

F. ANNEXES

ANNEX 1 – LIST OF COMPULSORY COURSES AND ELECTIVE COURSES

Course Allocation		
Year 1		
Course Type	Course Name	Course Code
Compulsory	Business Communication and Skills for Success	BCS112
Compulsory	Business Mathematics and Statistics	BMS114
Compulsory	Principles of Marketing	POM111
Compulsory	Fundamentals of Management	FOM115
Compulsory	Introduction to Financial Accounting	IFA113
Compulsory	Economics	ECO110
Year 2		
Course Type	Course Name	Course Code
Compulsory	Business Information Systems	BIS214
Compulsory	Management and Cost Accounting	MCA212
Compulsory	Consumer Behaviour	COB211
Compulsory	Human Resource Management	HRM210
Compulsory	Integrated Marketing Communications	IMC213
Compulsory	Business Law	BUL215
Year 3		
Course Type	Course Name	Course Code
Compulsory	Business Finance	BUF310
Compulsory	Organisation Organisational Behaviour	ORB311
Choose 4 electives from the below *		
Elective	Global Marketing	GLM313
Elective	Public Relations	PUR312
Elective	Leading Organisation Organisational Change	LOC314
Elective	Digital Marketing	DIM315
Elective	Services Marketing	SEM316
Elective	Entrepreneurship and Innovation	EAI317
Year 4		

Course Type	Course Name	Course Code
Compulsory	Graduate Project/Internship	GPI450
Compulsory	Strategic Management	STM411
Choose 4 electives from the below *		
Elective	Business Ethics and Corporate Social Responsibility	BEC412
Elective	Brand Management	BRM410
Elective	International Trade and Finance	ITF413
Elective	Doing Business in Emerging Markets	DBE414
Elective	Strategic Marketing	STM415
Elective	Social Marketing	SOM417

*For a BA Business Management with concentration in Marketing the chosen electives must be marketing-specific:

- Year 3 Marketing-specific electives: Global Marketing, Public Relations, Digital Marketing, Services Marketing
- Year 4 Marketing-specific electives: Business Ethics and Corporate Social Responsibility, Brand Management, Strategic Marketing, Social Marketing

