

BSc in Marketing Innovation & Technology (Digital)

Course Short Code

MINTD

Course Year

1

Course Offering: 01

[Print PDF](#)

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## **B.Sc. in Marketing, Innovation and Technology (Digital), Year 1, 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**

#### **SEMESTER 1**

AC116P	Principles of Accounting	5 Credits
EF120P	Mathematics for Business	5 Credits
FB101P	PNU Culture 1	5 Credits
FB105P	Academic Writing	5 Credits
HR204P	Communications	5 Credits
MT116P	Principles of Management	5 Credits

#### **SEMESTER 2**

EF101P	Principles of Microeconomics
EF209P	Principles of Finance
FB103P	PNU Arabic Composition
MG101P	Introduction to Marketing
MT118P	IT Skills and Software Tools for Managers
MT218P	Statistics

No Optional modules attached to this qualification

Last Updated: 13th July 2017