

BACHELOR OF COMMERCE IN MARKETING AND MANAGEMENT SCIENCE



DURATION

4 Years

ACCREDITATION

HEA/ZAQA

ZQF

Level 7

MODE OF DELIVERY

Online / Contact / Blended

INTRODUCTION

The Bachelor of Commerce in Marketing and Management Science is an advanced level, higher education qualification suitable for students who aspire to be managers with specialisation in marketing and management.

The qualification will future-proof you for a professional career in the exciting field of marketing by providing you with the technical knowledge and skills to drive a business, both strategically and creatively.

This degree is supported by our Quality Assurance partner and Curriculum Advisor, IMM Graduate School, ensuring the highest standards of excellence.

ADMISSION CRITERIA

- **A high school certificate with a minimum of 5 subjects passed with 50% or more.**
- **English Language as a subject.**
- **Maths as a subject.**

Applications for Recognition of Prior Learning will be reviewed on a case-by-case basis and approved at the discretion of the University Senate.

Specialise in one of the following:

- Supply Chain Management
- Project Management



SUPPLY CHAIN MANAGEMENT SPECIALISATION

This specialisation imparts crucial supply chain management skills across various sectors, covering purchasing, supplier management, logistics, operations, and distribution.

Emphasis is placed on strategic application, which includes planning, processes, and controls in diverse organisational contexts.

PROJECT MANAGEMENT SPECIALISATION

This specialisation will equip you with essential competencies for effective project management.

You will gain a comprehensive understanding of theories, methodologies, and practices, integrating them seamlessly for successful project execution within strategic business contexts.

CURRICULA

MARKETING AND MANAGEMENT SCIENCE

	YEAR 1	YEAR 2	YEAR 3	YEAR 4
CORE MODULES	Academic Skills Development - ASD Business Management 1 - BM101B Business Statistics - BS101B Economic Principles - ECOP101B Financial Management 1 - FM101B Marketing 1 - MAR101B	Business Management 2 - BM202B Research: Theory - RT201B Sales and Key Accounts Management - SKAM201B Financial Management 2 - FM202B Marketing 2 - MAR202B	Marketing 3 - MAR303B Business Management 3 - BM303B Business Project - BP304 Marketing Research: Project - MRP302B Digital Marketing Application - DMA001B	Advanced Digital Marketing - ADM401H Advanced Marketing Application Report - AMAR401H Advanced Research: Theory - ART402H Advanced Research: Theory - ASM401H
ELECTIVES	Project Management 1 - PRM101B Supply Chain Management 1 - SCM101B	Project Management 2 - PRM202B Supply Chain Management 2 - SCM202B	Project Management 3 - PRM303B Supply Chain Management 3 - SCM303B	

LEARNING OUTCOMES

- To demonstrate an understanding of a broad scope of management knowledge and how it applies to the disciplines of management, marketing, and supply chain management.
- To demonstrate a comprehensive understanding of the knowledge regarding economics, financial management, and research as applied to marketing and supply chain activities in relation to the organisation and the business environment in general.
- To collect, analyse, organise, and critically evaluate relevant economic, financial, and marketing-related information to make sound decisions within an organisation.
- To evaluate, apply, and integrate marketing and supply chain knowledge and skills and general business principles to real-life situations, considering societal, ethical, and cultural considerations.

