

INSTITUTE OF MANAGEMENT AND TECHNOLOGY, ENUGU
Marketing

National Diploma 1st Semester

S/N	Course Code	Course Title	Credit Load	Department Offering Course
1	GNS 101	Use Of English	2	Language Studies
2	ACC 111	Principles Of Account 1	3	Accountancy
3	BAM 111	Introduction To Business	2	Business Administration And
4	COM111	Computer Appreciation	4	Computer Science
5	MKT 111	Fundamentals Of Marketing 1	3	Marketing
6	BAM 115	Business Mathematics 1	3	Statistics
7	BAM 113	Principles Of Law	2	Legal Studies
8	BAM 114	Principles Of Economics 1	2	Banking And Finance
9	PAS 111	Principles Of Purchasing	2	Marketing
10	GNS 127	Citizenship Education	1	Social Sciences And Humanities
11	BAM 123	Introduction To Social Psychology	2	Social Sciences And Humanities

National Diploma 2nd Semester

S/N	Course Code	Course Title	Credit Load	Department Offering Course
1	PAS 211	Practice Of Purchasing	2	Purchasing And Supply
2	BAM 122	Business Mathematics 11	3	Statistics
3	BAM 124	Principles Of Economics	2	Banking And Finance
4	MKT 126	Principles Of Selling	3	Marketing
5	COM121	Computer Appreciation 11	4	Computer Science
6	ACC 121	Principles Of Accounts 11	3	Accountancy
7	MKT 121	Fundamentals Of Marketing	3	Marketing
8	MKT 123	Consumer Behaviour	3	Marketing
9	GNS 102	Communication In English	2	Language Studies
10	EED 126	Introduction To Entrepreneurship	2	Business Administration And
11	GNS 121	Citizenship Education	2	Social Science And Humanities

Higher National Diploma 1st Semester

S/N	Course Code	Course Title	Credit Load	Department Offering Course
1	GNS 301	Use Of English 111	2	Language Studies
2	BAM 412	Managerial Economics 1	2	Banking And Finance
3	GNS 322	Social Psychology	2	Social Science And Humanities
4	ACC 314	Business Finance 1	3	Banking And Finance
5	BAM 313	Quantitative Studies In Business	2	Business Administration And
6	MKT 311	Legal Aspects Of Marketing	2	Legal Studies
7	MKT 312	Sales Management	2	Marketing
8	MKT 313	Agricultural Marketing	2	Marketing
9	COMM 300	Information Technology	3	Computer Science

Higher National Diploma 2nd Semester

S/N	Course Code	Course Title	Credit Load	Department Offering Course
1	GNS 302	Communication In English 111	2	Language Studies
2	ACC 323	Business Finance 11	3	Banking And Finance
3	BAM 422	Managerial Economics 11	2	Banking And Finance
4	BAM 327	Research Methodology	2	Marketing
5	ACC 312	Advanced Costing	3	Accountancy
6	MKT 321	Industrial Marketing	2	Marketing
7	MKT 322	Distribution Management And Logistics	2	Marketing
8	MKT 324	Marketing Planning And Control	2	Marketing