

CURRICULUM OF ASSOCIATE OF SCIENCE IN DIGITAL MARKETING AND BUSINESS STRATEGIES

■ Business and General Foundations	■ Data Science, Artificial Intelligence, and Cybersecurity
■ Business Management and Strategy	■ Innovation, Entrepreneurship, and Digital Transformation

FIRST YEAR				
English Composition 1	Mathematics 1	Psychology 1	Environmental Science	World History
Financial Management	Marketing Management	Organizational Behavior	Strategic Management	Digital Business and Innovation
SECOND YEAR				
Digital Business Strategy	Digital Marketing and Communication	Business Analytics and Performance Measurement	Innovation and Design Thinking	Digital Entrepreneurship
Artificial Intelligence for Business Innovation	Cybersecurity and Risk Management	Global Business	Digital Business in Emerging Markets	Social Media Marketing and Communication