

Programme Name	Bachelor of Commerce
Programme Description	Double majors- IS /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 IS/MARKETING							
Program Structure - with effect from 01 January, 2017							
IS				MARKETING			
	UNITS	UNIT TITLE	CP		UNITS	UNIT TITLE	CP
CORE UNITS				CORE UNITS			
1	CIN501	Productivity Software	16	1	MKT501	Introduction to Marketing	12
2	CIN502	Information Systems in Organization	16	2	MKT502	Visual Merchandising II	12
3	CSC511	Foundations of Programming	16	3	MKT601	Business Marketing	16
4	CIN603	Systems Analysis and Design	16	4	MKT603	Electronic Marketing	16
5	CIN623	Database Design and Programming	16	5	MKT701	Marketing Research	16
6	CIN628	Internet and Web Programming	16	6	MKT703	Service Marketing	16
7	CIN707	IT Project	16	7	MKT705	International Marketing	16
8	CIN711	Social & Professional Issues in Computing	16	8	MGT501	Introduction to Business Management	12
9	CIN714	Information Systems Management	16	9	MGT601	Operations Management	16
10	LNG501	English for Academic Studies	15	10	MGT603	Consumer Behavior	16
				11	MTH507	Mathematics for Social Sciences	12
ELECTIVES							
<u>ONE LEVEL ELECTIVE</u>							14
<u>ONE LEVEL 6 ELECTIVE UNITS FROM</u>							
				ECN603	Business Statistics		16
				CIN607	Human Computing Interaction		16
				CIN611	Electronic Commerce		16
<u>TWO LEVEL 7 UNIT FROM</u>							
				MKT704	Advertising and Public Relations		16
				CIN706	Cost Benefit Analysis		16
				MGT702	Total Quality Management		16
				CIN710	Data Communications and Network		16
				CIN702	Network Management		16
				CIN713	Software Construction		16
				DIA	Directed Industrial Attachment (6 Months)		
TOTAL CREDIT POINTS							365