

BSF 2103	Financial Services Marketing	4
BBS 2101	Business Statistics	4
BSA 2103	Principles of Accounting	4
		19
Semester Two		
BSF 2201	Insurance Practices	4
BSA 2204	Taxation & Tax Management	4
BBE 2208	Macroeconomics	3
BSF 2202	Portfolio Management	4
BBS 2208	Business Research skills	2
	Electives (Choose any one)	
BSF 2203	Lending & Risk Management*	3
BSF 2204	Microfinance Operations**	3
		20
Recess Semester		
BSF 2301	Field Attachment	5
YEAR THREE Semester One		
BHR 3105	Human Resource Management	3
BEM 3102	Entrepreneurship Development	3
BSF 3101	Treasury Management in MFI	4
BSF 3102	Monetary & Fiscal Policy	4
BSF 3103	Quantitative Finance Analysis II	4

Electives (Choose one)		
BSF 3104	International Finance*	3
BSF 3105	Delinquency and Risk management**	3
		21
Semester Two		
BSF 3201	Financial Services Law	4
LGD 3204	Business Ethics	3
BSF 3202	Financial Strategy	3
BSF 3203	Economic Investment Appraisal	4
BSF 3206	Microfinance Reporting Systems	3
	Electives (Choose one)	
BSF 3204	Mutual and Pension Fund management*	4
BSF 3205	Management Information Systems**	4
		21

Year One 38
Year Two 39
Year Three 42
Field Attachment 5
Total 124

BACHELOR OF SCIENCE IN MARKETING

Aims and Objectives

The overall objective of the BSC in Marketing is to produce professional graduates who are technically and intellectually competent to build careers in organizations as marketing executives and marketing managers.

Specific Objectives

- To provide students with a comprehensive knowledge and understanding of a wide range of marketing management disciplines
- To enhance students understanding of the central role of marketing in an organization
- To provide students with a route for progressing their careers in marketing

- To fill the existing gap in Uganda for professional marketers to competently and effectively handle the marketing task in public and private enterprises

Programme Structure

A summary of the curriculum is shown below .70 percent of the courses on the program are marketing courses, while 30 percent includes other business management courses.

CODE	TITLE	CU
Year One Semester One		
BSM 1101	Principles of Marketing	4
BSM 1102	Principles of ICT for Marketers	5

BBA 1104	Business Communication Skills	3
BBA 1106	Business Administration	4
BSA 1102	Principles of Accounting	4
	Credit Units	20
Year One Semester Two		
BSM 1201	Understanding Customers	4
BSM 1202	Product Planning & Management	4
BSM 1203	Business Law	4
BSM 1204	Business Economics	4
BBA 1203	Principles of Management	4
	Credit Units	20
YEAR TWO Semester One		
BSM 2101	Marketing Research & Information Systems	4
BSM 2102	Selling and Sales Management	4
BSM 2103	Marketing Channels	4
BBS 2101	Business Statistics	4
	Electives (Choose one)	
BSM 2104	Retail Marketing	3
BSM 2105	Agricultural Marketing	3
	Credit Units	19
BSM 2201	Services Marketing	4
BSM 2202	Marketing Modeling	4

BSM 2203	Cost & Management Accounting	4
BSM 2204	Managerial Finance	4
	Electives (Choose one)	
BSM 2205	Tourist Destination Marketing	3
BSM 2206	Export and Import Management	3
	Credit Units	19
BSM 2301	Marketing Project Work	5
YEAR THREE Semester One		
BSM 3101	Marketing Communications	4
BSM 3102	E-Marketing & Web Design	4
BEM 3102	Entrepreneurship Development	3
BHR 3103	Principles of Human Resource Management	4
	Electives (Choose one)	
BSM 3103	Hospitality Marketing	3
BSM 3104	Entrepreneurial Marketing	3
	Credit Units	18
BSM 3201	International Marketing	4
BSM 3202	Strategic Marketing Management	4
BSM 3203	Marketing Case Study	4
LGD 3203	Business Ethics	2
	Electives (Choose one)	
BSM 3204	Brand Management	3
BSM 3205	Price Management	3
	Credit Units	17

BACHELOR OF TRANSPORT AND LOGISTICS MANAGEMENT

Aims and Objectives

The overall aim of the Bachelor's degree in transport and logistics management is to produce high – quality professional graduates in the field of transport and logistics management with a clear understanding of the foundation and aspects of transport / logistics and general business management.

Specific objectives

- a) To increase the number of trained people in the areas of transport and logistics management in the country and therefore build capacity in the procurement field.

- b) Avail and opportunity to aspiring managers and practitioners to acquire formal and professional training in the transport and logistics management.
- c) Enhance research competences of the staff in faculties and research departments in the field of purchasing and supply management

Programme Structure

YEAR ONE		CU
BBA 1106	Business Administration	4