

Program Structure

Common First Two Years for Management Degrees

LEVEL 1: SEMESTER 1			Credit	Notional Hours	Contact Hours
BMG 11013	Management Fundamentals	Compulsory	03	150	45
BMG 11023	Mathematics for Business Decision	Compulsory	03	150	45
BMG 11033	Information and Communication Technology	Compulsory	03	150	45
BMG 11043	Soft Skills in Business Communication	Compulsory	03	150	45
BMG 11053	Microeconomics	Compulsory	03	150	45
DE 11010	English Language for Business 1	Auxiliary			
			15		
LEVEL 1: SEMESTER 2					
BMG 12013	Macroeconomics	Compulsory	03	150	45
BMG 12023	Marketing Fundamentals	Compulsory	03	150	45
BMG 12033	Financial Accounting	Compulsory	03	150	45
BMG 12043	Business Statistics	Compulsory	03	150	45
BMG 12053	Business Information System	Compulsory	03	150	45
DE 12020	English Language for Business 1	Auxiliary			
			15		
LEVEL 2: SEMESTER 1					
BMG 21013	Management Accounting	Compulsory	03	150	45
BMG 21023	Human Resource Management	Compulsory	03	150	45
BMG 21033	Financial Management	Compulsory	03	150	45
BMG 21043	Marketing Management	Compulsory	03	150	45
BMG 21053	Dynamics of Organizational Behavior	Compulsory	03	150	45
			15		
LEVEL 2: SEMESTER 2					
BMG 22013	Managerial Economics	Compulsory	03	150	45
BMG 22023	Business Law	Compulsory	03	150	45
BMG 22033	Advance Financial Accounting	Compulsory	03	150	45
BMG 22043	Supply Chain Management	Compulsory	03	150	45
BMG 22053	Operation Management	Compulsory	03	150	45
BMG 22062	Managerial Soft Skills	Compulsory	02	150	30
			17		

Program Structure – Final 2 Years

Marketing Management

			Credit	Notional Hours	Contact Hours
LEVEL 3: SEMESTER 1					
BMG 31013	Research Methodology	Compulsory	03	150	45
BMM 31014	Marketing Communication	Compulsory	04	200	60
BMM 31024	Project Management	Compulsory	04	200	60
BMM 31034	Consumer Behavior	Compulsory	04	200	60
BMM 31044	Retail Marketing	Compulsory	04	200	60
			19		
LEVEL 3: SEMESTER 2					
BMM 32014	Brand Management	Compulsory	04	200	60
BMM 32022	Industrial Marketing	Compulsory	02	100	30
BMM 32034	Digital Marketing	Compulsory	04	200	60
BMM 32043	Corporate Social Responsibility & Ethics	Optional	03	150	45
BMG 32053	Entrepreneurship	Optional		150	45
BMM 32064	Service Marketing	Compulsory	04	200	60
			17		
LEVEL 4: SEMESTER 1					
BMM 41014	Strategic Marketing Management	Compulsory	04	200	60
BMM41023	Sustainable Marketing	Optional	03	150	45
BMM 41053	Global Marketing	Optional		150	45
BMM 41034	Package Based Data Analysis	Compulsory	04	200	60
BMM 41044	Marketing Consultancy	Compulsory	04	200	60
			15		
LEVEL 4: SEMESTER 2					
BMG 42013	Seminar for Research Communication	Compulsory	03	150	45
BMG 42028	Dissertation	Compulsory	08	300	120
BMG 42036	Internship in Marketing	Compulsory	06	300	90
			17		
			130		