Standard curriculum for BSc in Commerce and Marketing

Semester	Code	Module	Credits	Contact hrs per week
1	ECOM121	Foundations in Economics 1	5	2
1	ENGB175	English Language Skills Development 1	0	6
1	ITLM121	Introduction to ICT	5	2
1	MANM121	Introduction to Business	10	4
1	MATM121	Basic Quantitative Skills	5	2
1	SKIM121	Foundations of Knowledge	5	2
Total for semester 1			**30**	
2	ENGB176	English Language Skills Development 2	0	6
2	ITLM102	Web Design and Client-Side Development	5	4
2	ITLM123	Supply Chain Management	5	2
2	LAWM121	Foundations of Law	5	2
2	MANM122	Social Behaviour in Organizations	5	2
2	MKTM121	Introduction to Marketing	5	2
2	SKIM122	Communication in Practice	5	2
Total for semester 2			**30**	
3	ECOM122	Foundations in Economics 2	5	2
3	MKTM123	Marketing Communications	5	2
3	MKTM205	Digital Marketing Concepts and Content Creation	10	4
3	SKIM123	Teamwork in an Intercultural Environment	5	2
3	SOCM121	Complex Social Science Module	5	2
Total for semester 3			**30**	
4	ITLM122	Agile Project Management	5	
4	MKTM124	Marketing Research	5	3
4	MKTM206	Digital Marketing Strategies	10	4
4	MKTM209	Sales Management	5	2
4	STAM121	Basic Statistics	5	
Total for semester 4			**30**	
5	BPSM304	Strategic Management	10	3
5	MKTM122	Global Brand Building	10	
5	FOPM	Free options	10	
Total for semester 5			**30**	
6	ECOM109	Global Business	10	
6	KMEX	Commerce and Marketing Electives	20	
Total for semester 6			**30**	

7	DISM121	Dissertation	10	1
7	PLCM121	Work Placement	20	2

Total for semester 7	**30**

Grand Total	**210**

Contents of module groups

Commerce and Marketing Electives		Credits	Hours
ECOM303	International Economics 1	5	2
HRMM301	Diversity Management	5	
ITLM122	Agile Project Management	5	
MANM306	Corporate Responsibility	5	
MANM309	Startup thinking	5	
MANM310	Operations Management	5	
MKTM207	Marketing of Services	5	4
MKTM208	Consumer Behaviour	5	4
SKIM204	Data Visualization	5	
STAM201	Applied Statistics and IT	5	2

Prerequisites