

## Marketing Program Structure

<b>First Level</b>					
<b>Semester 1:</b>			<b>Semester 2:</b>		
1	English – 1	LANG101	1	Profession Ethics	HUM110
2	Management in a Global Context	BMGT100	2	Research and Academic Writing	LANG102
3	Introduction to Marketing	BMRK100	3	Discovering Business	BMGT112
4	Introductory Economics	ECO100	4	Organisational Behaviour	BBMGT113
5	Principles of Financial Accounting I	BACC100	5	Introduction to Accounting and Finance	BFIN110
6	Pure Mathematics for Business	BMGT101	6	Mathematics of Finance	BMGT114
<b>Second Level</b>					
<b>Semester 1:</b>			<b>Semester 2:</b>		
1	Critical Thinking	HUM200	1	Human Rights	HUM210
2	Principles of Financial Accounting II	BACC200	2	International Trade	ECO211
3	Human Resource Management	BMGT200	3	Quantitative Methods	BMGT211
4	Sustainable Development	ECO200	4	Fundamentals of Marketing	BMRK211
5	Fundamentals of Finance	BFIN200	5	Commercial Law	BMGT211
6	Elective - 1		6	Elective - 2	



<b>Third Level</b>			
<b>Semester 1:</b>		<b>Semester 2:</b>	
<b>Internship</b>		1	Strategic Management BMGT313
1	Enterprise: Concepts and Issues BMGT300	2	Business Research Methods BMGT314
2	Intermediate Financial Accounting I BACC300	3	Intermediate Financial Accounting II BACC313
3	Corporate Finance BFIN300	4	Elective - 4
4	Elective - 3		
5	Financial Markets Theory BFIN301	5	Mergers and Acquisitions BFIN313
6	Equity Markets and Fund Management BFIN302	6	International Finance BFIN314
<b>Fourth Level</b>			
<b>Semester 1:</b>		<b>Semester 2:</b>	
1	Graduation Project I BFIN400	1	Graduation Project II BFIN410
2	Business Feasibility Study BMGT401	2	Operations Management BMGT414
3	Management Accounting in Organizations BACC401	3	Financial Intermediation BFIN413
4	Elective - 5	4	Elective - 6
5	Applied Financial Modeling BFIN401	5	Financial Derivatives BFIN414
6	International Bond and Currency Markets BFIN402	6	Contemporary Issues in Finance BFIN415