

Standard curriculum for BSc in Commerce and Marketing

Semester	Code	Module	Credits
1	ECOM121	Foundations in Economics 1	5
1	ENGB175	English Language Skills Development 1	0
1	ITLM121	Introduction to ICT	5
1	MANM121	Introduction to Business	10
1	MATM121	Basic Quantitative Skills	5
1	SKIM121	Foundations of Knowledge	5
Total for semester 1			30
2	ENGB176	English Language Skills Development 2	0
2	ITLM102	Web Design and Client-Side Development	5
2	ITLM123	Supply Chain Management	5
2	LAWM121	Foundations of Law	5
2	MANM122	Social Behaviour in Organizations	5
2	MKTM121	Introduction to Marketing	5
2	SKIM122	Communication in Practice	5
Total for semester 2			30
3	ECOM122	Foundations in Economics 2	5
3	MKTM123	Marketing Communications	5
3	MKTM205	Digital Marketing Concepts and Content Creation	10
3	SKIM123	Teamwork in an Intercultural Environment	5
3	SOCM121	Complex Social Science Module	5
Total for semester 3			30
4	ITLM122	Agile Project Management	5
4	MKTM124	Marketing Research	5
4	MKTM206	Digital Marketing Strategies	10
4	MKTM209	Sales Management	5
4	STAM121	Basic Statistics	5
Total for semester 4			30
5	BPSM304	Strategic Management	10
5	ECOM109	Global Business	10
5	MKTM122	Global Brand Building	10
Total for semester 5			30
6	FOPM	Free options	10
6	KMEX	Commerce and Marketing Electives	20
Total for semester 6			30
7	DISM121	Dissertation	10

Total for semester 7	30
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Grand Total	210
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Contents of module groups**Commerce and Marketing Electives**

ECOM303	International Economics 1	5
HRMM301	Diversity Management	5
MANM306	Corporate Responsibility	5
MANM309	Startup thinking	5
MANM310	Operations Management	5
MKTM207	Marketing of Services	5
MKTM208	Consumer Behaviour	5
SKIM204	Data Visualization	5
STAM201	Applied Statistics and IT	5

Prerequisites