

| BS Business Road Map | | | |
|---|--------------|--|--------------|
| Marketing and Sales Management | | | |
| Freshman Year | | | |
| Fall (1st Semester) | | Spring (2nd Semester) | |
| Courses | Cr Hr | Courses | Cr Hr |
| Busn 101 Principles of Accounting | 3 | Busn 121 Microeconomics | 3 |
| Busn 170 Principles of Management | 3 | Busn 160 Management Communications | 3 |
| Univ-100 Foundation Of University Education | 3 | WRCM 102 Writing and Communication | 3 |
| WRCM 101 Writing and Communication | 3 | General Education Course | 3 |
| General Education Course | 3 | General Education Course | 3 |
| Total Credit Hour | 15 | Total Credit Hour | 15 |
| Sophomore Year | | | 30 |
| Fall (3rd Semester) | | Spring (4th Semester) | |
| Courses | Cr Hr | Courses | Cr Hr |
| BUSN 201 Intermediate Accounting -I | 3 | BUSN 206 Management Accounting & Control | 3 |
| BUSN 230 Enterprenuership | 3 | BUSN 225 Economic Applications of Business | 3 |
| BUSN 280 Marketing and Selling Skills | 3 | BUSN 250 Individual and Group Dynamics | 3 |
| General Education Course (Lab Course) | 4 | General Education Course (Lab Course) | 4 |
| General Education Course | 3 | General Education Course | 3 |
| Total Credit Hour | 16 | Total Credit Hour | 16 |
| Junior Year | | | 62 |
| Fall (5th Semester) | | Spring (6th Semester) | |
| Courses | Cr Hr | Courses | Cr Hr |
| BUSN 321 Financial Management-I | 3 | BUSN 370 MIS | 3 |
| BUSN 383 Sales Management * | 3 | BUSN 382 Marketing Communications * | 3 |
| BUSN 385 Consumer Behaviour* | 3 | General Education Course | 3 |
| BSUN 360 Operations and Project Management | 3 | General Education Course | 3 |
| General Education Course | 3 | General Education Course | 3 |
| | | Free Elective from any field of interest | 3 |
| Total Credit Hour | 15 | Total Credit Hour | 18 |
| Summer Internship by Career Services Office FCCU | | | 6 |
| Senior Year | | | 98 |
| Fall (7th Semester) | | Spring (8th Semester) | |
| Courses | Cr Hr | Courses | Cr Hr |
| BUSN 460 Business Law | 3 | BUSN 498 Business Strategy Brand Management | 3 |
| BUSN 480 Marketing Research* | 3 | BUSN 490 Analysis of institution | 3 |
| BUSN 485 E-Business* | 3 | BUSN 484 Brand Management* | 3 |
| General Education Course | 3 | General Education Course | 3 |
| General Education Course | 3 | General Education Course | 3 |
| Total Credit Hour | 15 | Total Credit Hour | 15 |
| Graduation | | | 131 |