



Elective Courses

* Elective Courses for Non-IB Students

Course Code	Course Title	cr/hr	Pre-req.
BSDR 1105	Introduction to Management	3	
BSBA 4115	Strategic Management	3	BSDR 1105
BSDR 1103	Introduction to Tourism and Hospitality	3	
BSTM 3007	Event Management	3	BSDR 1103
BSBA 4014	Innovation and New Product Development	3	
BSMK 2102	Marketing	3	
BSMK 4009	E- Marketing		BSMK 2102
BSBF 3010	Principles of Islamic Banking		

* Elective Courses for Non-IT Students

Course Code	Course Title	cr/hr	Pre-req.
ITDR 1101	Introduction to Information Technology	3	COMP 5002
ITDR 1102	Introduction to Web Development	3	COMP 5002
ITDR 2101	Principles of Information Systems	3	ITDR 1101
ITDR 1105	Web Development	3	ITDR 1102

* Elective Courses for Non-Des. Students

Course Code	Course Title	cr/hr	Pre-req.
DNDR 1104	Design Fundamentals	3	
DNDR 1102	Computers for Design (1)	3	
DNDR 1103	Western Art History	3	
DNDR 2108	Drawing Skills	3	DNDR 1104
DNDR 2112	Photography	3	
DNGR 4108	Photographic Studies	3	DNDR 2112

* Elective Courses for Non- Mass Communication Students

Course Code	Course Title	cr/hr	Pre-req.
MCDR 1103	Introduction to Public Relations	3	
MCDR 2104	Introduction to Advertising	3	
MCDR 1105	Introduction to Media Studies	3	
MCDR 1104	Introduction to Journalism	3	
MCDR 2102	Image and Sound	3	
MCDR 2103	Visual Communication	3	