

Marketing Management

1st Year - 1st Semester

BM0010	Accounting (Compulsory for Non-accounting background)
BM1010	Learning and Study Skills
BM1020	Principles of Management
BM1030	Microeconomics
BM1040	Business Mathematics
BM1050	Information Technology for Business
BM1060	English Language Skills I

1st Year - 2nd Semester

BM1070	Self Management
BM1080	Principles of Marketing
BM1090	Financial Accounting
BM1100	Legal & Political Environment in Business
BM1110	Human Resources Management
BM1120	English Language Skills II

2nd Year - 1st Semester

BM2010	Personal Development Planning
BM2020	Organizational Behavior
BM2030	Management Accounting
BM2040	Macroeconomics
BM2050	Business Statistics
BM2060	Business Communication

2nd Year - 2nd Semester

BM2070	Leadership and Teamwork
BM2080	Operations and Supply Chain Management
BM2090	Business Information Systems
BM2100	Financial Management
BM2110	Operations Research
BM2120	Entrepreneurship
BM2190	Business Internship I (Optional)

3rd Year - 1st Semester

BM3010	Professional Relationships and Networking
BM3020	Project Management
BM3030	Strategic Management
BM3040	E-Commerce
BM3310	Consumer Behavior
BM3320	Sales & Distribution Management

3rd Year - 2nd Semester

BM3050	Ethics, Values and Attitudes
BM3060	Research Methodology
BM3070	Business Law
BM3330	Brand management
BM3340	Marketing planning
1 Elective:	
BM3080	Total Quality Management
BM3350	Service Marketing & Hospitality Marketing
BM3190	Business Internship II (Optional)

4th Year - 1st Semester

BM4010	Career Readiness and Business Etiquette
BM4020	Comprehensive Research Project (Continued to Semester 2)
BM4310	Marketing Research
BM4320	Marketing Strategies for Digital Era
BM4330	Industrial Marketing
1 Elective:	
BM4030	Sustainable Development in Business Environment
BM4340	Social Marketing

4th Year - 2nd Semester

BM4070	Personal Branding and Reputation Management
BM4350	International Marketing
BM4360	Marketing Communication
1 Elective:	
BM4040	Change Management
BM4270	Development Economics
BM4370	Innovation and Product Development