

**Educating to Lead**



**TUNIS BUSINESS SCHOOL**  
**UNIVERSITY OF TUNIS**

**Ministry of Higher Education and Scientific Research**  
**University of Tunis**

**Tunis Business School**

*“Educating Future Leaders and Managers for a Global Economy”*

**SCHOOL HANDBOOK**

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## **DISCLAIMER**

This Handbook provides information about the school, its programs, guidelines, and regulations. It has been approved by the Scientific Council. It is the only body in the school that can formally modify this handbook.

Tunis Business School reserves the right to amend any policy at any time. The most updated version is the online version (updated on 20 September 2021). It is the responsibility of the students to be familiar with the content of this handbook.

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## ACRONYMS

TBS	Tunis Business School
GPA	Grade Point Average
BSBA	Bachelor of Science in Business Administration
ACCT	Accounting
BA	Business Analytics
BCOR	Business Core
CS	Computer Sciences
ECO	Economy
FIN	Finance
IBE	International Business Economics
IT	Information Technology
MRK	Marketing
NBC	Non-Business Core

## **1. ABOUT TUNIS BUSINESS SCHOOL**

### **1.1. Mandate**

Tunis Business School (TBS) at the University of Tunis was officially established on October 25, 2010 (decree n°2755 of October 25th 2010). It is the first and only public business institution in Tunisia using English as the main language of instruction and following the US higher education academic system.

The launch of this institution is in tune with government efforts to boost the Tunisian economy, improve competitive standards, and develop off-shore activities.

The mission of TBS covers:

- Education: TBS provides students with the knowledge and skills needed to build a successful career, enhance intellectual growth, enrich lives, and to become effective leaders and managers in the global environment.
- Research: TBS develops, enhances, and disseminates new and innovative management knowledge.
- Outreach: TBS divulges knowledge and new management skills to the business community to maintain standards of excellence and to drive future strategies.

### **1.2. Innovative Institution**

Challenges facing business management are continuously changing. Tunis Business School is committed to developing innovative skills and resources to provide the knowledge needed by individuals, business and government actors, organizations, and institutions to succeed in the evolving international arena.

Tunis Business School offers a Bachelor of Science in Business Administration (Higher Education Law about the recognition of the Bachelor of Science Degree Diploma n° 2017-38 of Mai 2, 2017, and Government decree n° 2019-162 of February 18, 2019). It is a 4-year study program. The curriculum covers the following specializations: accounting, business analytics, finance, information technology, International Business Economics, and marketing.

### **1.3. International Standards of Education**

All academic programs at TBS are taught in English and make use of the most recent information technologies. TBS is currently working in partnership with a network of universities, especially from the United States of America and Europe.

Following the example of known and prominent business schools, the teaching methods combine several approaches including:

- Case studies
- Business simulation
- Skills-based approach
- Experiential learning

Tunis Business School is also committed to the process of accreditation of diplomas in line with the standards of the Association to Advance Collegiate Schools of Business (AACSB).

## **1.4. Main Components of TBS strategic plan**

### **1.4.1. Vision**

Internationally recognized institution in education and scientific research with a strong impact on business and society

### **1.4.2. Mission**

TBS strives to be recognized for excellence in scholarly education, innovative research, and strong engagement with the business community. TBS is committed to the advancement of knowledge and preparation of future leaders, experts, and managers.

### **1.4.3. Strategic Focus**

#### *Strategic axes*

- Education
- Scientific Research
- Outreach

#### *Strategic objectives*

- Research international recognition
- Excellence in teaching/learning
- Regional leadership in business education
- Zero unemployment upon graduation
- Strong contributions in Tunisian industry and sustainable development

#### *Core values*

- Ethics
- Leadership
- Excellence
- Life learning

## 2. ACADEMIC AFFAIRS

Students at TBS will be earning a Bachelor of Science in Business Administration (BSBA). That is equivalent to a 4-year-study program. In order to receive the degree, students must earn a set number of credits. At different levels of the curriculum, students are required to make choices that will shape their profiles, including choosing a Major and a Minor.

### 2.1. Credit System

Full-time students must earn a certain number of credits to meet the requirements of a Major and a Minor. Each course is worth a number of credit hours. The credit system at TBS is based on the US higher education system. Credit hours are based on the number of "contact hours" per week in class, for one term. A contact hour includes any lecture where the professor is teaching the student or mentoring the students while applying the course material to an activity.

*1 US credit hour equals 1 hour of lecture where the professor is teaching the student.*

In other words, credits are determined by the number of lecture hours. For each hour a class meets, an average of two additional hours of preparation is expected from the student.

For example, for a 3-credit course, students get 42 contact hours plus a minimum of 84 hours of study hours at home. Most of the courses require mandatory tutoring for an additional 21 contact hours.

Tutoring/Recitation is a complement to a lecture. Whereas some lectures are filled with large number of students, tutoring holds smaller groups of students and aims to address material covered during lectures, additional questions, and further enhancing and/or individualized studying.

Students receive grades for each course. Each course has a number of credit hours (credits) that is the equivalent of coefficients (weights). At TBS, one credit (1 cr) is equivalent to 14 hours of contact (lecture) hours.

### 2.2. Course Coding System

TBS has adopted an alphanumeric coding system to manage the allocation of unique identifiers for each course offered by the school. The course code is designed according to the following format:

#### **Alpha-Numeric Code XY**

The alpha characters identify the course type as follows:

- ACCT: Accounting
- BCOR: Business Core
- BA: Business Analytics
- CS: Computer Sciences
- ECO: Economy
- FIN: Finance
- GA: Global Affairs
- IBE: International Business Economics
- IT: Information Technology
- MRK: Marketing
- NBC: Non-Business Core

The numeric characters XY identify the course number. The course identifier is unique for each course. The numeric character X can be equal to 1, 2, 3, or 4, depending on the level of the course offering:

- 1= Freshman level
- 2= Sophomore level
- 3= Junior level
- 4= Senior level

The numeric character Y is assigned to each course as a unique digit code identifier.

For example: BCOR 140 is a Business Core Course with a unique identifier 40 offered at the freshman level.

### 2.3. Undergraduate Curriculum

Graduating students at TBS will be earning a Bachelor of Science in Business Administration (BSBA). In order to receive this degree, students must earn a minimum of acceptable semester credits. Starting from the academic year 2016-2017, the total number of earned credits is 130. It should be taken as follows:

1. **Business Core Requirement Courses** (42 semester credits)
2. **Business Area of Emphasis Courses** (Major - 36 semester credits)
3. **Business Elective Courses** (Minor - 15 semester credits)
4. **Non-Business Courses** (13 semester credits of specific courses from Arts, Humanities, and Social Science areas)
5. **Computer Science Courses** (12 semester credits)
6. **Senior Project (Option I or Option II)** (12 semester credits)

The list of **Business Core Requirement Courses** at TBS is the following (42 semester credits):

<b>N</b>	<b>Course Title</b>	<b>Credits</b>
1	BCOR 100: TBS Organization Seminar	0
2	BCOR 110: Calculus for Business	3
3	BCOR 111: Linear Algebra for Business	3
4	BCOR 120: Principles of Management	3
5	BCOR 130: Financial Accounting	3
6	BCOR 140: Introduction to Microeconomics	3
7	BCOR 150: Probability & Statistics for Business I	3
8	BCOR 200: Introduction to Management of Information Systems (MIS)	3
9	BCOR 210: Fundamentals of Marketing	3
10	BCOR 225: Managerial Accounting (Pre-requisite BCOR 130)	3
11	BCOR 230: Business Optimization	3
12	BCOR 240: Introduction to Macroeconomics	3
13	BCOR 250: Probability and Statistics for Business II (Pre-requisite BCOR 150)	3
14	BCOR 260: Principles of Finance (Pre-requisite BCOR 130)	3
15	BCOR 270: Business Law	3
<b>Total</b>		<b>42</b>



The list of **Non-Business Core courses** at TBS is the following (minimum 11 semester credits):

N°	Course Title	Credits
1	NBC 100: Intensive General English	3
2	NBC 101: Debating Skills	1
3	NBC 110: French I (**)	1
4	NBC 120: English Communication Skills (Pre-requisite NBC 100)	2
5	NBC 130: French II (Pre-requisite NBC 110) (**)	1
6	NBC 200: Business English (Pre-requisite NBC 120)	2
7	NBC 210: Technical Writing (Pre-requisite NBC 200)	2
8	NBC 300: Reporting Skills	1
<b>Total</b>		13

(\*\*): These courses can be replaced by other courses for non-French speaker students.

Students must take Computer Science courses to build and enhance their skills in Computer and Information Technology (12 semester credits):

N°	Course Title	Credits
1	CS 100: Algorithms and initiation to programming	3
2	CS 120: Database Design and Management	3
3	CS 200: Web development	3
4	CS 220: Object Oriented programming (OOP with Java)	3
<b>Total</b>		12

#### **2.4. Majors and Minors Structure**

Students must choose an area of emphasis as a Major and another area with less emphasis as a Minor from the following degree programs: Accounting, Business Analytics, Finance, Information Technology, International Business Economics (minor only), and Marketing. The Major consists of 36 semester credits beyond business core courses and a 12-credit Senior Project (Option I or Option II). The Minor consists of 15 semester credits.

#### **ACCOUNTING**

##### **Career Objectives**

Students graduating with a Major in Accounting will build careers in the accounting profession including auditor, financial accountant, management accountant, tax accountant, budget analyst, and public accountant. Due to recent concerns regarding taxes reform and financial regulations, companies need more accountants and finance professionals to study regulations and ensure compliance.

After graduation (Bachelor of Science in Business Administration with Major in Accounting), students may continue earning additional academic and professional knowledge including graduate degrees (Master of Science and PhD in Accounting) to further enhance career options, and certified public accountant (CPA).

##### **Major**

To major in Accounting, the student must successfully complete 12 courses (36 credits). These courses are accounting courses and subject-related courses. In addition, the student has two

options for his/her senior project, in the last semester of his/her senior (graduation) year. These options are:

- Option I: He/she can take a full time Internship Project course (12 credits - ACCT 499).
- Option II: He/she can take a Senior Project course (6 credits – ACCT 498). If he/she chooses Option II, then he/she must take two additional electives courses (6 credits).

**The List of Courses (36 credits):**

N°	Required Courses	Earned Credits
1	ACCT 300: Advanced Managerial Accounting (Pre-requisite BCOR 225)	3
2	ACCT 305: Intermediate Accounting I (Pre-requisite BCOR 130)	3
3	ACCT 310: Financial Statements Analysis (Pre-requisite BCOR 130)	3
4	ACCT 320: Intermediate Accounting II (Pre-requisites ACCT 305)	3
5	ACCT 330: Accounting Information Systems (Pre-requisites BCOR 225)	3
6	ACCT 335: Taxation I (Pre-requisite BCOR 130)	3
7	ACCT 340: Accounting Technology and Bookkeeping (Pre-requisites BCOR 130 & CS 200)	3
8	ACCT 370: Taxation II (Pre-requisite ACCT 335)	3
9	ACCT 400: Advanced Accounting (Pre-requisite ACCT 320)	3
10	ACCT 410: Auditing (Pre-requisites ACCT 320)	3
11	ACCT 425: Special topics in Accounting (Pre-requisite ACCT 320)	3
12	ACCT 430: Taxation III (Pre-requisite ACCT 370)	3

**Minor**

To minor in Accounting, the student must successfully take 5 courses (15 credits). These courses are as follows:

**List of Courses (15 credits):**

Semester	Level	N°	Required Courses	Earned Credits
Fall	Junior	Minor course I	ACCT 300: Advanced Managerial Accounting (Pre-requisite BCOR 225)	3
Fall	Junior	Minor course II	ACCT 305: Intermediate Accounting I (Pre-requisite BCOR 130)	3
Spring	Junior	Minor course III	ACCT 320: Intermediate Accounting II (Pre-requisites ACCT 305)	3
Fall	Senior	Minor course IV	ACCT 335 Taxation I (Pre-requisite BCOR 130)	3
Fall	Senior	Minor course V	ACCT400: Advanced Accounting (Pre-requisites ACCT 320)	3

## ***BUSINESS ANALYTICS***

### **Career Objectives**

The B.S. in Business Administration with a Major in Business Analytics is designed to develop talents in analyzing business problems, assessing performance, modeling, providing data-driven solutions and making decisions based on rational thinking. Students graduating with a Major in Business Analytics skills will be prepared to enter the job market as executives, leaders, consultants, business owners, and decision-makers.

### **Major**

To major in business analytics, the student must successfully take 12 courses (36 credits). These courses are business analytics courses and subject related courses. In addition, the student has two options for his/her senior project, in the last semester of his/her senior (graduation) year. These options are:

- Option I: He/she can take a full time Internship Project course (12 credits - BA 499).
- Option II: He/she can take a Senior Project course (6 credits – BA 498). If he/she chooses this option, then he/she must take two additional electives courses (6 credits).

### **The List of Courses (36 credits):**

<b>N°</b>	<b>Required Courses</b>	<b>Earned Credits</b>
1	BA 300: Decision and Game Theory	3
2	BA 305 (former BCOR 300): Production and Operations Management (Pre-requisite BCOR 110)	3
3	BA 310: Operations Research (Pre-requisite BCOR 230)	3
4	BA 320: Time series Analysis [former Business Forecasting] (Pre-requisite BA 350)	3
5	BA 340: Data Analysis [former Data Analytics] (Pre-requisite BCOR 250)	3
6	BA 350: Econometrics (Pre-requisite BCOR 250)	3
7	BA 351: Advanced Econometrics (Pre-requisite BCOR 350)	3
8	BA 360: Business Data Mining (Pre-requisite BA 340)	3
9	BA 400 (IT 400): Project Management (Pre-requisite BCOR 200, BCOR 210, BCOR 230, & BCOR 260)	3
10	BA 410: Network Analysis (Pre-requisite BCOR 230)	3
11	BA 450: Decision Support Systems (Pre-requisite BCOR 200, BCOR 230, & CS 200)	3
12	BA 420: Supply Chain Management	3

### **Minor**

To minor in Business Analytics, the student must successfully take a total of 5 courses (15 credits). These courses are as follows, depending on his/her major:

### **Required Courses (15 credits) for Accounting major:**

Semester	Level	N°	Required Courses	Earned Credits
Fall	Junior	Minor course I	BA 340: Data Analysis [former Data Analytics] (Pre-requisite BCOR 250)	3
Fall	Junior	Minor course II	BA 350: Econometrics (Pre-requisite BCOR 250)	3
Spring	Junior	Minor course III	BA 320: Time series Analysis [former Business Forecasting] (Pre-requisite BA 350)	3
Fall	Senior	Minor course IV	BA 300: Decision and Game Theory	3
Fall	Senior	Minor course V	BA 420: Supply Chain Management	3

**Required Courses (15 credits) for Finance major:**

Semester	Level	N°	Required Courses	Earned Credits
Fall	Junior	Minor course I	BA 300: Decision and Game Theory	3
Fall	Junior	Minor course II	BA 340: Data Analysis [former Data Analytics] (Pre-requisite BCOR 250)	3
Spring	Junior	Minor course III	BA 360: Business Data Mining (Pre-requisite BA 340)	3
Fall	Senior	Minor course IV	BA 320: Time series Analysis [former Business Forecasting] (Pre-requisite BA 350)	3
Fall	Senior	Minor course V	BA 420: Supply Chain Management	3

**Required Courses (15 credits) for Information Technology major:**

Semester	Level	N°	Required Courses	Earned Credits
Fall	Junior	Minor course I	BA 340: Data Analysis [former Data Analytics] (Pre-requisite BCOR 250)	3
Fall	Junior	Minor course II	BA 350: Econometrics (Pre-requisite BCOR 250)	3
Spring	Junior	Minor course III	BA 320: Time series Analysis [former Business Forecasting] (Pre-requisite BA 350)	3
Fall	Senior	Minor course IV	BA 300: Decision and Game Theory	3
Fall	Senior	Minor course V	BA 420: Supply Chain Management	3

**Required Courses (15 credits) for Marketing major:**

Semester	Level	N°	Required Courses	Earned Credits
Fall	Junior	Minor course I	BA 340: Data Analysis [former Data Analytics] (Pre-requisite BCOR 250)	3
Fall	Junior	Minor course II	BA 350: Econometrics (Pre-requisite BCOR 250)	3
Spring	Junior	Minor course III	BA 360: Business Data Mining (Pre-requisite BA 340)	3
Fall	Senior	Minor course IV	BA 300: Decision and Game Theory	3
Fall	Senior	Minor course V	BA 420: Supply Chain Management	3

**FINANCE****Career Objectives**

The field of finance deals with the acquisition and efficient allocation of financial resources by business firms, governments, and individuals. The Bachelor of Science in Finance is designed to develop an understanding of financial markets and institutions and to provide students with both the theoretical background in finance and the analytical tools required to make intelligent financial decisions. Students graduating with a Major in Finance will be prepared for careers in corporate financial management, commercial and investment banking, investments, capital markets, and financial services. Students majoring in finance can shape their program to obtain the knowledge required to take the first level of the CFA (Chartered Financial Analyst) exam upon graduation.

**Major**

To major in Finance, the student must successfully complete 12 courses (36 credits). These courses are finance courses and subject related courses. In addition, the student has two options for his/her senior project, in the last semester of his/her senior (graduation) year. These options are:

- Option I: He/she can take a full time Internship Project course (12 credits - FIN 499).
- Option II: He/she can take a Senior Project course (6 credits – FIN 498). If he/she chooses this option, then he/she must take two additional electives courses (6 credits).

**The List of Courses (36 credits):****Required Courses (30 credits):**

N°	Required Courses	Earned Credits
1	FIN 300: Corporate Finance (Pre-requisite BCOR 260)	3
2	FIN 320: Management of Financial Institutions (Pre-requisite BCOR 260)	3
3	FIN 330: Derivative Securities (Pre-requisite BCOR 260)	3
4	FIN 350: Financial Markets (Pre-requisite BCOR 260)	3
5	FIN 360: Investments and Portfolio Management (Pre-requisite BCOR 260)	3

6	FIN 420: Financial Modeling in Excel (Pre-requisite FIN 300 and FIN 360)	3
7	FIN 440: Advanced Corporate Finance (Pre-requisite FIN 300)	3
8	FIN 450: Financial Risk Management (Pre-requisite BCOR 250 and FIN 330)	3
9	ACCT 310: Financial Statements Analysis (Pre-requisite BCOR 130)	3
10	BA 350: Econometrics (Pre-requisite BCOR 250)	3

**Elective 1 (3 credits):** Choose one course from the following list during the Junior Year:

N°	Required Courses	Earned Credits
1	FIN 310: Money and Banking (Pre-requisite BCOR 240)	3
2	FIN 380: Ethical and Professional Standards (Pre-requisite BCOR 260)	3
3	FIN 430: Islamic Finance (Pre-requisite BCOR 260)	3
4	FIN 480: Dynamic Asset Pricing Theory	3

**Elective 2 (3 credits):** Choose one course from the following list during the Senior Year:

N°	Required Courses	Earned Credits
1	FIN 410: International Financial Management (Pre-requisite BCOR 260)	3
2	FIN 455: Insurance Product (Pre-requisite BCOR 260)	3
3	FIN 490: Special Topics in Finance	3

### Minor

To minor in Finance, the student must successfully take a total of 5 courses (15 credits). These courses are as follows depending on his/her major:

**List of Courses (15 credits):**

**Required Courses (15 credits) for Accounting major:**

Semester	Level	N°	Required Courses	Earned Credits
Fall	Junior	Minor course I	FIN 300: Corporate Finance (Pre-requisite BCOR 260)	3
Fall	Junior	Minor course II	FIN 350: Financial Markets (Pre-requisite BCOR 260)	3
Spring	Junior	Minor course III	FIN 360: Investments and Portfolio Management (Pre-requisite BCOR 260)	3
Fall	Senior	Minor course IV	FIN 410: International Financial Management (Pre-requisite BCOR 260)	3
Fall	Senior	Minor course V	FIN 440: Advanced Corporate Finance (Pre-requisite FIN 300)	3

**Required Courses (15 credits) for Business Analytics major:**

Semester	Level	N°	Required Courses	Earned Credits
Fall	Junior	Minor course I	FIN 300: Corporate Finance (Pre-requisite BCOR 260)	3
Fall	Junior	Minor course II	FIN 350: Financial Markets (Pre-requisite BCOR 260)	3
Spring	Junior	Minor course III	FIN 360: Investments and Portfolio Management (Pre-requisite BCOR 260)	3
Fall	Senior	Minor course IV	FIN 410: International Financial Management (Pre-requisite BCOR 260)	3
Fall	Senior	Minor course V	FIN 450: Financial Risk Management (Pre-requisite BCOR260)	3

**Required Courses (15 credits) for Information Technology major:**

Semester	Level	N°	Required Courses	Earned Credits
Fall	Junior	Minor course I	FIN 300: Corporate Finance (Pre-requisite BCOR 260)	3
Fall	Junior	Minor course II	FIN 350: Financial Markets (Pre-requisite BCOR 260)	3
Spring	Junior	Minor course III	FIN 360: Investments and Portfolio Management (Pre-requisite BCOR 260)	3
Fall	Senior	Minor course IV	FIN 410: International Financial Management (Pre-requisite BCOR 260)	3
Fall	Senior	Minor course V	FIN 420: Financial Modeling in Excel (Pre-requisite FIN 300 and FIN 360)	3

***INFORMATION TECHNOLOGY*****Career Objectives**

The B.S. in Business Administration with a Major in Information Technology combines two key content areas: (1) Information Systems and (2) Business Process Management. Students graduating with a Major in Information Technology will be able to pursue a career as:

- Quality assurance manager
- Online content specialist
- Digital marketing and communication consultant
- Business process manager
- Information management specialist
- Project manager
- ICT manager

**Major**

To major in Information Technology, students must successfully complete 12 courses (36 credits). These courses are information technology courses and subject related courses. In addition, the student has two options for his/her senior project, in the last semester of his/her senior (graduation) year. These options are:

- Option I: He/she can take a full Internship Project course (12 credits - IT 499).
- Option II: He/she can take a Senior Project course (6 credits – IT 498). If he/she chooses this option, then he/she must take two additional elective courses (6 credits).

**The List of Courses (36 credits):**

N°	Required Courses	Earned Credits
1	IT 300: Business Intelligence and Database Management (Pre-requisite CS 200)	3
2	IT 310: Networking Fundamentals (Pre-requisite IT 350)	3
3	IT 320: Object-Oriented Programming (Pre-requisite CS 120)	3
4	IT 325: Web Services (Pre-requisite CS 220)	3
5	IT 350: System Administration	3
6	IT 360: Information Systems Assurance and Security (Pre-requisite IT 350)	3
7	IT 370: Advanced Programming (Pre-requisite IT 320)	3
8	IT 385: Artificial Intelligence	3
9	IT 400: Management of IT projects (Pre-requisite BCOR 200, BCOR 210, BCOR 230, & BCOR 260)	3
10	IT 430: Machine Learning (Pre-requisite IT 385)	3
11	IT440: Blockchain Development (Pre-requisite IT 360)	3
12	IT 460: Cloud Computing Technologies and Economic Models (Pre-requisite IT 310)	3

**Minor**

To minor in Information Technology, the student must successfully take a total of 5 courses (15 credits). These courses are as follows depending on his/her major:

**List of Courses (15 credits):**

**Required Courses (15 credits) for Business Analytics major:**

Semester	Level	N°	Required Courses	Earned Credits
Fall	Junior	Minor course I	IT 300: Business Intelligence and Database Administration (Pre-requisite CS 200)	3
Fall	Junior	Minor course II	IT 350: System Administration (Linux)	3
Spring	Junior	Minor course III	IT 360: Information Systems Assurance and Security (Pre-requisite IT 350)	3
Fall	Senior	Minor course IV	IT 320: Object-Oriented Programming (Pre-requisite CS120)	3
Fall	Senior	Minor course V	IT 325: Web Services (Pre-requisite CS 220)	3



**Required Courses (15 credits) for other majors:**

Semester	Level	N°	Required Courses	Earned Credits
Fall	Junior	Minor course I	IT 300: Business Intelligence and Database Administration (Pre-requisite CS 200)	3
Fall	Junior	Minor course II	IT 350: System Administration (Linux)	3
Spring	Junior	Minor course III	IT 360: Information Systems Assurance and Security (Pre-requisite IT 350)	3
Fall	Senior	Minor course IV	IT 320: Object-Oriented Programming (Pre-requisite CS120)	3
Fall	Senior	Minor course V	IT 400: Management of IT projects (Pre-requisite BCOR 200, BCOR 210, BCOR 230, & BCOR 260)	3

***INTERNATIONAL BUSINESS ECONOMICS (Minor Only)*****Career Objectives**

The minor in International Business Economics (IBE) is an interdisciplinary program in the social sciences designed for students who are interested in the global structures, institutions and processes that affect all states and economies.

The IBE Minor prepares TBS students for global citizenship and leadership by enhancing their understanding of the world around them. Students in this interdisciplinary Minor develop expertise in the central theories, concepts and empirical issues related to international political economy. As an IBE Minor, the student learns about International Relations, International Business, Trade and Development, International Political Economy, Global Politics, and International Institutions and Law. He/She studies specific geographic regions and investigates the ways in which they are shaped by these global processes. He/She also develops transferable skills, including academic research and writing, policy report analysis and writing, as well as analytical and critical thinking skills.

Once the student graduates with an IBE Minor from TBS he/she will be eligible for master programs such as business analytics, finance, international business, International Economics, International Relations, International Political Economy and Global Affairs. He/she can apply for jobs and internship opportunities in the fields of international business, consulting firms, multinationals, investment funds, financial institutions, international non-governmental organizations (INGOs), government and international institutions.

### **Minor**

To minor in International Political Economy, the student must successfully take a total of 5 courses (15 credits). These courses are as follows:

#### **List of Courses (15 credits):**

<b>Semester</b>	<b>Level</b>	<b>N°</b>	<b>Required Courses</b>	<b>Earned Credits</b>
Fall	Junior	Minor course I	ECO 300: International Trade Theory and Policy (Pre-requisite BCOR 140 & BCOR 240)	3
Fall	Junior	Minor course II	ECO 310: International and Global Politics	3
Spring	Junior	Minor course III	ECO 320: Political Economy of Development	3
Fall	Senior	Minor course IV	ECO 400: International Political Economy (Pre-requisite BCOR 140 & BCOR 240)	3
Fall	Senior	Minor course V	ECO 410: International Financial Economics	3

### ***MARKETING***

#### **Discipline Learning Outcomes**

Students who successfully major in Marketing by completing the Bachelor of Science in Business Administration program at Tunis Business School will have the ability to:

- Understand the role and practice of marketing within an organization:
  - Understand ethical implications of any marketing decision.
  - Synthesize the key variables in a marketing problem context and make an appropriate decision.
- Adapt and innovate to solve marketing problems:
  - Demonstrate the necessary research and analytical skills to support a broad range of marketing decisions.
  - Understand how to develop, analyze, and evaluate strategic and tactical marketing plans and programs and to assess marketing performance.
- Communicate effectively and persuasively the principles and concepts of marketing as they apply to a business situation.

#### **Career Objectives**

Students graduating with a Major in Marketing will acquire a solid comprehension of consumer behavior, marketing research, marketing communication, and other key aspects of marketing. They will have the opportunity to pursue a career in the following fields: marketing managers, brand or product managers, customer relationship managers, sales managers, etc. In addition, graduate students majoring in marketing will be prepared to become marketing consultants and establish their own firms.

### **Major**

To major in Marketing, the student must successfully take 12 courses (36 credits). These courses are marketing courses and subject related courses. In addition, the student has two options for his/her senior project, in the last semester of his/her senior (graduation) year. These options are:

- Option I: He/she can take a full time Internship Project course (12 credits - MRK 499).
- Option II: He/she can take a Senior Project course (6 credits – MRK 498). If he/she chooses this option, then he/she must take two additional electives courses (6 credits).

**The List of Courses (36 credits):**

N°	Required Courses	Earned Credits
1	MRK 300: Consumer Behavior (Pre-requisite BCOR 210)	3
2	MRK 305: Product Management (Pre-requisite BCOR 210)	3
3	MRK 310: Marketing Communication (Pre-requisite BCOR 210)	3
4	MRK 320: International Marketing (Pre-requisite BCOR 210)	3
5	MRK 330: Marketing Channels (Pre-requisite BCOR 210)	3
6	MRK 340: Digital Marketing (Pre-requisite BCOR 210)	3
7	MRK 370: Sales Management (Pre-requisite BCOR 210)	3
8	MRK 400: Marketing Research (Pre-requisite BCOR 210 and BCOR 250)	3
9	MRK 420: Services Marketing (Pre-requisite BCOR 210)	3
10	MRK 430: Brand Management (Pre-requisite BCOR 210)	3
11	MRK 440: Strategic Marketing Management (Pre-requisite BCOR 210)	3
12	BDM 305: Production and Operation Management (Pre-requisite BCOR 110)	3

**Minor**

To minor in Marketing, the student must successfully take a total of 5 courses (15 credits). These courses are as follows:

**List of Courses (15 credits):**

Semester	Level	N°	Required Courses	Earned Credits
Fall	Junior	Minor course I	MRK 300: Consumer Behavior (Pre-requisite BCOR 210)	3
Fall	Junior	Minor course II	MRK 320: International Marketing (Pre-requisite BCOR 210)	3
Spring	Junior	Minor course III	MRK 340: Digital Marketing (Pre-requisite BCOR 210)	3
Fall	Senior	Minor course IV	MRK 400: Marketing Research (Pre-requisite BCOR 210 and BCOR 250)	3
Fall	Senior	Minor course V	MRK 420: Services Marketing (Pre-requisite BCOR 210)	3

### **3. STUDENT AFFAIRS**

#### **3.1. Admission Rules**

To enroll in the Bachelor of Science in Business Administration program at Tunis Business School, a High School Diploma (*Baccalauréat*) is needed. Because all the courses at TBS are taught in English, candidates applying for TBS must demonstrate a strong ability to communicate in English. Also, because of the particular emphasis on quantitative tools in the education programs at TBS, the candidates must prove some strong background in Math as should be witnessed in the *Baccalauréat* exam. Applications to TBS are made through the University Orientation Process for new high school graduates, or through the department of International Cooperation at the Ministry of Higher Education and Scientific Research for foreign candidates. High school students initially admitted to the school are required to pass the English entry exam before final admission. Students having some acceptable scores in TOEFL, IELTS, or similar English proficiency exams are exempted from the entry exam.

#### **3.2. Grading Policy**

Students must complete all required work for each course in which they are enrolled. All TBS courses are graded on a plus/minus system, from A to F.

The grade point average (GPA) is computed at the end of every semester based on the scale of 4.0, including the following: A (4.0); A- (3.7); B+ (3.3); B (3.0); B- (2.7); C+ (2.3); C (2.0); C- (1.7); D+ (1.3); D (1.0), and F (0.0).

Students must obtain a grade of D or better to earn credits in any course. In other words, a grade of D is the minimum required grade to complete AND pass any course.

GRADES		
<u>Letter</u>	<u>Grade Point Value</u>	<u>Description</u>
A	4.0	Excellent to Very Good: comprehensive knowledge and understanding of subject matter; marked perception and/or originality.
A-	3.7	
B+	3.3	Good: moderately broad knowledge and understanding of subject matter; some perception and/or originality.
B	3.0	
B-	2.7	
C+	2.3	Satisfactory: reasonable knowledge and understanding of subject matter; some perception and/or originality.
C	2.0	
C-	1.7	
D+	1.3	Marginal: minimum of knowledge and understanding of subject matter; limited perception and/or originality.
D	1.0	
F	0.0	Failing: unacceptably low level of knowledge and understanding of subject matter; severely limited perception and/or originality.
P	****	Pass
M	****	Course with the grade of D or higher repeated under forgiveness Policy
R	****	Course with the grade of F repeated under Forgiveness Policy
TC	****	Transfer Credit
IP	****	In Progress

Grades from the courses taken under P/F policy are not counted in the computation of GPA.

### 3.2.1. Dean's Honor List

The Dean's Honor List certificate is awarded annually to students who have achieved a combined GPA of 3.7 or more for the Fall and Spring semesters of the school year, provided that the student received "C" or above in all of his/her courses during these two semesters. A student who has received a sanction or sanctions during his/her ongoing academic year is not eligible for the Dean's List.

### 3.2.2. Graduation Honors

Graduation honors are based on the cumulative GPA at the time of graduation:

- *Summa Cum Laude* 3.80-4.00 cumulative GPA
- *Magna Cum Laude* 3.60-3.79 cumulative GPA
- *Cum Laude* 3.40-3.59 cumulative GPA

Honors are given according to the Latin honors designate: With the highest praise-*Summa Cum Laude*; With great praise-*Magna Cum Laude*; With praise-*Cum Laude*. A student who has received a sanction or sanctions is not eligible for these honors.

### 3.2.3. Failing Grades

An **F grade** in a course will permanently remain on the student's transcript. The F grade will be factored in when calculating a student's GPA in cases where the "forgiveness policy" is not applied to the particular grade. (See section 3.2.5)

### 3.2.4. Repeating Courses

A student who receives a grade of F in a course must retake that course.

### 3.2.5. Forgiveness Policy

Under this policy, a TBS student may improve his/her undergraduate cumulative GPA by repeating a maximum of four courses in which a grade less than “C” was received. After completing the repeat course, the student may request that the max of the two grades will be counted in the calculation of his/her cumulative (GPA).

**The forgiveness policy may be used a maximum of four (4) times, and only once in any one course. In other words, the student may use the forgiveness policy for four different courses.**

The transcript will show both the original grade and the repeated course grade, but only the max of the two grades will be counted toward degree completion and averaged into the student’s cumulative GPA.

Once a course grade is declared forgiven, the decision is irrevocable. It is the student’s responsibility to notify the administration that he/she has applied for the forgiveness policy to a repeated course. The process is not automatic.

In accordance with the TBS Code of Conduct, any course grade of F for academic misconduct and/or dishonesty is not eligible for replacement under the forgiveness policy.

### 3.2.6. Graduation Index Requirement

For a Bachelor's degree, the required minimum cumulative grade point average is 2.0 out of 4.0 (2.00/4.00). The cumulative GPA represents an average of all final grades individual students earn from the time they first enroll in a school to the completion of their degree program.

### 3.2.7. Academic Probation

Students whose cumulative grade point average (CGPA) falls below 2.0 are placed on academic probation at the end of a semester. Students on academic probation are NOT eligible to choose a Major and a Minor.

- **Removal of academic probation:** Academic probation will be removed at the end of any semester in which the student attains at least a cumulative GPA of 2.0.
- **Dismissal:** A student cannot be on academic probation for more **than two consecutive semesters**. Any student who fails to remove his/her academic probation by the end of the second semester on probation is academically dismissed from TBS.
- **Reinstatement after dismissal:** The Scientific Board may allow a student a one semester extension on academic probation in the case he/she has shown substantive progress during the regular academic probation period. No further extension is possible.

### 3.2.8. Courses Transfer

Students that have taken courses in other accredited higher education institutions can transfer the credits from these courses upon receiving the approval of the school. Transfer credit is awarded for courses in which a grade of “C” or higher has been earned. Only courses that integrate into the academic program of TBS can be transferred. The grades earned at other institutions are not calculated in the student’s grade-point average earned at TBS.

### 3.2.9. Grading Scale

The grading scale adopted by the school is:

Scale (out of 100)	TBS Grading Scale	Grade Point	Equivalent Scale (out of 20)
Grade $\geq 90$	<b>A</b>	4.0	Grade $\geq 16.00$
$87 \leq \text{Grade} < 90$	<b>A-</b>	3.7	$15.00 \leq \text{Grade} < 16.00$
$83 \leq \text{Grade} < 87$	<b>B+</b>	3.3	$14.00 \leq \text{Grade} < 15.00$
$80 \leq \text{Grade} < 83$	<b>B</b>	3.0	$13.00 \leq \text{Grade} < 14.00$
$77 \leq \text{Grade} < 80$	<b>B-</b>	2.7	$12.00 \leq \text{Grade} < 13.00$
$73 \leq \text{Grade} < 77$	<b>C+</b>	2.3	$11.00 \leq \text{Grade} < 12.00$
$70 \leq \text{Grade} < 73$	<b>C</b>	2.0	$10.00 \leq \text{Grade} < 11.00$
$67 \leq \text{Grade} < 70$	<b>C-</b>	1.7	$9.00 \leq \text{Grade} < 10.00$
$65 \leq \text{Grade} < 67$	<b>D+</b>	1.3	$8.50 \leq \text{Grade} < 9.00$
$60 \leq \text{Grade} < 65$	<b>D</b>	1.0	$8.00 \leq \text{Grade} < 8.50$
Grade $< 60$	<b>F</b>	0.0	Grade $< 8.00$

*Note that there is no linear correlation between the scale of 20 and the scale of 100. The scale of 20 is based on the Tunisian education system. The scale of 100 is based on the US education system.*

### 3.2.10. Academic Progress

To maintain satisfactory progress at TBS, students are expected to:

- attend their classes
- maintain a minimum semester GPA of 2.0; and
- maintain a minimum cumulative GPA of 2.0.

### 3.2.11. How to Calculate the GPA

Students receive grades for each course. Each course has a number of credit hours (credits) that will be the equivalent of coefficients (weights). GPA calculations are illustrated through some examples as given below:

**Example I:** Suppose a student has 4 courses this semester, 3 of them have 3 credits each and one course has one credit. At the end of the semester, the student has received the following grades:

- Grade B in course W (3 credits)
- Grade A- in course X (3 credits)
- Grade D in course Y (3 credits)
- Grade B+ in course Z (1 credit)

The GPA is calculated as follows:

**Total Grade Points** = Sum of (Grade \* Credits) =  $(B*3) + (A-*3) + (D*3) + (B+*1) = (3.0*3) + (3.7*3) + (1.0*3) + (3.3*1.0) = 26.40$

**Total Registered Credits** =  $3+3+3+1 = 10$

**GPA** = Total Grade Points / Total Credits =  $26.4/10 = 2.64$

The student's GPA is 2.64 and because all grades are D or above, the student receives all of the credits taken during the semester.

**Example II:** Suppose a second student has the same courses as above but earns different grades as follows:

- Grade C+ in course W (3 credits)
- Grade F in course X (3 credits)
- Grade A in course Y (3 credits)

- Grade B+ in course Z (1 credit)

The GPA is calculated as follows:

$$\text{Total Grade Points} = \text{Sum of (Grade * Credits)} = (C+*3) + (F*3) + (A*3) + (B+*1) = (2.3*3) + (0*3) + (4.0*3) + (3.3*1.0) = 22.20$$

$$\text{Total Registered Credits} = 3+3+3+1 = 10$$

$$\text{GPA} = \text{Total Grade Points} / \text{Total Credits} = 22.2/10 = 2.22$$

The student's GPA is 2.22. However, the student has received a grade of "F" in course X. Therefore, the student needs to retake course X even though his/her GPA is greater than 2.0. The student earns only 7 credits out of 10 in this semester.

**Example III:** A third student taking the same courses as above except for course Y for which he took instead course L having 6 credits. Suppose that he has earned the following grades:

- Grade D+ in course W (3 credits)
- Grade C in course X (3 credits)
- Grade D in course L (6 credits)
- Grade C- in course Z (1 credit)

GPA is calculated as follows:

$$\text{Total Grade Points} = \text{Sum of (Grade * Credits)} = (D+*3) + (C*3) + (D*6) + (C-*1) = (1.3*3) + (2.0*3) + (1.0*6) + (1.7*1.0) = 17.60$$

$$\text{Total Registered Credits} = 3+3+6+1 = 13$$

$$\text{GPA} = \text{Total Grade Points} / \text{Total Credits} = 17.60/13 = 1.35$$

Because the course grades are D or higher, the student earns the 13 credits. However, his GPA is less than 2.0.

Let us assume that, prior to the Fall semester, this student has a cumulative GPA of 2.00 along with a total of 28 registered credits. The cumulative GPA of this student at the end of the current semester is computed as follows:

$$\text{Cumulative GPA} = [(2.0*28) + 17.60] / (28 + 13) = 1.79$$

As a result, the student is placed on **Academic Probation** since the cumulative GPA is below 2.00. In this case, the student must improve his cumulative GPA to 2.0 or more within the next three semesters.

### 3.3. Academic Levels

The undergraduate study at TBS consists of four academic levels. These are:

- Freshman (1<sup>st</sup> year)
- Sophomore (2<sup>nd</sup> year)
- Junior (3<sup>rd</sup> year)
- Senior (4<sup>th</sup> year)

To pass from one level to the next, the student must earn all credits related to the courses in that level AND have a cumulative Grade Point Average (GPA) greater than or equal to 2-out-of-4 (2.00 / 4.00).

#### 3.3.1. Sophomore

A freshman student **MUST EARN** all the credits related to the freshman level courses (all 100 level courses) **and MUST HAVE** a cumulative GPA of at least 2 out of 4. In case of failure to satisfy both conditions above, the student may be authorized to take sophomore level courses and/or to repeat the freshman level courses with the grade of "C-" or less, in addition to any course that he/she has failed; while keeping the freshman status in accordance with the school regulations.



### 3.3.2. Junior

A sophomore student **MUST EARN** all the credits related to the freshman level courses (all 100 level courses) AND to the sophomore level courses (200 levels courses), and **MUST HAVE** a cumulative GPA of at least 2 out of 4 to become a junior level student. In case of failure to satisfy any of the above conditions, **the student will NOT be considered as a junior level student and hence will not be allowed to choose a Major/Minor.** To improve his/her cumulative GPA to 2.0, he/she then may repeat any course with the grade of “C-” or less; in addition to any failed course.

In case the student has a cumulative GPA of 2 or more and has earned 85% of the required credits, he/she may be authorized to take junior level courses, while keeping the status of sophomore or freshman (as appropriate) in accordance with the school regulations.

### 3.3.3. Senior

A junior student **MUST EARN** all the credits of freshman, sophomore, and junior level required courses (100, 200 and 300 levels courses as mentioned above) **and must have** a cumulative GPA of at least 2 out of 4 in order to get the status of a senior level student. In case of failure to satisfy both conditions, a junior student may take senior level courses, while keeping the status of a junior in accordance with the school regulations.

**To graduate:** The student must earn 130 required credits (as mentioned above with the corresponding requirements), satisfy the school academic program, AND obtain a cumulative GPA of at least 2 out of 4. If any of the conditions above are not satisfied, then the student is not permitted to graduate.

In summary to move from one academic level to the next, the student must satisfy the following conditions:

Academic Level	Number of Earned Credits	Required Cumulative GPA
Freshman	0 – 32	-
Sophomore	32 - 66	2 or more at the freshman level
Junior	66 - 100	2 or more at the sophomore level
Senior	100 or more	2 or more at the junior level

### 3.4. Business Areas of Specialization

For a student to select a Major, he/she **MUST EARN** all the 66 credits (64 for students exempted from the French courses), related to the freshman level courses (all 100 level courses) and sophomore level courses (all 200 levels courses) AND must have both cumulative and specialized GPA's of at least 2-out-of 4.

The specialized GPA involves exclusively the courses related to the major of interest, as specified below.

Accounting Major: BCOR 130 and BCOR 225.

Business Analytics Major: BCOR 110, BCOR 111, BCOR 150, BCOR 230, and BCOR 250.

Finance Major: BCOR 130, BCOR 150, BCOR 250, and BCOR 260.

Information Technology Major: BCOR 200, CS 100, CS 120, CS 200, and CS 220.

Marketing Major: BCOR 120, BCOR 150, and BCOR 210 (must have at least grade of C in BCOR 210).

### 3.5. Student Code of Conduct

The aims of the academic community at Tunis Business School, University of Tunis, are the search for truth, academic excellence, and strong communication. In order to fulfill these goals, each individual is required to achieve self-discipline and a sense of social obligation towards other members of this community. It is the responsibility of all TBS students to live by this code. As human beings, we must conduct ourselves with high integrity. As members of the civic community, we must conduct ourselves as responsible citizens in accordance with the laws governing our country.

To foster a climate of trust and high standards of academic achievement, TBS is committed to cultivating academic integrity. The school expects students to exhibit the highest standards of honor and accountability in their scholastic endeavors. To achieve this, the following rules are applied:

#### 3.5.1. Class Attendance

Students are expected to attend the school regularly and to attend all classes. Non-attendance or frequent absences may result in a failing grade. ***A student is allowed up to 4 absences per semester per course. Passed this number, he/she will not be permitted to take the final exam of that course.*** 1 absence is equivalent to an absence from a 3-hour class session.

**Any absence during an exam results in a grade of 0.**

**Punctuality:** Students are expected to be on time for school and classes. Tardiness may negatively impact final grades; depend upon the course instructor's discretion.

#### 3.5.2. Work Habits

To meet performance standards, students are expected to be prepared for and to participate in each class, to be in possession of the necessary class materials, to complete class work and homework accurately and on time, and to be adequately prepared for quizzes, tests, and examinations.

#### 3.5.3. Teamwork

When engaged in group projects, team members should delineate which roles will be filled within a group (e.g., facilitator, team leader, summarizer, evaluator, mediator, and recorder). Team members should be aware of which role(s) they are best suited for. Hence, for successful teamwork, students should exhibit a high sense of cohesion. This means:

**Openness:** Teammates should be open to and supportive of new ideas and diverse viewpoints, of individuals present within the group.

**Support:** Teammates view one another as collaborators, not as competitors. They demonstrate support for one another in achieving the assignment objectives.

**Respect:** Teammates must respectfully listen to their colleagues and consider opposing views. Further, they should effectively manage conflict around group differences.

#### 3.5.4. Plagiarism and Cheating

“Plagiarism” shall be deemed to include:

1. Plagiarism of ideas occurs when an idea of an author or speaker is incorporated into the body of an assignment as though it were the writer's own idea, i.e., no credit is given the author(s) through referencing, footnoting or endnoting.

2. Plagiarism of words occurs when phrases, sentences, tables or illustrations of an author or speaker are incorporated into the body of a writer's own work without acknowledgement i.e., no quotations or indentations (depending on the format followed) are included even if there is referencing, footnoting or endnoting.
3. Plagiarism of ideas and words occurs when words and an idea(s) of an author or speaker are incorporated into the body of a written assignment as though they were the writer's own words and ideas, i.e. no quotation or indentations (depending on the format followed) are present and no credit is given the author(s) through referencing, footnoting or endnoting.

Cheating is the actual or attempted practice of fraudulent and/or deceptive acts for the purpose of gaining an unearned academic advantage. Typically, such acts occur in relation to examinations.

TBS takes the most serious view of offences against academic dishonesty such as plagiarism and cheating. Penalties for dealing with such offences will be strictly enforced and may result in a failing grade for a particular class, and/or suspension from school.

#### **3.5.5. Examination Rules**

Usually, there are 2 examination periods: midterm examination and final examination. Examination schedule is set by the administration and communicated to students at the beginning of each academic year. Students are strongly recommended not to make any travel plans before the examination dates.

**Any absence during an exam results in a grade of 0.**

#### **3.5.6. Respect for Self and Others**

Students are expected to be honest, to behave with dignity and to treat others with respect and courtesy. Individual behavior should **not** violate the rights of others. This includes the use of appropriate language, actions, and attire. Students are expected not to harass others verbally or physically.

#### **3.5.7. Respect for Authority**

Students are expected to comply with all school rules and to obey all laws. Students are expected to respond in a respectful manner to all adults while under the jurisdiction of the school and while participating in school-sponsored activities. When addressing a lady, use, "Ma'am." When addressing a gentleman, use "Sir."

#### **3.5.8. Respect for Property**

Students are expected to treat all property belonging to the school and to others with care. They should keep the restrooms clean and throw all garbage into the allocated rubbish bins. Students are not allowed to smoke on campus. The school is a NO SMOKING space.

**Appendix I: Electives Courses for Senior Students (All majors)  
Spring Semester Since 2017-2018**

## **Electives Courses for Senior Students (All majors)**

### **Spring Semester**

#### **Since 2017-2018**

- **ACCT 440:** Law for Accountants and other Professionals (3 credits - Pre-requisite BCOR 270)
- **ACCT450:** Tunisian Accounting System (3 credits - Pre-requisite BCOR 130)
- **BA 351:** Advanced Econometrics (3 credits - Pre-requisite BA 350)
- **FIN 380:** Ethical and Professional Standards (3 credits - Pre-requisite BCOR 260)
- **FIN 430:** Islamic Finance (3 credits - Pre-requisite BCOR 260)
- **FIN 480:** Dynamic Asset Pricing Theory (3 credits - Pre-requisite BCOR 250)
- **FIN 490:** Special Topics in Finance: Commercial and International Banking (3credits – No prerequisite for students with major/minor in Finance)
- **IT 410:** Standards for IT Project Management (3 credits)
- **IT 440:** J2EE (3 credits - Pre-requisite: IT 320)
- **IT450:** Integrated Development Environment (IDE) (3 credits - Pre-requisites: IT300)
- **IT 490:** Special Topics in IT: Python Programming language (3 credits - No prerequisite for students with major/minor in Information Technology)
- **IT 490:** Special Topics I in IT: Blockchain Development (3 credits – Pre-requisite IT 420)
- **IT 491:** Special Topics II in IT: Internet of Things (3 credits – Pre-requisite IT 350)

## **Appendix II: Detailed Curriculum at TBS**

<b>University: University of Tunis</b>	<b>Tunis Business School</b>	<b>Degree : Bachelor of Science in Business Administration</b>
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**First Year : Freshman: Semester 1**

Course Code	Course Title	hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
NBC 100	Intensive General English	0:00	9:00	3	3
NBC 101	Debating Skills	0:00	1:30	1	1
NBC 110	French I	0:00	3:00	1	1
CS 100	Algorithms and initiation to programming	3:00	1:30	3	3
BCOR 100	TBS Organization Seminar	1:30	0:00	Pass/Fail	0
BCOR 110	Calculus for Business	3:00	1:30	3	3
BCOR 120	Principles of Management	3:00	1:30	3	3
<b>Total</b>		<b>10:30</b>	<b>18:00</b>	<b>14</b>	<b>14</b>
<b>Total hours/week</b>			<b>28:30:00</b>		

<b>Total Cumulative Credits</b>	<b>14</b>
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Business Core Courses	6
Major Courses	0
Minor Courses	0
Non-Business Courses	5
Computer Science Courses	3
<b>Total Cumulative Credits</b>	<b>14</b>

<b>University of Tunis</b>	<b>Tunis Business School</b>	<b>Degree : Bachelor of Science in Business Administration</b>
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**First Year : Freshman: Semester 2**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
BCOR 111	Linear Algebra for Business	3:00	1:30	3	3
BCOR 130	Financial accounting	3:00	1:30	3	3
BCOR 140	Introduction to Microeconomics	3:00	1:30	3	3
BCOR 150	Probability & Statistics for Business I	3:00	1:30	3	3
CS 120	Database Design and Management	3:00	1:30	3	3
NBC 120	English Communication Skills (Pre-requisite NBC 100)		3:00	2	2
NBC 130	French II (Pre-requisite NBC 110)		1:30	1	1
<b>Total</b>		<b>15:00</b>	<b>12:00</b>	<b>18</b>	<b>18</b>
<b>Total hours/week</b>			<b>27:00:00</b>		

<b>Total Cumulative Credits</b>	<b>32</b>
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Business Core Courses	18
Major Courses	0
Minor Courses	0
Non-Business Courses	8
Computer Science Courses	6
<b>Total Cumulative Credits</b>	<b>32</b>



University of Tunis	Tunis Business School	Degree: Bachelor of Science in Business Administration
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**Second Year : Sophomore: Semester 1**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
BCOR 225	Managerial Accounting (Pre-requisite BCOR 130)	3:00	1:30	3	3
BCOR 240	Introduction to Macroeconomics	3:00	1:30	3	3
BCOR 250	Probability and Statistics for Business II (Pre-requisite BCOR 150)	3:00	1:30	3	3
BCOR 270	Business Law	3:00	0:00	3	3
NBC 200	Business English (Pre-requisite NBC 120)		3:00	2	2
CS 200	Web development	3:00	1:30	3	3
	<b>Total</b>	<b>15:00</b>	<b>9:00</b>	<b>17</b>	<b>17</b>
<b>Total hours/week</b>			<b>24:00:00</b>		

<b>Total Cumulative Credits</b>	<b>49</b>
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Business Core Courses	30
Major Courses	0
Minor Courses	0
Non-Business Courses	10
<b>Computer Science Courses</b>	<b>9</b>
<b>Total Cumulative Credits</b>	<b>49</b>

<b>University of Tunis</b>	<b>Tunis Business School</b>	<b>Degree : Bachelor of Business Administration</b>
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**Second Year : Sophomore: Semester 2**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
BCOR 200	Introduction to Management of Information Systems (MIS)	3:00	1:30	3	3
BCOR 210	Fundamentals of Marketing	3:00	1:30	3	3
BCOR 230	Business Optimization	3:00	1:30	3	3
BCOR 260	Principles of Finance (Pre-requisite BCOR 130)	3:00	1:30	3	3
CS 220	Object Oriented programming (OOP with Java)	3:00	1:30	3	3
NBC 210	Technical Writing (Pre-requisite NBC 200)		3:00	2	2
<b>Total</b>		<b>15:00</b>	<b>10:30</b>	<b>17</b>	<b>17</b>
<b>Total hours/week</b>			<b>25:30:00</b>		

<b>Total Cumulative Credits</b>	<b>66</b>
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<b>Business Core Courses</b>	<b>42</b>
Major Courses	0
Minor Courses	0
Non-Business Courses	12
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>66</b>

University of Tunis	Tunis Business School	Degree : Bachelor of Science in Business Administration Major: Accounting
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**Third Year : Junior: Semester 1**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
ACCT 300	Advanced Managerial Accounting (Pre-requisite BCOR 225)	3:00	1:30	3	3
ACCT 305	Intermediate Accounting I (Pre-requisite BCOR 130)	3:00	1:30	3	3
ACCT 310	Financial Statements Analysis (Pre-requisite BCOR 130)	3:00	1:30	3	3
ACCT 335	Taxation I (Pre-requisite BCOR 130)	3:00	1:30	3	3
	Minor course I	3:00	1:30	3	3
	Minor course II	3:00	1:30	3	3
<b>Total</b>		<b>18:00</b>	<b>9:00</b>	<b>18</b>	<b>18</b>
<b>Total hours/week</b>			<b>27:00:00</b>		

<b>Total Cumulative Credits</b>	<b>84</b>
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<b>Business Core Courses</b>	<b>42</b>
Major Courses	12
Minor Courses	6
Non-Business Courses	12
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>84</b>

University of Tunis	Tunis Business School	Degree : Bachelor of Science in Business Administration Major: Accounting
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**Third Year : Junior: Semester 2**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
ACCT 320	Intermediate Accounting II (Pre-requisites BCOR 305)	3:00	1:30	3	3
ACCT 330	Accounting Information system (pre-requisite BCOR 225)	3:00	1:30	3	3
ACCT 340	Accounting Technology and Bookkeeping (Pre-requisites BCOR 130 and CS 200)	3:00	1:30	3	3
ACCT 370	Taxation II (Pre-requisites BCOR 335)	3:00	1:30	3	3
	Minor course III	3:00	1:30	3	3
<b>NBC 300</b>	<b>Reporting Skills</b>		1:30	1	1
	<b>Total</b>	<b>15:00</b>	<b>9:00</b>	<b>16</b>	<b>16</b>
<b>Total hours/week</b>				<b>24:00:00</b>	

<b>Total Cumulative Credits</b>	<b>100</b>
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Business Core Courses	<b>42</b>
Major Courses	24
Minor Courses	9
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	100

University of Tunis	Tunis Business School	Degree : Bachelor of Science in Business Administration Major: Accounting
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**Fourth Year :Senior: Semester 1**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
ACCT 400	Advanced Accounting (Pre-requisite ACCT 320)	3:00	1:30	3	3
ACCT 410	Auditing (Pre-requisite ACCT 320)	3:00	1:30	3	3
ACCT 425	Special topics in Accounting (Pre-requisite ACCT 320)	3:00	1:30	3	3
ACCT 430	Taxation III (Pre-requisite ACCT 370)	3:00	1:30	3	3
	Minor course IV	3:00	1:30	3	3
	Minor course V	3:00	1:30	3	3
<b>Total</b>		<b>18:00</b>	<b>9:00</b>	<b>18</b>	<b>18</b>
<b>Total hours/week</b>			<b>27:00:00</b>		

<b>Total Cumulative Credits</b>	<b>118</b>
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<b>Business Core Courses</b>	<b>42</b>
<b>Major Courses</b>	<b>36</b>
<b>Minor Courses</b>	<b>15</b>
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>118</b>

University of Tunis	Tunis Business School	Degree : Bachelor of Science in Business Administration Major: Accounting
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**Fourth Year :Senior: Semester 2**

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**OPTION I**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
ACCT 499	Internship	12:00	12:00	12	Pass/Fail
<b>Total</b>		<b>12:00</b>	<b>12:00</b>	<b>12</b>	<b>0</b>
<b>Total hours/week</b>			<b>24:00:00</b>		

**OPTION II**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
ACCT 498	Senior Project	6:00	6:00	6	Pass/Fail
	Elective I	3:00	1:30	3	3
	Elective II	3:00	1:30	3	3
<b>Total</b>		<b>12:00</b>	<b>9:00</b>	<b>12</b>	<b>6</b>
<b>Total hours/week</b>			<b>21:00:00</b>		

<b>Total Cumulative Credits</b>	<b>130</b>
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Business Core Courses	42
Major Courses	36
Senior Project (Option I or Option II)	12
Minor Courses	15
Non-Business Courses	13
Computer Science Courses	12
<b>Total Cumulative Credits</b>	<b>130</b>

<b>University of Tunis</b>	<b>Tunis Business School</b>	<b>Degree : Bachelor of Science in Business Administration</b> <b>Major: Business Analytics</b>
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**Third Year : Junior: Semester 1**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
BA 305	Production and Operations Management	3:00	1:30	3	3
BA 300	Decision and Game Theory	3:00	1:30	3	3
BA 340	Data Analysis	3:00	1:30	3	3
BA 350	Econometrics	3:00	1:30	3	3
	Minor course I	3:00	1:30	3	3
	Minor course II	3:00	1:30	3	3
	<b>Total</b>	<b>18:00</b>	<b>9:00</b>	<b>18</b>	<b>18</b>
<b>Total hours/week</b>			<b>27:00:00</b>		

<b>Total Cumulative Credits</b>	<b>84</b>
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<b>Business Core Courses</b>	<b>42</b>
Major Courses	12
Minor Courses	6
Non-Business Courses	12
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>84</b>

<b>University of Tunis</b>	<b>Tunis Business School</b>	<b>Degree : Bachelor of Science in Business Administration</b> <b>Major: Business Analytics</b>
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**Third Year : Junior: Semester 2**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
BA 310	Operations Research	3:00	1:30	3	3
BA 320	Time series Analysis	3:00	1:30	3	3
BA 351	Advanced Econometrics	3:00	1:30	3	3
BA 360	Business Data Mining	3:00	1:30	3	3
	Minor course III	3:00	1:30	3	3
<b>NBC 300</b>	<b>Reporting Skills</b>		1:30	1	1
	<b>Total</b>	<b>15:00</b>	<b>9:00</b>	<b>16</b>	<b>16</b>
<b>Total hours/week</b>			<b>24:00:00</b>		

<b>Total Cumulative Credits</b>	<b>100</b>
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Business Core Courses	<b>42</b>
Major Courses	24
Minor Courses	9
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	100



<b>University of Tunis</b>	<b>Tunis Business School</b>	<b>Degree : Bachelor of Science in Business Administration</b> <b>Major: Business Analytics</b>
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**Fourth Year :Senior: Semester 1**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
BA 400	Project Management	3:00	1:30	3	3
BA 410	Network Analysis	3:00	1:30	3	3
BA 420	Supply Chain Management	3:00	1:30	3	3
BA 450	Decision Support Systems	3:00	1:30	3	3
	Minor course IV	3:00	1:30	3	3
	Minor course V	3:00	1:30	3	3
	<b>Total</b>	<b>18:00</b>	<b>9:00</b>	<b>18</b>	<b>18</b>
<b>Total hours/week</b>			<b>27:00:00</b>		

<b>Total Cumulative Credits</b>	<b>118</b>
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<b>Business Core Courses</b>	<b>42</b>
<b>Major Courses</b>	<b>36</b>
<b>Minor Courses</b>	<b>15</b>
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>118</b>

University of Tunis	Tunis Business School	Degree : Bachelor of Science in Business Administration Major: Business Analytics
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Fourth Year :Senior: Semester 2

**OPTION I**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
BA 499	Internship	12:00	12:00	12	Pass/Fail
<b>Total</b>		<b>12:00</b>	<b>12:00</b>	<b>12</b>	<b>0</b>
<b>Total hours/week</b>			<b>24:00:00</b>		

**OPTION II**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
BA 498	Senior Project	6:00	6:00	6	Pass/Fail
	Elective I	3:00	1:30	3	3
	Elective II	3:00	1:30	3	3
<b>Total</b>		<b>12:00</b>	<b>9:00</b>	<b>12</b>	<b>6</b>
<b>Total hours/week</b>			<b>21:00:00</b>		

<b>Total Cumulative Credits</b>	<b>130</b>
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Business Core Courses	42
Major Courses	36
Senior Project (Option I or Option II)	12
Minor Courses	15
Non-Business Courses	13
Computer Science Courses	12
<b>Total Cumulative Credits</b>	<b>130</b>

<b>University of Tunis</b>	<b>Tunis Business School</b>	<b>Degree : Bachelor of Science in Business Administration</b> <b>Major: Finance</b>
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**Third Year : Junior: Semester 1**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
ACCT 310	Financial Statements Analysis	3:00	1:30	3	3
FIN 300	Corporate Finance	3:00	1:30	3	3
FIN 350	Financial Markets	3:00	1:30	3	3
BA 350	Econometrics	3:00	1:30	3	3
	Minor course I	3:00	1:30	3	3
	Minor course II	3:00	1:30	3	3
	<b>Total</b>	<b>18:00</b>	<b>9:00</b>	<b>18</b>	<b>18</b>
<b>Total hours/week</b>			<b>27:00:00</b>		

<b>Total Cumulative Credits</b>	<b>84</b>
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<b>Business Core Courses</b>	<b>42</b>
Major Courses	12
Minor Courses	6
Non-Business Courses	12
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>84</b>

<b>University of Tunis</b>	<b>Tunis Business School</b>	<b>Degree : Bachelor of Science in Business Administration</b> <b>Major: Finance</b>
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**Third Year : Junior: Semester 2**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
FIN 320	Management of Financial Institutions	3:00	1:30	3	3
FIN 330	Derivative Securities	3:00	1:30	3	3
FIN 360	Investments and Portfolio Management	3:00	1:30	3	3
	Elective I	3:00	1:30	3	3
	Minor course III	3:00	1:30	3	3
<b>NBC 300</b>	<b>Reporting Skills</b>		1:30	1	1
	<b>Total</b>	<b>15:00</b>	<b>9:00</b>	<b>16</b>	<b>16</b>
<b>Total hours/week</b>			<b>24:00:00</b>		

<b>Total Cumulative Credits</b>	<b>100</b>
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Business Core Courses	<b>42</b>
Major Courses	24
Minor Courses	9
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>100</b>

Elective I: Choose one course from the following:

- FIN 310: Money and Banking
- FIN 380: Ethical and Professional Standards
- FIN 430: Islamic Finance
- FIN 480: Dynamic Asset Pricing Theory

<b>University of Tunis</b>	<b>Tunis Business School</b>	<b>Degree : Bachelor of Scence in Business Administration</b> <b>Major: Finance</b>
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**Fourth Year :Senior: Semester 1**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
FIN 420	Financial Modeling in Excel	3:00	1:30	3	3
FIN 440	Advanced Corporate Finance	3:00	1:30	3	3
FIN 450	Financial Risk Management	3:00	1:30	3	3
	Elective II	3:00	1:30	3	3
	Minor course IV	3:00	1:30	3	3
	Minor course V	3:00	1:30	3	3
<b>Total</b>		<b>18:00</b>	<b>9:00</b>	<b>18</b>	<b>18</b>
<b>Total hours/week</b>			<b>27:00:00</b>		

<b>Total Cumulative Credits</b>	<b>118</b>
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<b>Business Core Courses</b>	<b>42</b>
<b>Major Courses</b>	<b>36</b>
<b>Minor Courses</b>	<b>15</b>
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>118</b>

Elective II: Choose one course from the following:

FIN 410: International Financial Management

FIN 455: Insurance Products

FIN 490: Special Topics in Finance

University of Tunis	Tunis Business School	Degree : Bachelor of Science in Business Administration Major: Finance
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Fourth Year :Senior: Semester 2

**OPTION I**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
FIN 499	Internship	12:00	12:00	12	Pass/Fail
<b>Total</b>		<b>12:00</b>	<b>12:00</b>	<b>12</b>	<b>0</b>
<b>Total hours/week</b>			<b>24:00:00</b>		

**OPTION II**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
FIN 498	Senior Project	6:00	6:00	6	Pass/Fail
	Elective I	3:00	1:30	3	3
	Elective II	3:00	1:30	3	3
<b>Total</b>		<b>12:00</b>	<b>9:00</b>	<b>12</b>	<b>6</b>
<b>Total hours/week</b>			<b>21:00:00</b>		

<b>Total Cumulative Credits</b>	<b>130</b>
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Business Core Courses	42
Major Courses	36
Senior Project (Option I or Option II)	12
Minor Courses	15
Non-Business Courses	13
Computer Science Courses	12
<b>Total Cumulative Credits</b>	<b>130</b>

University of Tunis	Tunis Business School	Degree : Bachelor of Science in Business Administration Major: Information Technology
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**Third Year : Junior: Semester 1**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
IT 300	Business Intelligence and Database Management	3:00	1:30	3	3
IT 320	Object-Oriented Programming	3:00	1:30	3	3
IT 325	Web Services	3:00	1:30	3	3
IT 350	System Administration	3:00	1:30	3	3
	Minor course I	3:00	1:30	3	3
	Minor course II	3:00	1:30	3	3
	<b>Total</b>	<b>18:00</b>	<b>9:00</b>	<b>18</b>	<b>18</b>
<b>Total hours/week</b>				<b>27:00:00</b>	

<b>Total Cumulative Credits</b>	<b>84</b>
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<b>Business Core Courses</b>	<b>42</b>
Major Courses	12
Minor Courses	6
Non-Business Courses	12
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>84</b>

University of Tunis	Tunis Business School	<b>Degree : Bachelor of Science in Business Administration</b> <b>Major: Information Technology</b>
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**Third Year : Junior: Semester 2**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
IT 310	Networking Fundamentals	3:00	1:30	3	3
IT 360	Information Assurance and Security	3:00	1:30	3	3
IT 370	Advanced Programming	3:00	1:30	3	3
IT 385	Artificial Intelligence	3:00	1:30	3	3
	Minor course III	3:00	1:30	3	3
NBC 300	Reporting Skills		1:30	1	1
	<b>Total</b>	<b>15:00</b>	<b>9:00</b>	<b>16</b>	<b>16</b>
<b>Total hours/week</b>			<b>24:00:00</b>		

<b>Total Cumulative Credits</b>	<b>100</b>
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Business Core Courses	<b>42</b>
Major Courses	24
Minor Courses	9
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>100</b>



University of Tunis	Tunis Business School	Degree : Bachelor of Science in Business Administration Major: Information Technology
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**Fourth Year :Senior: Semester 1**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
IT 400	Management of IT projects	3:00	1:30	3	3
IT 430	Machine Learning	3:00	1:30	3	3
IT 440	Blockchain Development	3:00	1:30	3	3
IT 460	Cloud Computing Technologies and Economic Models	3:00	1:30	3	3
	Minor course IV	3:00	1:30	3	3
	Minor course V	3:00	1:30	3	3
	<b>Total</b>	<b>18:00</b>	<b>9:00</b>	<b>18</b>	<b>18</b>
<b>Total hours/week</b>			<b>27:00:00</b>		

<b>Total Cumulative Credits</b>	<b>118</b>
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<b>Business Core Courses</b>	<b>42</b>
<b>Major Courses</b>	<b>36</b>
<b>Minor Courses</b>	<b>15</b>
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>118</b>

University of Tunis	Tunis Business School	Degree : Bachelor of Science in Business Administration Major: Information Technology
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**Fourth Year :Senior: Semester 2**

**OPTION I**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C)	Recitation (TD)		
IT 499	Internship	12:00	12:00	12	Pass/Fail
	<b>Total</b>	<b>12:00</b>	<b>12:00</b>	<b>12</b>	<b>0</b>
<b>Total hours/week</b>			<b>24:00:00</b>		

**OPTION II**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C)	Recitation (TD)		
IT 498	Senior Project	6:00	6:00	6	Pass/Fail
	Elective I	3:00	1:30	3	3
	Elective II	3:00	1:30	3	3
	<b>Total</b>	<b>12:00</b>	<b>9:00</b>	<b>12</b>	<b>6</b>
<b>Total hours/week</b>			<b>21:00:00</b>		

<b>Total Cumulative Credits</b>	<b>130</b>
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<b>Business Core Courses</b>	<b>42</b>
<b>Major Courses</b>	<b>36</b>
<b>Senior Project (Option I or Option II)</b>	<b>12</b>
<b>Minor Courses</b>	<b>15</b>
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>130</b>

University of Tunis	Tunis Business School	Degree : Bachelor of Science in Business Administration Major: Marketing
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**Third Year : Junior: Semester 1**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
BDM 305	Production and Operation Management	3:00	1:30	3	3
MRK 300	Consumer Behavior	3:00	1:30	3	3
MRK 305	Product Management	3:00	1:30	3	3
MRK 320	International Marketing	3:00	1:30	3	3
	Minor course I	3:00	1:30	3	3
	Minor course II	3:00	1:30	3	3
<b>Total</b>		<b>18:00</b>	<b>9:00</b>	<b>18</b>	<b>18</b>
<b>Total hours/week</b>			<b>27:00:00</b>		

<b>Total Cumulative Credits</b>	<b>84</b>
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<b>Business Core Courses</b>	<b>42</b>
Major Courses	12
Minor Courses	6
Non-Business Courses	12
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>84</b>

<b>University of Tunis</b>	<b>Tunis Business School</b>	<b>Degree : Bachelor of Science in Business Administration</b> <b>Major: Marketing</b>
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**Third Year : Junior: Semester 2**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
MRK 310	Marketing Communications	3:00	1:30	3	3
MRK 330	Marketing Channels	3:00	1:30	3	3
MRK 340	Digital Marketing	3:00	1:30	3	3
MRK 370	Sales Management	3:00	1:30	3	3
	Minor course III	3:00	1:30	3	3
<b>NBC 300</b>	<b>Reporting Skills</b>		1:30	1	1
	<b>Total</b>	<b>15:00</b>	<b>9:00</b>	<b>16</b>	<b>16</b>
<b>Total hours/week</b>			<b>24:00:00</b>		

<b>Total Cumulative Credits</b>	<b>100</b>
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Business Core Courses	<b>42</b>
Major Courses	24
Minor Courses	9
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>100</b>

<b>University of Tunis</b>	<b>Tunis Business School</b>	<b>Degree : Bachelor of Science in Business Administration</b> <b>Major: Marketing</b>
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**Fourth Year :Senior: Semester 1**

<b>Course Code</b>	<b>Course Title</b>	<b>Hours/week</b>		<b>Credits</b>	<b>Coefficients</b>
		<b>Lecture (C )</b>	<b>Recitation (TD)</b>		
MRK 400	Marketing Research	3:00	1:30	3	3
MRK 420	Service Marketing	3:00	1:30	3	3
MRK 430	Brand Management	3:00	1:30	3	3
MRK 440	Strategic Marketing	3:00	1:30	3	3
	Minor course IV	3:00	1:30	3	3
	Minor course V	3:00	1:30	3	3
	<b>Total</b>	<b>18:00</b>	<b>9:00</b>	<b>18</b>	<b>18</b>
<b>Total hours/week</b>			<b>27:00:00</b>		

<b>Total Cumulative Credits</b>	<b>118</b>
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<b>Business Core Courses</b>	<b>42</b>
<b>Major Courses</b>	<b>36</b>
<b>Minor Courses</b>	<b>15</b>
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>118</b>

University of Tunis	Tunis Business School	Degree : Bachelor of Science in Business Administration Major: Marketing
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**Fourth Year :Senior: Semester 2**

**OPTION I**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
MRK 499	Internship	12:00	12:00	12	Pass/Fail
	<b>Total</b>	<b>12:00</b>	<b>12:00</b>	<b>12</b>	<b>0</b>
<b>Total hours/week</b>			<b>24:00:00</b>		

**OPTION II**

Course Code	Course Title	Hours/week		Credits	Coefficients
		Lecture (C )	Recitation (TD)		
MRK 498	Senior Project	6:00	6:00	6	Pass/Fail
	Elective I	3:00	1:30	3	3
	Elective II	3:00	1:30	3	3
	<b>Total</b>	<b>12:00</b>	<b>9:00</b>	<b>12</b>	<b>6</b>
<b>Total hours/week</b>			<b>21:00:00</b>		

<b>Total Cumulative Credits</b>	<b>130</b>
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<b>Business Core Courses</b>	<b>42</b>
<b>Major Courses</b>	<b>36</b>
<b>Senior Project (Option I or Option II)</b>	<b>12</b>
<b>Minor Courses</b>	<b>15</b>
<b>Non-Business Courses</b>	<b>13</b>
<b>Computer Science Courses</b>	<b>12</b>
<b>Total Cumulative Credits</b>	<b>130</b>