

Faculty of Business and Tourism			
Master of Business Administration			
Concentration: Marketing and Social Media			
Code	Course Title	Credits	Pre-requisites
Core Requirements		46	
ECO510	Business Economics for Decision Making	8	-
FIN510	Financial Accounting Analysis	8	-
HRM510	Current Issues in Human Resources Management	8	-
MGT510	Corporate Governance and Leadership	8	-
MKT510	Contemporary Marketing Management	8	-
STA510	Decision Making and Quantitative Business Methods	6	-
Major Requirements		74	
MKT610	Marketing Research	9	MKT510
MBA630	Business Strategy	9	MGT510
MSM610	Online Communication Tools	9	MKT510
MSM620	Social Media Marketing Strategy	9	MKT510
MSM630	Digital Branding	9	MKT510
MSM680	Internship in Marketing and Social Media	5	Upon Authorisation
MSM695	MBA Thesis- Marketing and Social Media	24	Upon Authorisation