

<b>Program name</b>	Bachelor of Commerce
<b>Program Major</b>	Banking and Marketing
<b>Program Description</b>	Double Major
<b>Requirement</b>	Pass in Y13 with 200 out of 400, with 50% or more in English

<b>BCOM – Banking &amp; Marketing with effect from 1<sup>st</sup> January 2018</b>		
<b>Year 1: Semester1</b>		
<b>Course code</b>	<b>Course Name</b>	<b>Credit Points</b>
BNK501Sem Pre-req Year 13)	Fundamentals of Banking	15
BNK503Sem Pre-req Year 13)	Role of a Professional Teller	15
MGT501Sem Pre-req Year 13)	Introduction to Business Management	15
HRM501Sem Pre-req Year 13)	Introduction to IR & HRM	15
<b>Year 1: Semester 2</b>		
BNK502Sem Pre-req Year 13)	Banking Services and Procedures	15
MKT501Sem Pre-req Year 13)	Introduction to Marketing	15
BNK504Sem (Pre-req Year 13)	Bank Security	15
LNG501Sem Pre-req Year 13)	English for Academic Studies	15
<b>Total Credit Points</b>		<b>60</b>
<b>Year 2 Semester 1</b>		
MKT601Sem	Business Marketing	15
BNK601Sem (Pre-req : BNK501/BNK502)	Banking Law	15
MKT603Sem (pre-req MGT501)	Electronic Marketing	15
BNK603Sem (Pre-req : BNK501/BNK502)	Banking Operations & Management	15
<b>Total Credit Points</b>		<b>60</b>
<b>Year 2 Semester 2</b>		
MGT605Sem (pre-req MGT501)	Management of Service Operation	15
ECN603Sem (Pre-req Year 13)	Business Statistics	15
MGT603Sem (pre-req MGT501)	Consumer Behaviour	15
MGT607Sem (pre-req MGT501)	Sales Management	15
<b>Total Credit Points</b>		<b>60</b>

<b>Year 3: Semester 1</b>		
MKT701Sem (pre-req MGT601)	Marketing Research	<b>15</b>
BNK701Sem (Pre-req BNK603)	Banking Risk Management	<b>15</b>
MKT702Sem (pre-req MGT601)	Strategic Marketing	15
Elective : Any 1 course from any discipline for which pre- requisite is met	XXX7	15
	<b>Total Credit Points</b>	<b>60</b>
<b>Year 3: Semester 2</b>		
MKT703Sem (pre-req MKT501)	Service Marketing	15
MKT704Sem (pre-req MKT601)	Advertising and Public Relations	15
MKT705Sem (pre-req MKT501)	International Marketing	15
Electives : Any 1 level 7 course from any discipline for which pre-requisite is met	XXX7	15
	<b>Total Credit Points</b>	<b>60</b>
	<b>Total</b>	<b>360</b>
<b>Directed Industrial Attachment (4 Months): Assisting with Employment</b>		