

**HONG KONG METROPOLITAN UNIVERSITY**  
**(Formerly The Open University of Hong Kong)**

**Programme Requirements for Bachelor of Business Administration with Honours in Global Marketing and Supply Chain Management (BBAHGMSMJ)**

To be eligible for the award of the **Bachelor of Business Administration with Honours in Global Marketing and Supply Chain Management**, a student shall obtain the required number of credits specified below for the Year of entry, in courses prescribed and detailed on the programme tables.

For students admitted via Year 1 entry in or after 2021/22, via Year 2 entry in or after 2022/23 and via Year 3 entry in or after 2023/24, they must complete the four University Core Values Modules, namely Core Value I (Integrity), Core Value II (Fairness), Core Value III (Perseverance), and Core Value IV (Innovation) for graduation.

**Year 1 Entry**

A student admitted to the programme through Year 1 Entry needs to complete a total of 160 credits of which no more than 40 credits should be taken at Foundation Level. A student is required to complete:

1. 70 credits of core courses in Tables 1, 2, 3 and 5;
2. 15 credits of prescribed courses in Table 6;
3. 40 credits of concentration core courses in Table 7;
4. 15 credits of concentration elective courses from Table 8;
5. 20 credits of purpose-designed General Education courses<sup>#</sup>; and
6. All four Global Immersion Programme in Table 9 (applicable for full-time students only).

*# Note: Please refer to the updated list of purpose-designed General Education courses posted on the University website ([www.hkmu.edu.hk/FT\\_GE](http://www.hkmu.edu.hk/FT_GE)).*

**Year 2 Entry**

A student admitted to the programme through Year 2 Entry needs to complete a total of 120 credits of which no more than 20 credits should be taken at Foundation Level. A student is required to complete:

1. 40 credits of core courses in Tables 2, 3 and 5;
2. 15 credits of prescribed courses in Table 6;
3. 40 credits of concentration core courses in Table 7;
4. 15 credits of concentration elective courses from Table 8;
5. 10 credits of purpose-designed General Education courses<sup>#</sup>; and

6. BUS B082F, BUS B083F and BUS B084F in Table 9 (applicable for full-time students only).

# Note: Please refer to the updated list of purpose-designed General Education courses posted on the University website ([www.hkmu.edu.hk/FT\\_GE](http://www.hkmu.edu.hk/FT_GE))

### Year 3 Entry

A student admitted to the programme through Year 3 Entry needs to complete a total of 80 credits. A student is required to complete:

1. 5 credits of a core course from Table 3 or 4;
2. 5 credits of a core course in Table 5;
3. 15 credits of prescribed courses in Table 6;
4. 40 credits of concentration core courses in Table 7;
5. 15 credits of concentration electives courses from Table 8; and
6. BUS B083F and BUS B084F in Table 9 (applicable for full-time students only).

Table 1: Core Course (Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
BUS B200F	Integrated Business Foundation	30	Middle	b

Table 2: Core Course (Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
BUS B220F	Integrated Business Functions	30	Middle	b

Table 3: Core Course (Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
FIN B281F	Finance for Managers	5	Middle	b

Table 4: Core Course (Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
MKT B250F	Introduction to Marketing	5	Middle	b

Table 5: Core Course (Higher Level)

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Level</b>	<b>Course Group for Honours Classification</b>
MGT B398F <sup>1</sup>	Management Policy and Strategy	5	Higher	a or b

Table 6: Prescribed Courses (Higher Level)

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Level</b>	<b>Course Group for Honours Classification</b>
BUS B328F	Investigating Entrepreneurial Opportunities	10	Higher	a or b
BUS B368F	Business Issues and Ethics	5	Higher	a or b

Table 7: Concentration Core Courses (Higher Level)

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Level</b>	<b>Course Group for Honours Classification</b>
IB B461F	International Marketing	5	Higher	a or b
MKT B365F	Services Marketing	5	Higher	a or b
MKT B462F	Strategic Marketing	5	Higher	a or b
SCM B371F	Logistics	5	Higher	a or b
SCM B372F <sup>2</sup>	Operations Management: Concepts and Applications	5	Higher	a or b
SCM B373F	Operations Management: Tools, Models and Analytical Approaches	5	Higher	a or b
SCM B471F	Supply Chain Management I	5	Higher	a or b
SCM B472F	Supply Chain Management II	5	Higher	a or b

Table 8: Concentration Elective Courses (Middle and Higher Level)

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Level</b>	<b>Course Group for Honours Classification</b>
BUS B299F	Business Field Studies	5	Middle	b
BIA B350F	Applied Multivariate Techniques for Business	5	Higher	a or b
BIA B358F	Electronic Business Management	5	Higher	a or b
BIA B452F	Business Intelligence and Big Data Analytics	5	Higher	a or b

Table 9: Global Immersion Programme

Course Code	Course Title
BUS B081F	Global Immersion Programme (Undergraduate Year 1)
BUS B082F	Global Immersion Programme (Undergraduate Year 2)
BUS B083F <sup>3</sup>	Global Immersion Programme (Undergraduate Year 3 (H))
BUS B084F	Global Immersion Programme (Undergraduate Year 4)

**Note:**

1. *Effective from 2022 Spring Term, students are required to take MGT B398F instead of MGT B399F. Students should note that MGT B398F CANNOT be used to claim exemption from any professional accounting/corporate governance examination papers. School's prior approval is required if students would like to enroll to MGT B399F instead of MGT B398F to fulfill the programme requirement. Students who have previously completed BUS B399F are deemed to have completed the requirements for MGT B398F.*

2. *List of course code change:*

Original Course Code	Revised Course Code	Effective Term
MKT B372F	SCM B372F	2019 Spring

3. *Students who have completed BUS B086F would be deemed to have completed the requirements for BUS B083F, and vice versa.*

**Honours Classification**

For the calculation of honours classification of the **Bachelor of Business Administration with Honours in Global Marketing and Supply Chain Management** programme, the best 80 credits in Higher or Middle Level courses will be counted. Among the 80 credits, 40 credits shall be from Group (a) courses and another 40 credits from Group (b) courses.

Group (a) courses shall consist of the best 40 credits from Higher Level courses listed in Tables 5, 6, 7 and 8.

Group (b) courses shall consist of the best 40 credits from courses at Higher or Middle Level listed in the above tables except Table 9, where such credits are not taken into account in Group (a) courses. Further, Group (a) courses shall be weighted the same as Group (b) courses.

Last update: June 2022