

NANYANG POLYTECHNIC DIPLOMA IN MARKETING	WICHITA STATE UNIVERSITY
BM 0002: Accounting for Assets	ACCT 310: Financial Accounting & Report Writing: Assets
BM 0003: Principles of Accounting	ACCT 210: Financial Accounting
BM 0007: Microeconomics	ECON 202Q: Microeconomics
BM 0008: Macroeconomics	ECON 201Q: Macroeconomics
BM 0011: Statistical Theory for Business	ECON 231: Introductory Business Statistics
BM 0012: Statistical Method for Business	ECON 232: Statistical Software Applications for Business
BM 0016: Principles of Management	MGMT 360: Management & Organizational Behavior
BM 0017: Introduction to Productivity & Quality Management	Business Elective
BM 0019: Principles of Marketing	MKT 300: Marketing
BM 0023: Oral Communication in Business	COMM 111: Public Speaking
BM 0024: Written Communication in Business	ENGL 210: Composition: Business, Professional & Technical Writing
BM 0025: Introductory Infocomm in Business	Business Elective
BM 0026: Introductory Effective Writing Skills	No Credit
BM 0027: Computer Software for Business	ACCT 260: Introduction to Information Processing Systems for Business
BM 0029: Web Centric Application in Business	Business Elective
BM 0052: Business Finance	FIN 340: Finance
BM 0054: Contract Law	Business Elective
BM 0055: Human Resource Management & Practices	H R M 466: Fundamentals of Human Resource Management
BM 0065: French Language	FREN 111: Elementary French I

BM 0066: German Language	GERM 111: Elementary German I
BM 0067: Japanese Language	JAPAN 111: Elementary Japanese I
BM 0075: Essentials in Financial & Management Accounting	ACCT 210: Financial Accounting AND ACCT 220: Managerial Accounting
BM 0077: Practical Business Information Communication	Business Elective
BM 0078: Marketing Management	MKT 609: Marketing Programs
BM 0081: Retail & Travel Management Theory & Practices (Retail Merchandising)	Business Elective
BM 0081: Retail & Travel Management Theory & Practices (Travel Agency Management)	Business Elective
BM 0081: Retail & Travel Management Theory & Practices (Event Management)	Business Elective
BM 0081: Retail & Travel Management Theory & Practices (Introduction to Marketing Communications)	Business Elective
BM 0081: Retail & Travel Management Theory & Practices (Essentials of Business Information Technology)	Business Elective
BM 0082: Practical Training in Retail & Travel Management	Business Elective
BM 0165: Industrial Placement Program	Business Elective
BM 0167: Small Business Development	ENTRE 220C: The Entrepreneurial Experience
BM 0168: Special Project	Business Elective
BM 0169: Customer Relationship Management	Marketing Elective
BM 0180: International Business	I B 333: International Business
BM 0181: Electronic Business	Business Elective
BM 0274: Marketing Research	MKT 403: Marketing Research

BM 0275: International Marketing	IB/MKT 601: International Marketing
BM 0279: Internet Marketing	MKT 690: Seminar in Selected Topics
BM 0280: Integrated Marketing Communications	Marketing Elective
BM 0281: Personal Selling	MKT 608: Selling & Sales Force Management
BM 0282: Retail Management & E-tailing	MKT 404: Retail Management
BM 0300: International Export Management	Business Elective
BM 0302: Global Supply Chain Management	Business Elective
BM 0304: Business Mandarin Language	Humanities Elective

Last Updated: September 26, 2002