

<b>Programme Name</b>	Bachelor of Commerce
<b>Programme Description</b>	Double majors- Marketing/ IR & HRM
<b>Minimum Requirements</b>	Year 13 pass (200) ,with pass in English(50%) & best 3 subject
<b>Programme Type</b>	DEGREE

College of Business, Hospitality & Tourism Studies							
BACHELOR OF COMMERCE DEGREE PROGRAMMES							
BCOM MARKETING/IR & HRM							
Program Structure - with effect from 01 January, 2017							
	UNITS	UNIT TITLE	CP		UNITS	UNIT TITLE	CP
		<b>CORE UNITS</b>				<b>CORE UNITS</b>	
1	MKT501	Introduction to Marketing	14	1	HRM501	Introduction to IR & HRM	14
2	MKT502	Visual Merchandising II	12	2	HRM602	Management of Industrial Relation	16
3	MKT601	Business Marketing	16	3	LAW604	Labor Law & Ethics	16
4	MKT603	Electronic Marketing	16	4	HRM604	Strategic HRM	16
5	MKT701	Marketing Research	16	5	HRM701	Industrial Relations: Theory & Policy	16
6	MKT703	Service Marketing	16	6	HRM703	HRM & Development	16
7	MKT705	International Marketing	16	7	HRM704	International HRM	16
8	MGT501	Introduction to Business Management	12	8	CIN506	Computer Principles	16
9	MGT601	Operations Management	16	9	ECN705	Labor Economics & Market Analysis	16
10	MGT603	Consumer Behavior	16	10	MGT501	Introduction to Business Management	16
11	MTH507	Mathematics for Social Sciences	12	11	HRM603	Comparative Studies in IR & ER	16
12	LNG501	English for Academic Studies	15				
					<b>ELECTIVES</b>		
					<b><u>ONE LEVEL 6 OR LEVEL 7 ELECTIVE</u></b>		-
							16
					DIA	Directed Industrial Attachment (6 Months)	
<b>TOTAL CREDIT POINTS</b>							<b>367</b>