

BSc in Marketing, Innovation & Technology

Course Short Code

MINT

Course Year

3

Course Offering: 01

[Print PDF](#)

B.Sc. in Marketing, Innovation and Technology, Year 3, Full-Time

******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

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

Last Updated: 23rd June 2023