

BSc in Marketing, Innovation & Technology

Course Short Code

MINT

Course Year

3

Course Offering: 01

[Print PDF](#)

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## **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 |
|-------|--------------------------------|

### **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 |
|-------|------------------------|

### **UANEEN MODULES**

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

UM405

Uaneen Non-Contributing Module

5 Credits

Last Updated: 23rd June 2023