Principles of Management | 3 | 3 | 0 | 6 |
| ICS202 | Introduction to Business Computing | 3 | 3 | 0 | 6 |
| | | 18 | 18 | 0 | 36 |

Second Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|----------------------|-------------------------------------|----------------|-------------|------------|---------------|
| IST202 | Business Statistics | 3 | 3 | 0 | 6 |
| IPM213 | Human Resource Management | 3 | 3 | 0 | 6 |
| IMG212 | Production and Operation Management | 3 | 3 | 0 | 6 |
| IMK321 | Consumer Behavior | 3 | 3 | 0 | 6 |
| IMG211 | Entrepreneurship | 3 | 3 | 0 | 6 |
| ILA301 | Taxation | 3 | 3 | 0 | 6 |
| | | 18 | 18 | 0 | 36 |

Cooperative Education Track

Third Year

First Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|----------------------|-----------------------------------|----------------|-------------|------------|---------------|
| IMK322 | Product and Brand Management | 3 | 3 | 0 | 6 |
| IMK329 | Marketing Channels | 3 | 3 | 0 | 6 |
| IMK335 | Promotion Management | 3 | 3 | 0 | 6 |
| IMK427 | Pricing Strategy | 3 | 3 | 0 | 6 |
| IPM323 | Organizational Behavior | 3 | 3 | 0 | 6 |
| IMG311 | International Business Management | 3 | 3 | 0 | 6 |
| | | 18 | 18 | 0 | 36 |

Second Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|----------------------|---|----------------|-------------|------------|---------------|
| IMA104 | Quantitative Techniques for Decision Making | 3 | 3 | 0 | 6 |
| IMK337 | Service Marketing | 3 | 3 | 0 | 6 |
| IMK421 | Marketing Research | 3 | 3 | 0 | 6 |
| IMK426 | Marketing Management and Strategy | 3 | 3 | 0 | 6 |
| IMK429 | Digital Marketing | 3 | 3 | 0 | 6 |
| IMK423 | Seminar in Marketing | 3 | 3 | 0 | 6 |
| | | 18 | 18 | 0 | 36 |

Cooperative Education Track

Fourth Year

First Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|---------------|---------------------------|---------|------|-----|--------|
| IAC203 | Managerial Accounting | 3 | 3 | 0 | 6 |
| ICO301 | Pre-Cooperative Education | 3 | 3 | 0 | 6 |
| IMKX01 | Major Elective-1 | 3 | 3 | 0 | 6 |
| XXX01 | Free Elective 1 | 3 | 3 | 0 | 6 |
| XXX02 | Free Elective 2 | 3 | 3 | 0 | 6 |
| | | 15 | 15 | 0 | 30 |

Second Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|---------------|-----------------------|---------|------|-----|--------|
| IMK430 | Cooperative Education | 6 | 0 | 40 | 0 |
| | | 6 | 0 | 40 | 0 |

Student's Academic Record

| Year | Semester | GPA | CUM. GPA. | Remarks |
|------|-----------------|-----|-----------|---------|
| 1 | First Semester | | | |
| | Second Semester | | | |
| | Summer Term | | | |
| 2 | First Semester | | | |
| | Second Semester | | | |
| | Summer Term | | | |
| 3 | First Semester | | | |
| | Second Semester | | | |
| | Summer Term | | | |
| 4 | First Semester | | | |
| | Second Semester | | | |
| | Summer Term | | | |
| 5 | First Semester | | | |
| | Second Semester | | | |
| | Summer Term | | | |
| 6 | First Semester | | | |
| | Second Semester | | | |
| | Summer Term | | | |
| 7 | First Semester | | | |
| | Second Semester | | | |
| | Summer Term | | | |
| 8 | First Semester | | | |
| | Second Semester | | | |
| | Summer Term | | | |
| | | | | |
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