



Ibri College of Technology
Marketing Management

Certificate Year
Semester 1

Course Code	Subject	Credit Hours
ENGL 1100	Advanced Writing- I	1
BAMG1100	Introduction to Business	3
BAMA 1101	Business Mathematics	3
ITES 1100	Information System & Multimedia	3
BAAC 1102	Principles of Accounting	3
		13

Semester 2

Course Code	Subject	Credit Hours
ENGL 1200	Advanced Writing -II	1
BAMK1202	Principles of Marketing	3
BAEC 1203	Principles of Micro- Economics	3
BAST 1206	Managerial Statistics	3
BAMG1207	Principles of Management	3
		13

Summer Session 1

Course Code	Subject	Credit Hours
ENGL 1208	Business Communication	1
BAEC 1204	Principles of Macroeconomics	3
		4

Summer Session 2
Practical Training

Diploma Year Semester 1

Course Code	Subject	Credit Hours
BAFI 2109	Financial Management	3
BAMG 2211	Entrepreneurship	3
BAMK 2100	Principles of Sales	3
BAMK 2101	Principle of Retailing	3
BAMK 2102	Customer Behavior	3
		15

Semester 2

Course Code	Subject	Credit Hours
BAFI 2210	Financial Institutions and Services	3
PHIL 3108	Business Ethics	3
BAEC 1204	Principle of Macroeconomics	3
BAMK 2203	Sales Management	3
BAMK 2204	Retail Management	3
		15

Summer Session 1

Course Code	Subject	Credit Hours
BADB2301	Database for Small Business	3
PHIL 2200	Formal Logic	3
		3

Higher Diploma Year Semester 1

Course Code	Subject	Credit Hours
BAMA 3113	Research Methodology	3
BAMK 3105	Marketing Research	3
BAMK 3106	Marketing for Public and Non- Profitable Organization	3
BAMK 3101	Service Marketing	3
BAEB 2203	E- Commerce	3
		15

Semester 2

Course Code	Subject	Credit Hours
BAFI 3211	Banking: Theory and Practice	3
BAMK 3208	Global Marketing	3
BAMK 3207	Advertising and Promotion	3
ENGL 3100	Public Speaking	3
BAMK 3120	Industrial Marketing	3
		15

Summer Session 1

Course Code	Subject	Credit Hours
BAMG 3312	Team Work Management	3
BAAC 3206	Senior Project	3
		6