

Program Name	Bachelor of Commerce
Program Description	Double Majors- Economics /Marketing
Minimum Requirements	Pass in Year 13, with 50% or more marks in English
Program Type	Degree

Course Code	Course Name	Credit Points
	Core Courses:	
	Year 1: Semester 1	
HRM501Sem (Pre-req Year 13)	Introduction to IR & HRM	15
FIN501Sem (Pre-req Year 13)	Fundamentals of Finance	15
ECN502Sem (Pre-req Year 13)	Introduction to Microeconomics	15
MGT501Sem (Pre-req Year 13)	Introduction to Business Management	15
	Total	60
	Year 1: Semester 2	
ECN501Sem (Pre-req Year 13)	Introduction to Macroeconomics	15
MKT501Sem (Pre-req Year 13)	Introduction to Marketing	15
LNG501Sem (Pre-req Year 13)	English for Academic Studies	15
Elective: 1 x Level 5	1 Level 5 course from any discipline for which Pre-requisite is met (1 x15 CP)	15
	Total	60
	Year 2: Semester 1	
MKT601Sem (Pre-req MKT501)	Business Marketing	15
MKT603Sem (Pre-req HRM501Sem)	Electronic Marketing	15
ECN601Sem (Pre-req ECN501Sem)	Intermediate Macroeconomics	15
Elective: 1 Level 6 course	1 level 6 course from any discipline for which pre-requisites are met (1X15 CP)	15
	Total	60
	Year 2: Semester 2	
MGT603Sem (Pre-req MGT501)	Consumer Behaviour	15

MGT607Sem (Pre-req MGT501)	Sales Management	15
ECN602Sem (Pre-req ECN502Sem)	Intermediate Microeconomics	15
ECN603Sem (Pre-req- ECN501Sem and ECN502Sem)	Business Statistics	15
	Total	60
Year 3: Semester 1		
MKT701Sem (Pre-req MGT601)	Marketing Research	15
ECN701Sem (Pre-req ECN601Sem)	Monetary Economics	15
MKT702Sem (Pre-req MGT601)	Strategic Marketing	15
FIN702Sem (Pre-req: ECN601)	Public Finance	15
	Total	60
Year 3: Semester 2		
MKT703Sem (Pre-req MKT501)	Service Marketing	15
ECN702Sem (Pre-req FIN601)	Econometrics	15
MKT704Sem (Pre-req: MKT601)	Advertising and Public Relations	15
MKT705Sem (Pre-req: MKT501)	International Marketing	
	Total	60
	Total Credit Points	360
Directed Industrial Attachment (DIA) 4 months: Assisting with Employment		