



SMU HIGHER INSTITUTE  
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### OFFICIAL TRANSCRIPT

Name: NYOCHEMBENG COLLINS TAJOGIA Student Number: SMU/SBPP/MKT/0046  
Date of Birth: MAY 31, 1988 Date Issued: JANUARY 10, 2020  
School: SCHOOL OF BUSINESS AND PUBLIC POLICY  
Degree Earned: BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION  
Concentration: MARKETING

#### Transfer Courses from the Higher Institute of Management Studies, BUEA

| Course code | Course description            | Semester    | Credit attempted | Credits earned | Grade |
|-------------|-------------------------------|-------------|------------------|----------------|-------|
| MGS 201     | Principles of Management      | Fall 2009   | 3                | 3              | C     |
| LAW 201     | Business Law                  | Fall 2009   | 3                | 3              | D     |
| ECN 201     | Principles of Micro-Economics | Fall 2009   | 3                | 3              | D     |
| CSC 201     | Computer for Business         | Fall 2009   | 3                | 3              | A     |
| ACC 201     | Principles of Accounting      | Fall 2009   | 3                | 3              | B     |
| FIN 201     | Principles of Finance         | Fall 2009   | 3                | 3              | D     |
| INS 201     | Principles of Insurance       | Fall 2009   | 3                | 3              | D     |
| MKG 201     | Principle of Marketing        | Fall 2009   | 3                | 3              | A     |
| ENG 201     | English Language I            | Fall 2009   | 3                | 3              | B     |
| FRE 201     | French Language I             | Fall 2009   | 3                | 3              | A     |
| ECN 202     | Business Statistics           | Fall 2009   | 3                | 3              | A     |
| MGS 201     | Organizational Behavior       | Spring 2010 | 3                | 3              | C     |
| MGS 204     | Business Communication        | Spring 2010 | 3                | 3              | D     |
| LAW 202     | Business & Human Right        | Spring 2010 | 3                | 2              | D     |
| FIN 202     | Financial Management I        | Spring 2010 | 3                | 3              | D     |
| ACC 208     | Cost & Management Accounting  | Spring 2010 | 3                | 3              | D     |
| MKG 301     | Purchasing and Supply         | Spring 2010 | 3                | 3              | B     |
| MKG 302     | International Marketing       | Spring 2010 | 3                | 3              | D     |
| MKG 303     | Marketing Management          | Fall 2010   | 3                | 3              | D     |
| MKG 304     | Sales Force Management        | Fall 2010   | 3                | 3              | C     |
| MKG 305     | Consumer Behavior             | Fall 2010   | 3                | 3              | C     |
| LAW 203     | Labor Law                     | Fall 2010   | 3                | 3              | D     |
| LAW 301     | Government & Politics         | Fall 2010   | 2                | 2              | C     |
| ECN 301     | Statistics & Mathematics      | Spring 2011 | 2                | 2              | B     |
| CSC 301     | Computer for Business         | Spring 2011 | 2                | 2              | D     |
| ENC 302     | Macro Economics               | Spring 2011 | 2                | 2              | D     |
| RM 302      | Internship Report             | Spring 2011 | 2                | 2              | D     |



### SMU HIGHER INSTITUTE UNDERGRADUATE RECORD

| Course Code | Course Description                          | Semester    | Credits Attempted | Credits Earned | Grade | Quality Points |
|-------------|---|-------------|-------------------|----------------|-------|----------------|
| GEN 150     | Introduction to Biology                     | Spring 2012 | 4                 | 4              | A     | 16.00          |
| GEN 420     | Foundations of Research & Writing           | Spring 2012 | 4                 | 4              | B     | 12.00          |
| GEN 210     | Logic, Proof, & Critical Thinking           | Spring 2012 | 4                 | 4              | A     | 16.00          |
| GEN 220     | US Government, Politics and Global Issues   | Spring 2012 | 4                 | 4              | A     | 16.00          |
| GEN 130     | Foundations of Ethics and Christian Studies | Sum. 2012   | 4                 | 4              | A     | 16.00          |
| GEN 410     | Intro. To Business & Entrepreneur           | Sum. 2012   | 4                 | 4              | B     | 12.00          |
| GEN 250     | General Psychology                          | Sum. 2012   | 4                 | 4              | B     | 12.00          |
| MGT 410     | Strategic Management                        | Fall 2012   | 4                 | 4              | B     | 12.00          |
| MKG 410     | Advertising Marketing                       | Fall 2012   | 4                 | 4              | A     | 16.00          |
| MKG 420     | Brand Strategies                            | Fall 2012   | 4                 | 4              | B     | 12.00          |
| MKG 440     | Marketing Innovation                        | Spring 2013 | 4                 | 4              | A     | 16.00          |
| MKG 480     | Marketing Services                          | Spring 2013 | 4                 | 4              | A     | 16.00          |
| MKG 498     | Marketing Research Project                  | Spring 2013 | 4                 | 4              | B     | 12.00          |

#### Cumulative Totals

Transferred Credits: 76  
Attempted Credits: 52  
Earned Credits: 52  
Total Credits Earned: 128

Quality Points: 184  
GPA: 3.54

Honors: Magna Cum Laude  
Date of Issued: December 6, 2013

Delphine B. Beyam  
REGISTRAR