

Bachelor's Degree of Business Administration
Four-Year Undergraduate Program
Major in Marketing

YEAR ONE (FOUNDATION YEAR)				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 1				
1	ACC 105	Financial Accounting I	3 (2-1-0)	-
2	ENG 101	Core English I	3 (2-1-0)	ENG 001 or Waive
3	KHM 101	Khmer Studies	3 (3-0-0)	-
4	MAT 105	Mathematics for Business and Finance	3 (2-1-0)	MAT 001
5	PHI 104	Ethics and Values for Professionals	3 (3-0-0)	-
Total			15	
YEAR ONE (FOUNDATION YEAR)				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 2				
1	ACC 106	Financial Accounting II	3 (2-1-0)	ACC 105
2	ECO 105	Principles of Economics	3 (2-1-0)	MAT 105
3	ENG 102	Core English II	3 (2-1-0)	ENG 101
4	PHI 105	Critical Thinking	3 (3-0-0)	-
5	STA 106	Statistics for Business and Economics	3 (2-1-0)	MAT 105
Total			15	
YEAR TWO				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 1				
1	BUS 204	Introduction to Business	3 (3-0-0)	-
2	ENG 207	English for Business I	3 (2-1-0)	-
3	ECO 203	Microeconomics	3 (2-1-0)	ECO 105
4	MKT 201	Principles of Marketing	3 (3-0-0)	-
5	MKT 203	Customer relationships Management	3 (3-0-0)	-
Total			15	
YEAR TWO				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 2				
1	BUS 205	Business Law and Ethics	3 (3-0-0)	-
2	ENG 208	English for Business II	3 (2-1-0)	ENG 207
3	ECO 204	Macroeconomics	3 (2-1-0)	ECO 203
4	IB 210	Global Marketing	3 (3-0-0)	-
5	MGT 206	Total Quality Management	3 (3-0-0)	-
Total			15	

YEAR THREE ⁽¹⁾				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 1				
1	EMS 302	Employability Skills	3 (3-0-0)	-
2	IB 311	International Business Environment	3 (2-1-0)	ECO 204
3	MGT 302	Principles of Management	3 (3-0-0)	-
4	MKT 306	Marketing Strategy	3 (2-1-0)	MKT 201
5	TAX 309	Taxation	3 (3-0-0)	ACC 105- BUS 205
Total			15	
YEAR THREE				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 2				
1	MGT 304	Human Resource Management	3 (3-0-0)	BUS 204
2	MKT 307	Marketing Management	3 (3-0-0)	MKT 306
3	MKT 308	Pricing Strategy	3 (3-0-0)	MKT 201
4	MKT 309	Sales Management	3 (3-0-0)	MKT 201
5	RES 307	Research Methods	3 (2-1-0)	-
Total			15	
YEAR FOUR				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 1				
1	APM 420	Internship/Work Experience for Marketing ⁽¹⁾	4 (1.3-0-2.7)	MKT 415
2	MGT 403	Entrepreneurship	3 (3-0-0)	ECO 204
3	MKT 415	Marketing Research	3 (2-1-0)	MKT 201
4	MKT 416	Product and Brand Management	3 (3-0-0)	MKT 309
5	SML 426	Supply chain Management and Logistics	3 (2-1-0)	-
Total			16	
YEAR FOUR				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 2				
1	PMS 407	Project Management Skills	3 (3-0-0)	-
2	MKT 417	Digital Marketing	3 (2-1-0)	MKT 201
3	ETC 405	Three Elective Courses ⁽²⁾	9 (6-3-0)	TGPA < 3.50
	or			
	FPR 405	Final Project Report ⁽³⁾	9 (2-3-4)	RES 307, TGPA ≥ 3.50
or				
1	THS 408	Thesis ⁽⁴⁾	15 (3-4-8)	RES 307, TGPA ≥ 3.75
Total			15	

សម្គាល់

- (1) និស្សិតទាំងអស់ត្រូវចុះហាត់ការ និងធ្វើរបាយការណ៍ចុះហាត់ការទាក់ទងនឹងជំនាញទីផ្សារ។
- (2) និស្សិតទាំងអស់អាចជ្រើសរើសវិស័យក្នុងមុខវិជ្ជាក្នុងមុខវិជ្ជាជ្រើសរើសសម្រាប់មុខវិជ្ជាទាំង៤: Business Negotiation Skills (BUS 403), Doing Business in Digital Era (BUS 406), CEO Business Experience (IB 420) និង/ឬ Consumer Behavior (MKT 410) ដើម្បីសិក្សាសម្រាប់បញ្ចប់ការសិក្សា។

- (3) និស្សិតដែលទទួលបានមធ្យមភាគនៃពិន្ទុនិទ្ទេសសរុប (TGPA) ចាប់ពី៣,៥០ អាចរៀបចំសេវាសារណា (ឯកបុគ្គល/ក្រុម) ដើម្បីស្រាវជ្រាវសម្រាប់បញ្ចប់ការសិក្សា។
- (4) និស្សិតដែលទទួលបានមធ្យមភាគនៃពិន្ទុនិទ្ទេសសរុប (TGPA) ចាប់ពី៣,៧៥ អាចរៀបចំសេវាសារណា (ឯកបុគ្គល) ដើម្បីស្រាវជ្រាវសម្រាប់បញ្ចប់ការសិក្សា។
- L (Lecture) = ការសិក្សាក្នុងថ្នាក់ (១ក្រុមឌីត = ១៥ម៉ោង); P (Practice) = ការសិក្សាប្រតិបត្តិ (១ក្រុមឌីត = ៣០ម៉ោង); និង
 F (Fieldwork) = ការអនុវត្តជាក់ស្តែង (១ក្រុមឌីត = ៤៥ម៉ោង) ។

Elective Courses			
No.	Course Code	Course Title	Credits
Semester 2			
1	BUS 403	Business Negotiation Skills	3 (3-0-0)
2	BUS 406	Doing Business in Digital Era	3 (3-0-0)
3	IB 420	CEO Business Experiences	3 (3-0-0)
4	MKT 410	Consumer Behavior	3 (3-0-0)

Foundation Year	Year II	Year III	Year IV	Total
30 Credits	30 Credits	30 Credits	31 Credits	121 Credits