

## Modules to be Offered to Exchange Students for enrolment in 2025/2026

**Faculty:** Faculty of Business

**Programme:** Bachelor of Business Administration in Marketing

**Language:** English

**Mode:** Day Programme

**4LMKTDI**

1. Please [click here](#) to view the **Module Description**.

2. In case of any class time and/or exam time conflict between the selected courses, the student would be required to make necessary changes during enrolment period.

Year 2			To be filled by the Faculty Please indicate the Semester and Quota to be offered.	
Code	Module	Credits	Semester (1st or 2nd)	Quota for exchange students
ENGL2101	English III	3	1st	3
ENGL2102	English IV	3	2nd	3
FINA2120	Business Finance	3	2nd	3
HHRM2120	Human Resources Management	3	2nd	3
LLAW2120	Business Law	3	1st	3
MATH2100	Business Mathematics	3	1st	3
MATH2110	Business Statistics	3	2nd	3
MGMT2120	Organizational Behaviour	3	1st	3
MRKT2100	Principles of Marketing	3	1st	3
MRKT2110	Marketing Management	3	2nd	3

Year 3			To be filled by the Faculty Please indicate the Semester and Quota to be offered.	
Code	Module	Credits	Semester (1st or 2nd)	Quota for exchange students
BUSS1120	Business Ethics	3	1st	3
BUSS3130	Business Research Methods	3	2nd	3
COMM3120	Business Communication	3	1st	3
ENGL3101	English V	3	1st	3
ENGL3102	English VI	3	2nd	3
MRKT2120	Consumer Behaviour	3	2nd	3
MRKT3120	Retail Management	3	2nd	3
MRKT3140	Advertising and Promotion	3	1st	3
MRKT3150	Services Marketing	3	2nd	3
MRKT3160	Marketing Research	3	1st	3