

PROGRAMME STRUCTURE, COURSE OFFERINGS, AND COURSE SYNOPSES

Programme and Structure

BACHELOR OF COMMERCE IN MANAGEMENT/MARKETING

Level 1

Semester 1

Course Code	Core Courses	L	P	Cr
ACF111	Introduction to Financial Accounting 1	3	0	3.0
BUS111	Introduction to Business Computing	3	3	4.0
Required Courses				
ECO101	Principles of Microeconomics	3	0	3.0
MAT107	Algebra, Trigonometry and Analytic Geometry	3	2	3.7
STAT131	Descriptive Statistics	3	0	3.0
General Education Courses				
ACS111	Academic Communication Skills: English for Academic Purposes	2	2	2.2
GNS113	HIV Prevention, Infection and Management of AIDS	2	0	2.0
Total				20.9

Semester II

Course Code	Core Courses	L	P	Cr
ACF112	Introduction to Financial Accounting 11	3	0	3.0
ACF114	Principles of Finance	3	0	3.0
BUS122	Principles of Marketing	3	0	3.0
BUS134	Principles of Management	3	3	3.0
Required Courses				
ECO102	Principles of Macroeconomics	3	0	3.0
MAT108	Calculus for Business and Social Sciences	3	2	3.7
General Education Courses				
ACS112	Academic Communication Skills: English for Specific Purposes	2	2	2.2
Total				20.9

Level 2

Semester III

Course Code	Core Courses	L	P	Cr
ACF211	Intermediate Financial Accounting I	3	0	3.0
ACF213	Introduction to Cost and Management Accounting	3	0	3.0
BUS211	Management Information Systems I	3	0	3.0
BUS221	Marketing Management	3	0	3.0
BUS231	Organisational Theory and Behaviour I	3	0	3.0
Required Courses				
LAW213	Commercial Law I	3	0	3.0
ECO201	Microeconomics I	3	0	3.0
ECO203	Macroeconomics I	3	0	3.0
Total				24.0

Semester IV

Course Code	Core Courses	L	P	Cr
ACF212	Intermediate Financial Accounting II	3	0	3.0
BUS202	Business Communication	3	0	3.0

BUS212	Management Information Systems II	3	0	3.0
BUS232	Organisational Theory and Behaviour II	3	0	3.0
Required Courses				
MAT202	Quantitative Techniques	3	2	3.7
LAW214	Commercial Law II	3	0	3.0
STA220	Inferential Statistics	3	0	3.0
Total				21.7

SPECIALISATIONS - Bachelor of Commerce in Management

Level 3

Semester V

Course Code	Core Courses	L	P	Cr
BUS301	Research Methodology	3	0	3.0
BUS303	Entrepreneurship & Small Business Management	3	0	3.0
BUS333	Human Resources Management I	3	0	3.0
BUS335	Industrial Relations System	3	0	3.0
BUS305	Business Environment	3	0	3.0
Required Courses				
ACF315	Introduction to Taxation	3	0	3.0
Total				21.0

Semester VI

Course Code	Core Courses	L	P	Cr
BUS304	Applied Entrepreneurship	3	0	3.0
BUS332	International Business	3	0	3.0
BUS334	Human Resources Management II	3	0	3.0
BUS336	Industrial Relations Practice & Institutions	3	0	3.0
BUS310	Project Management	3	0	3.0
Required Courses				
ACF316	Principles of Auditing	3	0	3.0
ACF320	Taxation Applications	2	3	3.0
Total				20.0

Level 4

Semester VII

Course Code	Core Courses	L	P	Cr
BUS401	Strategic Management I	3	0	3.0
BUS431	Operations Management I	3	0	3.0
BUS433	Human Resource Development	3	0	3.0
BUS435	Purchasing and Supply Chain Management	3	0	3.0
BUS 451	Internship Training	0	6	2.0
BUS499	Research Project	0	6	2.0*
Required Courses				
LAW309	Employment Law	3	0	3.0
Total				19.0

Semester VIII

Course Code	Core Courses	L	P	Cr
BUS402	Strategic Management II	3	0	3.0

BUS412	Strategic Information Systems	3	0	3.0
BUS426	E-Commerce	3	0	3.0
BUS432	Operations Management II	3	0	3.0
BUS 434	Change Management	3	0	3.0
BUS499	Research Project	0	6	2.0
Required Courses				
LAW310	Labour Relations Law	3	0	3.0
Total				20.0

* course runs for two semesters and will be credited in Semester VIII.

SPECIALISATION - Bachelor of Commerce in Marketing

Level 3

Semester V

Course Code	Core Courses	L	P	Cr
BUS301	Research Methodology	3	0	3.0
BUS303	Entrepreneurship & Small Business Management	3	0	3.0
BUS321	Foundations of Marketing Communications	3	0	3.0
BUS323	Global Marketing Environment	3	0	3.0
BUS325	Services Marketing I	3	0	3.0
BUS327	Advertising	3	0	3.0
Total				18.0

Semester VI

Course Code	Core Courses	L	P	Cr
BUS304	Applied Entrepreneurship	3	0	2.0
BUS320	Marketing Research	3	0	3.0
BUS322	Marketing Communications	3	0	3.0
BUS324	Global Marketing Management	3	0	3.0
BUS326	Services Marketing II	3	0	3.0
BUS 328	Introduction to Tourism Marketing	3	0	3.0
Required Course				
JMC354	Advertising Layout and Production	2	3	3.0
Total				20.0

Level 4

Semester VII

Course Code	Core Courses	L	P	Cr
BUS401	Strategic Management I	3	0	3.0
BUS421	Public Relations	3	0	3.0
BUS423	Tourism Marketing	3	0	3.0
BUS425	Strategic Marketing Management	3	0	3.0
BUS427	Sales Management	3	0	3.0
BUS 451	Internship Training	0	6	2.0
BUS499	Research Project	0	6	
2.0*				
Total				19.0

Semester VIII

Course Code	Core Courses	L	P	Cr
BUS402	Strategic Management II	3	0	3.0
BUS412	Strategic Information Systems	3	0	3.0
BUS422	Consumer Behaviour	3	0	3.0
BUS424	Applied Marketing	3	0	3.0
BUS 426	E-Commerce	3	0	3.0
BUS499	Research Project	0	6	2.0

Required Courses

LAW310	Labour Relations Law	3	0	3.0
Total				20.0

* course runs for two semesters and will be credited in Semester VIII.

Courses Offered to Other Faculties

Course Code	Core Courses	L	P	Cr
Semester V				
BUS001	Foundations of Entrepreneurship and Small Business Development	3	0	3.0

Course Code	Elective Courses	L	P	Cr
Semester V				
BUS305	Business Environment	3	0	3.0
BUS339	The Tourism and Hotel Industry	3	0	3.0

Semester VI				
BUS312	Leadership in Organisations	3	0	3.0

Semester VII				
BUS441	Web Design	2	3	3.0

Semester VIII				
BUS440	Environmental Issues in Business	3	0	3.0