

BSc in Marketing, Innovation & Technology

Course Short Code

MINTI

Course Year

4

Course Offering: 01

[Print PDF](#)

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**\*\*\*\* IMPORTANT MESSAGE \*\*\*\***

The purpose of this information sheet is to allow you view all modules connected to the Qualification, optional and core.

You should print this sheet out and then continue to the next step where your registration will take place.

It is your responsibility to ensure that you register correctly.

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**B.Sc. in Marketing, Innovation and Technology, Year 4, Full-Time**

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**CORE MODULES**

**YEAR LONG**

EF327	High-Technology Entrepreneurship
MG328	Marketing Management & Planning
MT301	Business Strategy
EF412	Year 2 (Contribution)

### **SEMESTER 1**

MT341	Digital Disruption and Sustainable Innovation
MG330	Information Technology in Society
MG333	Marketing Communications

### **SEMESTER 2 - Core Module**

MT353	Sustainable Project Management
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### **SEMESTER 2 - Optional Modules**

**Student must choose two 5 credit modules**

MG331	Innovation, Marketing & New Tech. Foresights
MT319	Advanced Operational Modelling for Business
MT340	Responsible Management & Leadership for Sustainable Business

### **SUMMER SCHOOL MODULE**

Student who successfully completed a pre-approved summer school may register for the following module in place of two 5 credit modules to be approved by programme chair.

MT400	Business Summer School
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## UANEEN MODULES

### **ADDITIONAL NON-CONTRIBUTING MODULE**

UM405	Uaneen Non-Contributing Module	5 Credits
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Last Updated: 23rd June 2023