

Study Plan

3 YEARS
INTENSIVE

DESIGN BUSINESS & FUTURE INDUSTRIES

FIRST YEAR

First Semester

Course Code	Course Title	Credits
ELE 1001	Communicative English I	3
GEI401	Thal for Professional Communication	2
GE 2110	Human Civilization and Global Citizens	2
BBA 1006	Essential Economics for Entrepreneurs	2
ADX1101	Art and Design Appreciation	2
ADX1301	Visual Design	3
ADX1302	Design Drawing	3
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Second Semester

Course Code	Course Title	Credits
ELE 1002	Communicative English II	3
GE 1303	Science for Sustainable Future	2
GE 2202	Ethics	3
ADX1102	Design Culture Exposure	3
ADX1303	Design Communication	3
ADX1304	Design Fundamental	3
CA1103	Introduction to Computer Graphic Design	3
		20

Third Semester (Summer)

Course Code	Course Title	Credits
ABI 3401	Creative Team Dynamic	2

SECOND YEAR

First Semester

Course Code	Course Title	Credits
ELE 2002	Academic English	3
ABI 2201	Impact Design Studio I (Dwelling Studio)	6
ABI 2101	Empathetic and Inclusive Design	3
ABI 2301	Fundamental of Material and Construction	3
ABI 2302	Design Tools and Applications	2
ABI 4301	Design Research and Market Study	3
		20

Second Semester

Course Code	Course Title	Credits
ELE 2001	Advanced Academic English	3
BBA1004	Essential Marketing for Entrepreneurs	2
ABI 2202	Impacted Design Studio II (Urban -Commune)	6
ABI 2102	Historical Preservation and Cultural Innovation	3
ABI 2303	Sustainable Design and Building Technology	3
ABI 2304	Creative Storytelling and Pitching	3
		20

Third Semester (Summer)

Course Code	Course Title	Credits
	International Field Trip	Non-Credit
	Free Elective Course I	3

THIRD YEAR

First Semester

Course Code	Course Title	Credits
BBA1005	Essential Finance for Entrepreneurs	2
CA 2102	Interactive and Digital Platform Design	3
CA 1104	Creative Production Management	3
ABI 2301	Impacted Design Studio III (Future)	6
ABI 3301	Virtual Design and Construction	3
ABI 3304	Design Coordination and Project Management	3
		20

Second Semester

Course Code	Course Title	Credits
BBA1007	Data Analytics for Entrepreneurs	3
ABI 4302	Marketing Communication for Digital Age	3
ABI 4303	Brand Driving Customer-Centric innovation	3
ABI 4201	Senior Project	9
	Free Elective Course II	3
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