

<b>Program name</b>	Bachelor of Commerce
<b>Program Major</b>	Management 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 – Management &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>
MKT501Sem Pre-req Year 13)	Introduction to Marketing	15
LNG501Sem Pre-req Year 13)	English for Academic Studies	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>		
<b>MKT502Sem</b> Pre-req Year 13)	<b>Visual Merchandising</b>	15
<b>Electives: Any 3 level 5 course from any program for which pre-requisites are met</b>	<b>XXX5</b>	15
	<b>XXX5</b>	15
	<b>XXX5</b>	15
	<b>Total Credit Points</b>	<b>60</b>
<b>Year 2 Semester 1</b>		
MGT601Sem	Operations Management	15
MKT601Sem (Pre-req :MKT501/MKT502)	Business Marketing	15
MGT604Sem (pre-req MGT501)	Entrepreneurship & Small Business Management	15
MGT603Sem	Consumer Behaviour	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	
MGT607Sem (pre-req MGT501)	Sales Management	15
MKT603 Sem (pre-req MKT501)	Electronic Marketing	15
	<b>Total Credit Points</b>	<b>60</b>
<b>Year 3: Semester 1</b>		
MGT701Sem (pre-req MGT601)	Organizational Analysis & Behaviour	<b>15</b>

MKT701Sem	Marketing Research	
MGT702Sem (pre-req MGT601)	Total Quality Management	15
MKT703 (pre-req MKT601)	Service Marketing	15
	<b>Total Credit Points</b>	<b>60</b>
<b>Year 3: Semester 2</b>		
MGT703Sem (pre-req MGT501)	Strategic Management	15
MGT704Sem (pre-req MGT601)	Public Sector Management	15
MKT705 Sem (pre-reqMKT501)	International Marketing	15
MKT702Sem (pre-reqMKT501)	Strategic Marketing	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>		