

Programme Name	Bachelor of Commerce
Programme Description	Double majors- Management / 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 MANAGEMENT/MARKETING							
Program Structure - with effect from 01 January, 2017							
MANAGEMENT				MARKETING			
	UNITS	UNIT TITLE	CP		UNITS	UNIT TITLE	CP
CORE UNITS				CORE UNITS			
1	MGT501	Introduction to Business Management	12	1	MKT501	Introduction to Marketing	12
2	MGT601	Operations Management	16	2	MKT502	Visual Merchandising II	12
3	MGT604	Entrepreneurship & Small Business Management	16	3	MKT601	Business Marketing	16
4	MGT605	Management of Service Operations	16	4	MKT603	Electronic Marketing	16
5	MGT607	Sales Management	16	5	MKT701	Marketing Research	16
6	MGT701	Organizational Analysis and Behavior	16	6	MKT703	Service Marketing	16
7	MGT702	Total Quality Management	16	7	MKT705	International Marketing	16
8	MGT703	Strategic Management	16	8	MGT601	Operations Management	16
9	MGT704	Public Sector Management	16	9	MGT603	Consumer Behavior	16
10	HRM501	Introduction to IR & HRM	12	10	LNG501	English for Academic Studies	15
11	MTH507	Mathematics for Social Sciences	12				
				ELECTIVES			
				<u>TWO LEVEL 6 UNIT</u>			
							16
							16
				<u>ONE LEVEL 7 UNIT FROM</u>			
							16
					DIA	Directed Industrial Attachment (6 Months)	
TOTAL CREDIT POINTS							363