

Degree Plan

4-Year Normal and Cooperative Education Tracks

Year 1

Semester 1

Course Number	Course Title	Credits
IEC203	Principles of Economics	3
IMA101	Fundamental Mathematics	3
IMG101	Introduction to Business	3
ILB101	General Psychology	3
IEN105	Communicative English	3
ILB110 OR ILB114 OR ILB107	Intercultural Studies or Global Citizenship or Ethics	3
		18

Semester 2

Course Number	Course Title	Credits
IIT202	Introduction to Technology and Innovation	3
ILB113	Appreciation	1
IPE	Physical Education	1
ILB100	Study Skills	1
IEN103	Critical Reading	3
IAC102	Financial Accounting	3
IMG112	Principles of Management	3
		15

Year 2

Semester 1

Course Number	Course Title	Credits
IMK212	Principles of Marketing	3
ICS202	Introduction to Business Computing	3
IFI212	Business Finance	3
IEN104	College Writing	3
ILA102	Business Law	3
IMG211	Entrepreneurship	3
		18

Semester 2

Course Number	Course Title	Credits
IST202	Business Statistics	3
IPM213	Human Resource Management	3
ILB108	Critical and Creative Thinking	3
ISC202	Man and Ecosystem	3
IPM323	Organizational Behavior	3
IMK321	Consumer Behavior	3
		18

Year 3

Semester 1

Course Number	Course Title	Credits
IMK 427	Pricing Strategy	3
IMG 212	Production and Operation Management	3
IMK 335	Promotion Management	3
IMK 329	Marketing Channels	3
IMK 322	Product and Brand Management	3
IAC 203	Managerial Accounting	3
		18

Semester 2

Course Number	Course Title	Credits
ILA 301	Taxation	3
IMK 337	Services Marketing	3
IMK 421	Marketing Research	3
IMK 423	Seminar in Marketing	3
IMK 429	Digital Marketing	3
IMG 311	International Business Management	3
		18

Year 4

Semester 1

Course Number	Course Title	Credits
IMK426	Marketing Management and Strategy	3
	1 Major Elective	3
	1 Major Elective	3
	1 Free Elective	3
		12

Semester 2

Course Number	Course Title	Credits
IMA104	Quantitative Techniques in Decision Making	3
	1 Major Elective	3
	1 Major Elective	3
	1 Free Elective	3
		12

For Cooperative Education Track

Year 1

Semester 1

Course Number	Course Title	Credits
IEC203	Principles of Economics	3
IMA101	Fundamental Mathematics	3
IMG101	Introduction to Business	3
ILB101	General Psychology	3
IEN105	Communicative English	3
ILB110 OR ILB114 OR ILB107	Intercultural Studies or Global Citizenship or Ethics	3
		18

Semester 2

Course Number	Course Title	Credits
IIT202	Introduction to Technology and Innovation	3
ILB113	Appreciation	1
IPE	Physical Education	1
ILB100	Study Skills	1
IEN103	Critical Reading	3
IAC102	Financial Accounting	3
IMG112	Principles of Management	3
		15

Year 2

Semester 1

Course Number	Course Title	Credits
IMK212	Principles of Marketing	3
ICS202	Introduction to Business Computing	3
IFI212	Business Finance	3
IEN104	College Writing	3
ILA102	Business Law	3
IMG211	Entrepreneurship	3
		18

Semester 2

Course Number	Course Title	Credits
IST202	Business Statistics	3
IPM213	Human Resource Management	3
ILB108	Critical and Creative Thinking	3
ISC202	Man and Ecosystem	3
IPM323	Organizational Behavior	3
IMK321	Consumer Behavior	3
		18

Year 3

Semester 1

Course Number	Course Title	Credits
IMK 427	Pricing Strategy	3
IMG 212	Production and Operation Management	3
IMK 335	Promotion Management	3
IMK 329	Marketing Channels	3
IMK 322	Product and Brand Management	3
IAC 203	Managerial Accounting	3
		18

Semester 2

Course Number	Course Title	Credits
ILA 301	Taxation	3
IMK 337	Services Marketing	3
IMK 421	Marketing Research	3
IMK 423	Seminar in Marketing	3
IMK 429	Digital Marketing	3
IMG 311	International Business Management	3
		18

Year 4

Semester 1

Course Number	Course Title	Credits
IMA 104	Quantitative Techniques in Decision Making	3
ICO 301	Pre-Cooperative Education	3
IMK 426	Marketing Management and Strategy	3
	1 Major Elective	3
	1 Free Elective	3
	1 Free Elective	3
		18

Semester 2

Course Number	Course Title	Credits
IMK 430	Cooperative Education	6
		6