

Standard curriculum for BSc in Commerce and Marketing

Semester	Code	Module	Credits
1	ECOB106	Business Economics	5
1	SKIB116	Business Presence and Oral Communication	5
1	SKIB115	Critical Analysis & Effective Writing	5
1	ITLB118	Productivity and Digital Collaboration Essentials	5
1	BPSB107	Sustainable Business in Context	10
1	FOP-ENG	English (optional)	0
Total for semester 1			30
2	FINB118	Accounting and Finance for Managers	5
2	LAWB104	Business Law for Managers	5
2	STAB103	Data Literacy	5
2	MANB115	Foundations of Management and Organisation	5
2	MKTB107	Fundamentals of Marketing	5
2	FOP-ENG	English (optional)	0
2	PSX	Pre-Specialisation Electives	5
Total for semester 2			30
3	MANM133	Concepts and Management of Commerce	5
3	MKTM206	Digital Marketing Strategies	5
3	INTM121	EU studies	5
3	MANM131	Logistics Management	5
3	MKTM123	Marketing Communications	5
3	SKIM123	Teamwork in an Intercultural Environment	5
Total for semester 3			30
4	ITLM122	Agile Project Management	5
4	STAM121	Basic Statistics	5
4	MKTM205	Digital Marketing Concepts and Content Creation	10
4	SKIM125	Research Methods	5
4	MKTM209	Sales Management	5
Total for semester 4			30
5	MKTM122	Global Brand Building	10
5	ECOM109	Global Business	10
5	BPSM304	Strategic Management	10
Total for semester 5			30
6	KMEX	Commerce and Marketing Electives	20
6	FOPM	Free options	10
Total for semester 6			30

7	DISM121	Dissertation	10
7	PLCM121	Work Placement	20

Total for semester 7	30
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Grand Total	210
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Contents of module groups

Commerce and Marketing Electives

ECOM123	International Economics	5
ITLM102	Web Design and Client-Side Development	5
ITLM123	Supply Chain Management	5
MANM130	Corporate Governance	5
MANM132	Strategic Procurement	5
MKTM124	Marketing Research	5
MKTM207	Marketing of Services	5
MKTM208	Consumer Behaviour	5
SOCM121	Complex Social Science Module	5

English (optional)

ENGB177	Professional English for Business 1	0
ENGB178	Professional English for Business 2	0

Pre-Specialisation Electives

ARTB110	Introduction to Visual Culture	5
DIPB111	Introduction to Political Science	5
MANB101	Business Ethics	5
PSYB111	Introduction to Psychology	5

Prerequisites