

## MSc in Marketing Business Management – Curriculum Chart

### Term 1

Courses	Credits	Code	Prerequisites	Type
Statistical Analysis	2			Compensatory
Electronic Commerce	2			E
Advanced Research Methodology	2			R
Advanced Management and Organizational Theories	2			R
Advanced Marketing and Market Management	2			R
<b>Total Credits</b>	<b>10</b>			

### Term 2

Courses	Credits	Code	Prerequisites	Type
Business Planning	2			Compensatory
Sale Management	2			E
Customer Relationship Management	2			E
Advanced Strategic Management	2			R
Advanced Human Resources Management	2			R
<b>Total Credits</b>	<b>10</b>			

### Term 3

Courses	Credits	Code	Prerequisites	Type
Principles of Business Negotiation, Correspondence, and Contracts	2			E
Supply Chain Management	2			E
Advertisement and Branding Management	2			E
Internship	2			E
Consumer Behavior	2			R
<b>Total Credits</b>	<b>10</b>			

### Term 4

Courses	Credits	Code	Prerequisites	Type
Thesis	6			
<b>Total Credits</b>				

Course Types: R=Required      C=Core      E=Elective