

Program name	Bachelor of Commerce
Program Major	Marketing and Information Systems
Program Description	Double Major
Requirement	Pass in Y13 with 200 out of 400, with 50% or more in English

BCOM – Marketing & Information Systems with effect from 1st January 2018		
Year 1: Semester 1		
MKT501Sem (pre-req Year 13)	Introduction to Marketing	15
HRM501Sem Pre-req Year 13)	Introduction to IR & HRM	15
CIN501Sem (pre-req Year 13)	Productivity Software	15
MGT501Sem Pre-req Year 13)	Introduction to Business Management	15
	Total Credit Points	60
Year 1: Semester 2		
LNG501Sem (pre-req Year 13)	English for Academic Studies	15
CIN502 Sem (pre-req Year 13)	Information Systems in Organization	15
CSC511 Sem (pre-req Year 13)	Introduction to C++	15
MKT502Sem (pre-req Year 13)	Visual Merchandising	15
	Total Credit Points	60
Year 2 Semester 1		
MKT601Sem (Pre-req MKT501)	Business Marketing	15
CIN603 Sem (pre-req CIN501)	Systems Analysis and Design	15
MGT603Sem (Pre-req Year 13)	Consumer Behavior	15
CIN623 Sem (pre-req CIN501)	Database Design and Programming	15
	Total Credit Points	60
Year 2 Semester 2		
MKT603 Sem (pre-req MKT501)	Electronic Marketing	15
CIN628 Sem (pre-req CIN501)	Internet and Web Programming	15
Choose 2 Elective: Any 2 level 6 course from any discipline for which pre-requisite is met (2X15 CP)		15

MGT607Sem (pre-req MGT501)	Sales Management	
MGT604Sem (pre-req MGT501)	Entrepreneurship & Small Business Management	
	Total Credit Points	60
Year 3: Semester 1		
MKT703 Sem (pre-req MKT601)	Service Marketing	15
MKT701 Sem (pre-req MKT601)	Marketing Research	15
CIN707Sem	IT Project	
MKT702Sem (pre-req MKT501)	Strategic Marketing	15
	Total Credit Points	60
Year 3: Semester 2		
CIN714Sem (pre-req CIN628)	Information Systems Management	15
MKT705 Sem (pre-reqMKT501)	International Marketing	15
CIN711Sem	Social & Professional Issues in Computing	15
Choose 1 Elective-: Any 1 level 7 course from any discipline for which pre requisite is met		15
MKT704Sem	Advertising & Public Relations	
MGT703Sem	Strategic Management	
	Total Credit Points	60
Total		360
Directed Industrial Attachment (4 Months): Assisting with Employment after passing 50% of the courses		