

BBC CURRICULUM & CREDITS

| | | Credits | Nature of the subject |
|----------------------|--|-----------|-----------------------|
| YEAR 1 | SEMESTER 1 | | |
| | Principles of Management | 3 | Core |
| | Macroeconomics | 3 | Core |
| | World Cultures | 3 | Core |
| | Mathematics & Computer Skills | 3 | Core |
| | Business English Writing | 3 | Core |
| YEAR 2 | SEMESTER 2 | | |
| | Microeconomics | 3 | Core |
| | Sustainability & Corporate Social Responsibility | 3 | Core |
| | Marketing | 3 | Core |
| | Business Oral Communication | 3 | Core |
| | Regional Immersion Project (RIP) | 3 | Core |
| YEAR 2 | SEMESTER 3 | | |
| | Advanced Business Writing | 3 | Core |
| | Advertising | 3 | Core |
| | Corporate Communications | 3 | Core |
| | Media and Society | 3 | Core |
| | Financial Accounting | 3 | Core |
| YEAR 3 | SEMESTER 4 | | |
| | Business of Media | 3 | Core |
| | Journalism | 3 | Core |
| | Digital Media | 3 | Core |
| | Communication Research | 3 | Core |
| | Organisational Behaviour | 3 | Core |
| YEAR 3 | SEMESTER 5 | | |
| | Intercultural Communications | 3 | Elective |
| | Public Relations | 3 | Elective |
| | Visual Communications | 3 | Elective |
| | Professional Communication Practices | 3 | Elective |
| | Social Media | 3 | Elective |
| YEAR 3 | SEMESTER 6 | | |
| | Media Ethics | 3 | Core |
| | Integrated Marketing Communications | 3 | Elective |
| | Crisis Communications | 3 | Elective |
| | Capstone project | 6 | Core |
| TOTAL CREDITS | | 84 | |

Note :

In Semester 5, students to select 4 out of 5 subjects

In Semester 6, students to select 1 out of 2 subjects and the compulsory Capstone Project

| SUMMARY | CREDITS |
|------------------------------|-----------|
| 20 Core Subjects (20 x 3) | 60 |
| 1 Regional Immersion Project | 3 |
| 5 Elective subjects (5 x 3) | 15 |
| 1 Capstone Project | 6 |
| TOTAL CREDITS | 84 |