

BSc in Marketing Innovation & Technology (Digital)

Course Short Code

MINTD

Course Year

1

Course Offering: 01

[Print PDF](#)

**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

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|--------|---|
| 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