

Programme Name				Bachelor of Commerce			
Programme Description				Double majors- Banking / Marketing			
Minimum Requirements				Year 13 pass (200) ,with pass in English(50%) & best 3 subject			
Programme Type				DEGREE			
College of Business, Hospitality & Tourism Studies							
BACHELOR OF COMMERCE DEGREE PROGRAMMES							
BCOM BANKING/MARKETING							
Program Structure - with effect from 01 January, 2017							
BANKING				MARKETING			
	UNITS	UNIT TITLE	CP		UNITS	UNIT TITLE	CP
CORE UNITS				CORE UNITS			
1	BNK501	Fundamentals of Banking	12	1	MKT501	Introduction to Marketing	12
2	BNK502	Banking Services and Procedures	16	2	MKT502	Visual Merchandising II	12
3	BNK601	Banking Law	16	3	MKT601	Business Marketing	16
4	BNK602	The Legal Aspects of Banking	16	4	MKT603	Electronic Marketing	16
5	BNK603	Banking Operations & Management	16	5	MKT701	Marketing Research	16
6	BNK701	Banking Risk Management	16	6	MKT703	Service Marketing	16
7	ECN701	Monetary Economics	16	7	MKT705	International Marketing	16
8	FIN701	Investment and Portfolio Analysis	16	8	MGT501	Introduction to Business Management	12
9	FIN502	Financial Institutions & Markets	14	9	MGT601	Operations Management	16
10	MTH507	Mathematics for Social Sciences	12	10	MGT603	Consumer Behavior	16
				11	LNG501	English for Academic Studies	15
ELECTIVES							
<u>ONE LEVEL 6 UNIT (Pre-requisites met)</u>							
							16
<u>TWO LEVEL 7 ELECTIVES (Pre-requisites met)</u>							
							16
							16
							16
					DIA	Directed Industrial Attachment (6 Months)	
TOTAL CREDIT POINTS							361