

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

<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
LNG501 Sem Pre-req Year 13)	English for Academic Studies	15
MGT501 Sem Pre-req Year 13)	Introduction to Business Management	15
HRM501 Sem Pre-req Year 13)	Introduction to IR & HRM	15
<b>Year 1: Semester 2</b>		
MKT502 Sem Pre-req Year 13)	Merchandising and Composition	15
Elective(Choose any 3 from the following)		3x15
MGT502 Sem Pre-req Year 13)	Theory & Practice of Management	
ECN501 Sem Pre-req Year 13)	Introduction to Macroeconomics	
ACC502 Sem Pre-req Year 13)	Operations Management Accounting	
LAW501 Sem Pre-req Year 13)	Commercial Law	
BNK502 Sem Pre-req Year 13)	Banking Services and Procedures	
	<b>Total Credit Points</b>	<b>60</b>
<b>Year 2 Semester 1</b>		
MGT601 Sem	Operations Management	15
MKT601 Sem (Pre-req :MKT501)	Business Marketing	15
MGT604 Sem (pre-req MGT501)	Entrepreneurship & Small Business Management	15
MGT603Sem MKT501 or MGT501	Consumer Behaviour	15
	<b>Total Credit Points</b>	<b>60</b>
<b>Year 2 Semester 2</b>		
MGT605 Sem	Management of Service Operation	15

(pre-req MGT501)		
ECN603Sem (Pre-req ECN501)	Business Statistics	15
MGT607 Sem (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>		
MGT701 Sem (pre-req MGT601 or MGT605 )	Organizational Analysis & Behaviour	<b>15</b>
MKT701 Sem MKT501 or ECN603	Marketing Research	15
MGT702 Sem (pre-req MGT601 or MGT605	Total Quality Management	15
MKT703 <u>Sem</u> (pre-req MKT601 or MKT603)	Service Marketing	15
	<b>Total Credit Points</b>	<b>60</b>
<b>Year 3: Semester 2</b>		
MGT703Sem (pre-req MGT601 or MGT605	Strategic Management	15
MGT704 <u>Sem</u> (pre-req MGT601 or MGT605	Public Sector Management	15
MKT705 <u>Sem</u> (pre-req MKT601 or MKT603)	International Marketing	15
MKT702 <u>Sem</u> (pre-req MKT601 or MKT603)	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>after passing 50% of the courses</b></b>		