

Bachelor of Commerce – Digital Business Management Curriculum 2019/2020

COURSE CODES	COURSE NAME	PREREQUISITE(S)	CREDITS
SEMESTER 1			
ACCT 1000	Introductory Financial Accounting	None	3
ECON 1000	Microeconomics	None	3
LAW 1000	Business Law	None	3
MKTG 1000	Marketing	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3
SEMESTER 2			
BUS 1500	Business Information Systems	None	3
BUS 1501	Business Communications	None	3
ECON 1500	Macroeconomics	None	3
MGMT 1500	Organizational Behaviour	None	3
STAT 1112	<i>Statistics for Business</i>	None	3
SEMESTER 3			
BUS 2000	Ethics and Values	None	3
HRM 2000	Human Resources Management	None	3
MKTG 2000	Customer Service	MKTG 1000	3
STAT 2112	<i>Quantitative Methods for Business</i>	STAT 1112	3
DEGE	<i>Degree Breadth Elective</i>	None	3
SEMESTER 4			
BUS 2500	e-Commerce	BUS 1500 MKTG 1000	3
BUS 2504	Web Development	None	3
FIN 2500	Financial Management	ACCT 1000	3
MGMT 2500	Operations Management	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3

SEMESTER 5			
BUS 3001	Business Research Methods	MKTG 1000 STAT 1112	3
BUS 3003	e-Business Information Systems and Technology	BUS 2500	3
BUS 3004	Business Career Development	None	0
MKTG 2500	Consumer Behaviour	MKTG 1000	3
BDGE	<i>Business Degree Elective</i>	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3
SEMESTER 6			
DIGI 3502	Database Systems	None	3
MKTG 3500	Digital Marketing	MKTG 2500	3
SCM 3503	Introduction to Supply Chain Management	MGMT 2500	3
BDGE	<i>Business Degree Elective</i>	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3
DIGI 3099	PAID WORK TERM (Summer)		
SEMESTER 7			
BUS 4005/BUS 4006	Business to Consumer/Mobile Development	BUS 2500 MKTG 3500	3
DIGI 4000/DIGI 4001	CRM and Data Mining/Data Science for Business Analytics	SCM 3503	3
MGMT 4002	Product Management	MKTG 3500	3
BDGE	<i>Business Degree Elective</i>	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3
SEMESTER 8			
DIGI 4501	Applied Business Project	Completion of Semester 7	3
DIGI 4502	Current Issues in e-Business and Marketing	Completion of Semester 7	3
MGMT 4500	Quality Management	MGMT 2500	3
BDGE	<i>Business Degree Elective</i>	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3