

Curriculum

Diploma in Business Administration

—Sales and Marketing Management (48 Credits)

GSUA 11	Work Education Program	NC
ENGL 11	English and Communication skills	3
MATH 11	Mathematics and Statistics	3
MKTG 12	Principles of Commerce and Marketing	3
ACCT 11	Bookkeeping and Accounts	3
INSY 11	Information Technology	3
RELB 21	Biblical Teachings	3
MGMT 25	Management and Business Ethics	3
MKTG 22	Principles and Practice of Selling	3
ECON 21	Economics for Business	3
MKTG 23	Advertising	3
MKTG 21	Promotions and Sales Management	3
MKTG 26	Marketing Management	3
MKTG 31	International Trade and Marketing	3
MGMT 31	Legal Environment of Business	3
MGMT 32	Consumer Behaviour	3
MKTG 25	Marketing Internship and Report	3

Diploma in Commerce and Accounting (48 Credits)

GSUA 11	Work Education Program	NC
CMCE 11	Principles of Commerce and Marketing	3
ENGL 11	English and Communication Skills	3
MATH 11	Mathematics and Statistics	3
INSY 11	Information Technology	3
ACCT 11	Bookkeeping and Accounting	3
RELB 21	Biblical Teachings	3
MGMT 25	Management and Business Ethics	3
ECON 21	Principles of Economics	3
ACCT 21	Financial Accounting	3
ACCT 22	Principles of Auditing	3
MGMT 31	Legal Environment of Business	3
FNCE 31	Principles of Finance	3
ACCT 31	Materials and Cost Accounting	3
ACCT 32	Principles of Public Finance and Taxation	3

ACCT 33	International Trade	3
ACCT 90	Field Practice and Report Writing	3

Bachelor in Business Administration —Accounting, Management, Marketing, and with Education

General Courses (19 Credits)

GSUA 001	Freshman Orientation	0NC
GSUA 002	Work Education Program	1NC
GSUA 003	Basic Writing Skills (or Passing Placement Test)	2NC
GSUA 118	Basic Mathematics (or Passing Placement Test)	2NC
OFTE 011	Keyboarding (or Passing typing test)	1NC
GSUA 101	Introduction to Psychology	2
GSUA 110	Issues in Development Studies	2
GSUA 111	Introduction to Writing Skills I	2
GSUA 112	Introduction to Writing Skills II	2
GSUA 113	Health Principles and Physical Education	2
GSUA 116	Christian Beliefs	2
GSUA 117	Intro. to Business Information Processing	2
GSUA 118/219	HIV Aids and Religion or Comparative Religions	2
GSUA 125	Philosophy of Christian Education	2

Bachelor of Business Administration - Accounting (BBA Accounting * 124 – credits)

Core Courses (66 Credits)

MGMT 111	Principles of Business Management	3
ACCT 111	Fundamentals of Accounting I	3
ACCT 112	Fundamentals of Accounting II	3
MATH 111	Business Algebra	3
MATH 122	Introductory Calculus	3
STAT 250	Business Statistics	3
INSY 321	Management Information Systems	3
ECON 112	Principles of Microeconomics	3
ECON 121	Principles of Macroeconomics	3
MGMT 211	Business Law I (Mercantile Law)	3
MGMT 212	Business Law II (Company Law)	3
MGMT 241	Management and Organization	3
MGMT 353	Quality and Operations Management	3
FNCE 312	Financial Management	3

MGMT 252	Quantitative Methods for Decision Making	3
MGMT 311	Entrepreneurship	3
MGMT 392	Business Research and Consultancy Methods	3
FNCE 332	Investment Analysis and Capital Markets	3
MKTG 211	Principles of Marketing	3
MGMT 341	Risk Management	3
MGMT 375	Strategic Management	3
OFAD 211	Business Communications	3

Accounting Concentration (36 Credits)

ACCT 211	Intermediate Accounting I	3
ACCT 212	Intermediate Accounting II	3
ACCT 231	Cost Accounting	3
ACCT 332	Managerial Accounting	3
ACCT 385	Contemporary Issues Accounting	3
ACCT 351	Public Finance and Taxation I	3
ACCT 352	Public Finance and Taxation II	3
ACCT 311	Advanced Financial Accounting I	3
ACCT 312	Advanced Financial Accounting II	3
ACCT 341	Auditing and Assurance Services I	3
ACCT 342	Auditing and Assurance services II	3
ACCT 381	Accounting Internship and Report <i>(360 practical hours)</i>	3

Electives (at least 3 Credits)

MGMT 231	Business Environment	3
MGMT 321	Organization Behavior and Leadership	3
MGMT 332	Human Resources Management	3
INSY 332	System Analysis and Design	3

Minor in Accounting (45 Credits)

Cognates (15 Credits)

MATH 111	Business Algebra	3
STAT 250	Business Statistics	3
ECON 112	Principles of Microeconomics	3
ECON 121	Principles of Macroeconomics	3

Core (24 Credits)

MGMT 241	Management and Organization	3
ACCT 111	Fundamentals of Accounting I	3
ACCT 112	Fundamentals of Accounting II	3

ACCT 211	Intermediate Accounting I	3
ACCT 212	Intermediate Accounting II	3
ACCT 231	Cost Accounting	3
ACCT 321	Auditing and Assurance Services I	3
MGMT 375	Strategic Management	3
MKTG 211	Principles of Marketing	3

Electives (6 Credits)

MGMT 211	Business Law I (Mercantile Law)	3
ACCT 351	Public Finance and Taxation I	3
MGMT 231	Business Environment	3
MGMT 341	Risk Management	3
ACCT 332	Managerial Accounting	3

Bachelor Business Administration - Management
(BBA Management * 124 Credits)

Core and Cognates (63 Credits)

ACCT 111	Fundamentals of Accounting I	3
ACCT 112	Fundamentals of Accounting II	3
MATH 111	Business Algebra	3
MATH 122	Introductory Calculus	3
STAT 250	Business Statistics	3
MGMT 111	Principles of Business Management	3
MKTG 211	Principles of Marketing	3
INSY 242	Decisions Support Systems	3
INSY 321	Management Information Systems	3
ECON 112	Principles of Microeconomics	3
ECON 121	Principles of Macroeconomics	3
MGMT 211	Business Law I (Mercantile Law)	3
MGMT 212	Business Law II (Company Law)	3
ACCT 341	Auditing and Assurance Services I	3
ACCT 332	Managerial Accounting	3
ACCT 231	Cost Accounting	3
MGMT 252	Quantitative Methods for Decision Making	3
MGMT 311	Entrepreneurship	3
MGMT 392	Business Research & Consultancy Methods	3
OFAD 211	Business communication	3
ACCT 351	Public Finance and Taxation I	3

Management Concentration (36 Credits)

MGMT 332	Human Resources Management	3
MGMT 241	Management and Organization	3
MGMT 321	Organization Behavior and Leadership	3
MGMT 231	Business Environment	3
MGMT 375	Strategic Management	3
MGMT 353	Quality and Operation Management	3
MGMT 341	Risk Management	3
MGMT 361	International Business Management	3
FNCE 312	Financial Management	3
MGMT 367	Management of Technical Innovation	3
MGMT 358	Labor Relations and Employment Laws	3
MGMT 381	Practical Experience in Management (360 practical hours)	3

Electives (At least 6 Credits)

ACCT 211	Intermediate Accounting I	3
MKTG 360	Service Marketing and Brand Management	3
MKTG 365	Marketing Strategy	3
FNCE 332	Investment Analysis and Capital Markets	3

Minor in Management (48 Credits)

Cognates (15 Credits)

MATH 111	Business Algebra	3
MATH 122	Introductory Calculus	3
INSY 112	Intro. to Business Information Processing	3
ECON 112	Principles of Microeconomics	3
ECON 121	Principles of Macroeconomics	3

Core (30 Credits)

MKTG 211	Principles of Marketing	3
MGMT 211	Business Law I (Mercantile Law)	3
MGMT 212	Business Law II (Company Law)	3
MGMT 231	Business Environment	3
MGMT 241	Management and Organization	3
MGMT 332	Human Resources Management	3
MGMT 375	Strategic Management	3
ACCT 111	Fundamentals of Accounting I	3
ACCT 112	Fundamentals of Accounting II	3
ACCT 332	Managerial Accounting	3

Electives (3 Credits)

ACCT 211	Intermediate Accounting I	3
ACCT 212	Intermediate Accounting II	3
ACCT 231	Cost Accounting	3
MGMT 341	Risk Management	3
INSY 332	System Analysis and Design	3

Bachelor Business Administration - Marketing
(BBA Marketing * 124 Credits)

Core and Cognates (60 Credits)

ACCT 111	Fundamentals of Accounting I	3
ACCT 112	Fundamentals of Accounting II	3
MATH 111	Business Algebra	3
MATH 122	Introductory Calculus	3
STAT 250	Business Statistics	3
MGMT 111	Principles of Business Management	3
ECON 112	Principles of Microeconomics	3
ECON 121	Principles of Macroeconomics	3
MGMT 211	Business Law I (Mercantile Law)	3
MGMT 212	Business Law II (Company Law)	3
ACCT 332	Managerial Accounting	3
MGMT 311	Entrepreneurship	3
FNCE 312	Financial Management	3
MGMT 241	Management and Organization	3
MGMT 341	Risk Management	3
MGMT 353	Quality and Operation Management	3
OFAD 211	Business Communication	3
MGMT 252	Quantitative Methods for Decision Making	3
MGMT 332	Human Resource Management	3
MGMT 392	Business Research and Consultancy	3

Marketing Concentration (42 Credits)

MKTG 211	Principles of Marketing	3
MKTG 228	Distribution, Logistics and Price Management	3
MKTG 278	Consumer Marketing	3
MKTG 281	Marketing and Advertising I	3
MKTS 282	Marketing and Advertising II	3
MGTG 354	Sales Management	3

MKTG 356	Industrial Marketing	3
MKTG 358	Marketing Information System	3
MKTG 360	Service Marketing and Brand Management	3
MGMT 365	Marketing Strategy	3
MKTG 368	International Marketing	3
MKTG 378	Marketing Management	3
MKTG 381	Marketing Internship and Report (360 Hours)	3
MKTG 385	Marketing Research and Issues	3

Electives (3 Credits)

MGMT 231	Business Environment	3
ACCT 231	Cost Accounting	3
INSY 341	Support Software Systems	3

Bachelor of Business Administration with Education (154 Credits)

A student must complete the requirements for BBA in Accounting, Management, or Marketing, plus 30 credits of Professional Requirements under the School of Education.

Core and Cognates, Concentration, and Electives 105 Credits
 Refer to the specific listing of courses under BBA in Accounting, Management, or Marketing.

Professional Requirements (30 Credits)

CTSE 121	Principle of Teaching	3
CTSE 122	Teaching Practice I	3
CTSE 213	Instructional Media and Technology	2
CTSE 214	Curriculum Development	3
CTSE 215	Teaching Method I (Major Subject)	3
EPSE 221	Educational Statistics	2
EPSE 312	Educational Psychology	3
EPSE 313	Measurement and Evaluation	2
EFSE 212	Sociology of Education	2
EPSE 325	Guidance and Counseling	2
EASE 320	Educational Administration	2
EFSE 323	History of Education	3