

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**

### **Students must select all Core Modules**

<b>Module Code</b>	<b>Module Title</b>	<b>Module Credits</b>	<b>Semester</b>
BAA1009	Information Technology in Society	5	Semester 1
ENI1009	AI & Leading Sustainable Innovation	5	Semester 1
MAD1009	Marketing Communications	5	Semester 1
BAA1019	Business Strategy	10	Semester 1 & 2
ENI1002	High-Technology Entrepreneurship	10	Semester 1 & 2
MAD1006	Marketing Management & Planning	10	Semester 1 & 2
MNA1100	Sustainable Project Management	5	Semester 2

## Optional Modules

Students must select two 5 credit modules. Programme Chair Approval Required: Student who successfully completed a pre-approved summer school may register for the module BAA1024 (Business Summer School) in place of two 5 credit modules to be approved by Programme Chair

<b>Module Code</b>	<b>Module Title</b>	<b>Module Credits</b>	<b>Semester</b>
MAD1008	Innovation, Marketing & New Tech. Foresights	5	Semester 2
MNA1012	Advanced Operational Modelling for Business	5	Semester 2
MNA1099	Responsible Management & Leadership for Sustainable Business	5	Semester 2