

| Semester | Mathematics | Science   | History       | Language Arts | Physical Education | Art         | Music     | Health     | Electives        |
|----------|-------------|-----------|---------------|---------------|--------------------|-------------|-----------|------------|------------------|
| 1st      | Algebra I   | Biology   | World History | English I     | Sports             | Visual Arts | Music I   | Health I   | Computer Science |
| 2nd      | Geometry    | Chemistry | U.S. History  | English II    | Sports             | Visual Arts | Music II  | Health II  | Computer Science |
| 3rd      | Algebra II  | Physics   | World History | English III   | Sports             | Visual Arts | Music III | Health III | Computer Science |
| 4th      | Calculus    | Biology   | U.S. History  | English IV    | Sports             | Visual Arts | Music IV  | Health IV  | Computer Science |

| A/A                       | Course type | Course title                                                   | Course code              | Periods per week | Period duration | Number of weeks/<br>Semester | Total periods/<br>Semester | Number of<br>ECTS |
|---------------------------|-------------|----------------------------------------------------------------|--------------------------|------------------|-----------------|------------------------------|----------------------------|-------------------|
| <b>A' Semester FALL</b>   |             |                                                                |                          |                  |                 |                              |                            |                   |
|                           | R           | Accounting I                                                   | ACCT-110                 | 2.5              | 56'             | 14                           | 35                         | 6                 |
|                           | R           | Principles of Microeconomics                                   | ECON-261                 | 2.5              | 56'             | 14                           | 35                         | 6                 |
|                           | E           | Digital Literacy OR<br><br>Computer Fundamentals               | COMP-101<br><br>COMP-151 | 2.5              | 56'             | 14                           | 35                         | 6                 |
|                           | R           | English Composition                                            | ENGL-101                 | 2.5              | 56'             | 14                           | 35                         | 6                 |
|                           | E           | Business Software Applications                                 | MIS-151                  | 2.5              | 56'             | 14                           | 35                         | 6                 |
| <b>B' Semester SPRING</b> |             |                                                                |                          |                  |                 |                              |                            |                   |
| 6                         | R           | Accounting II                                                  | ACCT-111                 | 2.5              | 56'             | 14                           | 35                         | 6                 |
| 7                         | R           | Principles of Macroeconomics                                   | ECON-262                 | 2.5              | 56'             | 14                           | 35                         | 6                 |
| 8                         | R           | Business & Professional Communication                          | COMM-200                 | 2.5              | 56'             | 14                           | 35                         | 6                 |
| 9                         | E           | Technologies for the Social Web                                | MKTG-220                 | 2.5              | 56'             | 14                           | 35                         | 6                 |
| 10                        | R           | Technical Writing & Research OR<br><br>Business Communications | BADM-332<br><br>BADM-231 | 2.5              | 56'             | 14                           | 35                         | 6                 |
| <b>C' Semester FALL</b>   |             |                                                                |                          |                  |                 |                              |                            |                   |

|                           |   |                                                     |          |     |     |    |    |   |
|---------------------------|---|-----------------------------------------------------|----------|-----|-----|----|----|---|
| 11                        | R | Marketing Management                                | MKTG-292 | 2.5 | 56' | 14 | 35 | 6 |
| 12                        | R | Business Law                                        | BADM-230 | 2.5 | 56' | 14 | 35 | 6 |
| 13                        | R | Statistics I                                        | MATH-221 | 2.5 | 56' | 14 | 35 | 6 |
| 14                        | R | Organisational Behaviour                            | BADM-234 | 2.5 | 56' | 14 | 35 | 6 |
| 15                        | R | Introduction to Management                          | MGT-281  | 2.5 | 56' | 14 | 35 | 6 |
| <b>D' Semester SPRING</b> |   |                                                     |          |     |     |    |    |   |
| 16                        | R | Managerial Finance                                  | FIN-266  | 2.5 | 56' | 14 | 35 | 6 |
| 17                        | E | Social Media Marketing                              | MKTG-301 | 2.5 | 56' | 14 | 35 | 6 |
| 18                        | R | Statistics II                                       | MATH-321 | 2.5 | 56' | 14 | 35 | 6 |
| 19                        | E | Technologies for the Social Web                     | MKTG-220 | 2.5 | 56' | 14 | 35 | 6 |
| 20                        | R | Business Ethics and Corporate Social Responsibility | BADM-221 | 2.5 | 56' | 14 | 35 | 6 |
| <b>E' Semester FALL</b>   |   |                                                     |          |     |     |    |    |   |
| 21                        | R | Research Methods in Business                        | BADM-431 | 2.5 | 56' | 14 | 35 | 6 |
| 22                        | E | Relationship Marketing and Internal Marketing       | MKTG-375 | 2.5 | 56' | 14 | 35 | 6 |
| 23                        | E | Small Firms & B2B Marketing                         | MKTG-388 | 2.5 | 56' | 14 | 35 | 6 |
| 24                        | R | Marketing Research & Data Analytics                 | MKTG-396 | 2.5 | 56' | 14 | 35 | 6 |
| 25                        | E | Integrated Marketing Communications                 | MKTG-397 | 2.5 | 56' | 14 | 35 | 6 |
| <b>F' Semester SPRING</b> |   |                                                     |          |     |     |    |    |   |
| 26                        | R | Services Marketing                                  | MKTG-381 | 2.5 | 56' | 14 | 35 | 6 |

|                           |   |                                                                  |          |     |     |    |    |   |
|---------------------------|---|------------------------------------------------------------------|----------|-----|-----|----|----|---|
| 27                        | R | CSR and Sustainable Marketing                                    | MKTG-331 | 2.5 | 56' | 14 | 35 | 6 |
| 28                        | E | Global and International Marketing Strategies                    | MKTG-494 | 2.5 | 56' | 14 | 35 | 6 |
| 29                        | E | Strategy and Business Policy                                     | BADM-475 | 2.5 | 56' | 14 | 35 | 6 |
| 30                        | R | Digital Marketing                                                | MKTG-390 | 2.5 | 56' | 14 | 35 | 6 |
| <b>G' Semester FALL</b>   |   |                                                                  |          |     |     |    |    |   |
| 31                        | E | Final Year Thesis in Marketing<br>OR any other Business Elective | MKTG-497 | 2.5 | 56' | 14 | 35 | 6 |
| 32                        | E | AI Marketing                                                     | MKTG-420 | 2.5 | 56' | 14 | 35 | 6 |
| 33                        | R | Brand Management                                                 | MKTG-400 | 2.5 | 56' | 14 | 35 | 6 |
| 34                        | R | Consumer Behaviour                                               | MKTG-496 | 2.5 | 56' | 14 | 35 | 6 |
| 35                        | R | Marketing Internship                                             | MKTG-499 | 2.5 | 56' | 14 | 35 | 6 |
| <b>H' Semester SPRING</b> |   |                                                                  |          |     |     |    |    |   |
| 36                        | E | Final Year Thesis in Marketing                                   | MKTG-497 | 2.5 | 56' | 14 | 35 | 6 |
| 37                        | R | Strategic Marketing                                              | MKTG-493 | 2.5 | 56' | 14 | 35 | 6 |
| 38                        | E | Neuromarketing                                                   | MKTG-415 | 2.5 | 56' | 14 | 35 | 6 |
| 39                        | E | Omnichannel Marketing                                            | MKTG-371 | 2.5 | 56' | 14 | 35 | 6 |
| 40                        | E | Media Planning                                                   | MKTG-405 | 2.5 | 56' | 14 | 35 | 6 |