

REPUBLIQUE DU CAMEROUN
Paix – Travail – Patrie

INSTITUT UNIVERSITAIRE BENGONO
TOURE GENEVIEVE
Scientiarum - Excellentiam - Nobel



REPUBLIC OF CAMEROON
Peace-Work-Fatherland

THE BENGONO TOURE GENEVIEVE
UNIVERSITY INSTITUTE
SCIENTIARUM – EXCELLENTIAM – NOBEL

INSTITUT SUPERIEUR DES SCIENCES DE L'INGENIEUR, DES INDUSTRIES ET DE L'INNOVATION
THE HIGHER INSTITUTE OF ENGINEERING SCIENCES, INDUSTRIES AND INNOVATION

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DIPLOMA IN MARKETING

CODES	COURSE NAMES	CREDIT
	YEAR ONE	
DBAM1110	Research methods	3
DBAM1111	Communication skills	3
DBAM1112	Introduction to accounting & finance	3
DBAM1113	Professional standards and ethics	3
DBAM1114	Accounting systems and services	3
DBAM1115	ICT	3
DBAM1116	Financial management	3
DBAM1117	Macro- and microeconomics	3
DBAM1118	Accounting techniques and software	3
DBAM1119	Accounting & Finance for Bankers	3
DBAM1120	Banking and money	3
DBAM1121	Quantitative and mathematical methods	3
DBAM1122	social media marketing	3
DBAM1123	Finance	3
DBAM1124	Business law	3
DBAM1125	Economics and management	3
DBAM1126	Marketing	3
DBAM1127	Human Resource Management	3
DBAM1128	Supply Chain Management	3
		60

	YEAR TWO	
DBAM2110	Competitor Analysis	2
DBAM2111	Marketing Resear	2
DBAM2112	Principles of Marketing	2
DBAM2112	Corporate finance, investments and financial markets	2
DBAM2113	The Marketing information System	2
DBAM2114	Capital & Investment	3
DBAM2115	Legal & Regulatory Aspects of Marketing	3
DBAM2116	Auditing and Taxation	3
DBAM2117	Organizational Behaviour	3
DBAM2118	digital and social selling	3
DBAM2119	Business strategy	3
DBAM2120	Strategic Management	3
DBAM2121	Government and non-profit accounting	3
DBAM2122	Marketing in Modern World	3
DBAM2123	Principle of Management	3
DBAM2124	Risk management and strategic management.	3
DBAM2125	Internship	7
DBAM2126	Dissertation	10
		60