

**Associate's Degree of Business Administration**  
**Two-Year Undergraduate Program**  
**Major in Marketing**

YEAR ONE				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 1</b>				
1	ACC 105	Financial Accounting I	3 (2-1-0)	-
2	BUS 104	Introduction to Business	3 (3-0-0)	-
3	ENG 101	Core English I	3 (2-1-0)	ENG 001 or Waive -
4	MAT 105	Mathematics for Business and Finance	3 (2-1-0)	MAT 001
5	PHI 104	Ethics and Values for Professionals	3 (3-0-0)	-
<b>Total</b>			<b>15</b>	
YEAR ONE				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 2</b>				
1	ACC 106	Financial Accounting II	3 (2-1-0)	ACC 105
2	ECO 105	Principles of Economics	3 (2-1-0)	MAT 105
3	ENG 102	Core English II	3 (2-1-0)	ENG 101
4	PHI 105	Critical Thinking	3 (3-0-0)	-
5	STA 106	Statistics for Business and Economics	3 (2-1-0)	MAT 105
<b>Total</b>			<b>15</b>	
YEAR TWO				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 1</b>				
1	ECO 203	Microeconomics	3 (2-1-0)	ECO 105
2	ENG 203	Core English III	3 (2-1-0)	ENG 102
3	MKT 201	Principle of Marketing	3 (3-0-0)	-
4	MKT 202	Selling Skills	3 (2-1-0)	BUS 104
5	MKT 203	Customer relationships Management	3 (3-0-0)	-
<b>Total</b>			<b>15</b>	
YEAR TWO				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 2</b>				
1	AOC 201	Art of Communication	3 (3-0-0)	-
2	APM 205	Internship/Work Experience for Marketing <sup>(1)</sup>	4 (1.3-0-2.7)	-
3	ENG 207	English for Business I	3 (2-1-0)	-
4	MKT 204	Services Marketing	3 (3-0-0)	MKT 201
5	MKT 205	Customer Services	3 (2-1-0)	MKT 202
<b>Total</b>			<b>16</b>	

**សម្គាល់**

(1) និស្សិតទាំងអស់ត្រូវចុះហាត់ការផ្ទាល់នៅតាមស្ថាប័ន ឬក្រុមហ៊ុន និងសរសេររបាយការណ៍សម្រាប់រៀបចំបង្ហាញក្នុងថ្នាក់។

L (Lecture) = ការសិក្សាក្នុងថ្នាក់ (១ក្រុមឌីត = ១៥ម៉ោង); P (Practice) = ការសិក្សាប្រតិបត្តិ (១ក្រុមឌីត = ៣០ម៉ោង) និង

F (Fieldwork) = ការអនុវត្តជាក់ស្តែង (១ក្រុមឌីត = ៤៥ម៉ោង) ។

Year I	Year II	Total
<b>30 Credits</b>	<b>31 Credits</b>	<b>61 Credits</b>