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NATIONAL INSTITUTE OF BUSINESS

CURRICULUM FOR BACHELOR OF BUSINESS ADMINISTRATION
 IN THE FIELD OF **SALES & MARKETING** (4-YEAR PROGRAM)
 TOTAL CREDITS=147 (NOTE 1 CREDIT= 16 HOURS)

FOUNDATION YEAR (YEAR I)	No	SEMESTER 1	Credit	No	SEMESTER 2	Credit
		1	Khmer History	3	1	Public Administration
	2	Introduction to Business	3	2	Principles of Marketing	3
	3	Khmer Civilization	3	3	Economics	3
	4	Business Mathematics	3	4	Basic Computer	3
	5	Business English I	3	5	Business English II	3
	6	Principles of Management	3	6	Principles of Accounting	3
TOTAL			18			18
YEAR II	No	SEMESTER 1	Credit	No	SEMESTER 2	Credit
		1	Money and Banking	3	1	Customer Services
	2	Retail Management	3	2	Consumer Behavior	3
	3	Company and Contract Law	3	3	Marketing Financial Service	3
	4	Services Marketing	3	4	Marketing Research	3
	5	Business Statistics	3	5	Financial Institution	3
	6	Business English III	3	6	Business English IV	3
	7	*Computer	3	7	*Computer	3
TOTAL			21			21
YEAR III	No	SEMESTER 1	Credit	No	SEMESTER 2	Credit
		1	Sales Management	3	1	Strategic Marketing
	2	Inventory Management	3	2	Operation Management	3
	3	Pricing Strategy and Decision	3	3	New Product Development & Design	3
	4	Total Quality Management	3	4	Cross-cultural Management	3
	5	Business Marketing	3	5	Environmental Business Mgmt.	3
	6	Export Marketing	3	6	Logistics & Supply Chain Mgmt.	3
	7	*Computer	3	7	*Computer	3
TOTAL			21			21
YEAR IV	No	SEMESTER 1	Credit	No	SEMESTER 2	Credit
		1	Marketing Planning	3	1	Marketing Channel Strategies
	2	Brand Management	3	2	Marketing Management	3
	3	Project Management	3	3	Advertising & Promotion Strategy	3
	4	Benchmarking	3	4	** Research Study & Internship	9
	5	Business Research Methodology	3			
	6	SME and Entrepreneurship Mgmt.	3			
TOTAL			18			9

Note:

* Elective course

** Not required to take any courses in year 4, semester 2

Phnom Penh, Date:
Director