

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

**Programme Requirements for Bachelor of Business Administration in Marketing (BBAMKTF)**

To be eligible for the award of the **Bachelor of Business Administration in Marketing**, 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 **Year 1 Entry and Year 3 Entry students** admitted **in the 2018/19 academic year or thereafter**, please refer to Page 1 to 2.

For **Year 2 Entry students** admitted **in the 2018/19 academic year or thereafter**, please refer to Page 3 to 4.

For students admitted **before the 2018/19 academic year**, please refer to Page 5 to 7.

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.

**For Year 1 Entry and Year 3 Entry students admitted in the 2018/19 academic year or thereafter**

**Year 1 Entry**

A student admitted to the programme through Year 1 Entry needs to complete a total of 120 credits of which no more than 40 credits should be taken at Foundation Level. A student is required to complete:

1. 60 credits of core courses in Table 1;
2. 10 credits of core courses from FIN B281F and MGT B399F in Table 2;
3. 30 credits of marketing concentration courses from Table 3;
4. 20 credits of purpose-designed General Education courses #; and
5. All three courses under the Global Immersion Programme in Table 4 (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 40 credits. A student is required to complete:

1. 10 credits of core courses from Table 2, of which MGT B399F must be included;
2. 30 credits of marketing concentration courses from Table 3; and
3. BUS B086F in Table 4 (applicable for full-time students only).

Table 1: Core Courses (Middle Level)

Course Code	Course Title	Credits	Course Level
BUS B200F	Integrated Business Foundation	30	Middle
BUS B220F	Integrated Business Functions	30	Middle

Table 2: Core Courses (Middle Level)

Course Code	Course Title	Credits	Course Level
FIN B281F	Finance for Managers	5	Middle
MKT B250F	Introduction to Marketing	5	Middle
MGT B398F <sup>1</sup>	Management Policy and Strategy	5	Higher

Table 3: Marketing Concentration Courses (Middle and Higher Level)

Course Code	Course Title	Credits	Course Level
BUS B299F	Business Field Studies	5	Middle
BUS B368F	Business Issues and Ethics	5	Higher
MKT B362F	Marketing Research	5	Higher
MKT B363F	Consumer Behaviour	5	Higher
MKT B365F	Services Marketing	5	Higher
MKT B366F	Marketing Communications	5	Higher
IB B461F <sup>2</sup>	International Marketing	5	Higher
MKT B462F	Strategic Marketing	5	Higher

Table 4: Global Immersion Programme

Course Code	Course Title
BUS B081F	Global Immersion Programme (Undergraduate Year 1)
BUS B082F	Global Immersion Programme (Undergraduate Year 2)
BUS B086F <sup>3</sup>	Global Immersion Programme (Undergraduate Year 3(O))

**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. *With effect from the 2019 Spring Term, the following course code has been revised:*

<i>Original Course Code</i>	<i>Revised Course Code</i>
<i>MKT B461F</i>	<i>IB B461F</i>

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

**For Year 2 Entry students admitted in the 2018/19 academic year or thereafter**

**Year 2 Entry**

A student admitted to the programme through Year 2 Entry needs to complete a total of 80 credits of which no more than 20 credits should be taken at Foundation Level. A student is required to complete:

1. 35 credits of core courses from:
  - a. Table 5 (*for students admitted in the 2018/19 academic year*); **OR**
  - b. BUS B220F and FIN B281F in Table 6 (*for students admitted in the 2019/20 academic year or thereafter*);
2. 5 credits of a core course in Table 7;
3. 30 credits of marketing concentration courses from Table 8;
4. 10 credits of purpose-designed General Education courses #; and
5. All two courses under the Global Immersion Programmes 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)).

Table 5: Core Courses (*For students admitted in the 2018/19 academic year*)

Course Code	Course Title	Credits	Course Level
BIS B123F	Business Computing Applications	5	Foundation
BUS B103F	English and Communications for Business I	5	Foundation
BUS B104F	English and Communications for Business II	5	Foundation
BUS B171F	Business Statistics	5	Foundation
ACT B211F	Introduction to Accounting I	5	Middle
ACT B212F	Introduction to Accounting II	5	Middle
BUS B272F	Quantitative Methods for Decision Making	5	Middle
ECON A231F	Introduction to Microeconomics	5	Middle
ECON A232F	Introduction to Macroeconomics	5	Middle
FIN B280F <sup>4</sup>	Introduction to Financial Management	5	Middle
FIN B281F <sup>4</sup>	Finance for Managers	5	Middle
LAW B262F	Business Law I	5	Middle
MGT B240F	Principles and Practices of Management	5	Middle
MKT B250F	Introduction to Marketing	5	Middle

Table 6: Core Courses (*For students admitted in the 2019/20 academic year or thereafter*)

Course Code	Course Title	Credits	Course Level
BUS B220F	Integrated Business Functions	30	Middle
FIN B281F	Finance for Managers	5	Middle

Table 7: Core Course (Higher Level)

Course Code	Course Title	Credits	Course Level
MGT B398F <sup>5</sup>	Management Policy and Strategy	5	Higher

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

Course Code	Course Title	Credits	Course Level
BUS B299F	Business Field Studies	5	Middle
BUS B368F	Business Issues and Ethics	5	Higher
IB B461F <sup>6</sup>	International Marketing	5	Higher
MKT B362F	Marketing Research	5	Higher
MKT B363F	Consumer Behaviour	5	Higher
MKT B365F	Services Marketing	5	Higher
MKT B366F	Marketing Communications	5	Higher
MKT B462F	Strategic Marketing	5	Higher

Table 9: Global Immersion Programme

Course Code	Course Title
BUS B082F	Global Immersion Programme (Undergraduate Year 2)
BUS B086F <sup>7</sup>	Global Immersion Programme (Undergraduate Year 3(O))

**Note:**

4. *FIN B280F and FIN B281F form an excluded combination. Only one of the courses in the excluded combination can count towards a single award.*
5. *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.*

6. *With effect from the 2019 Spring Term, the following course code has been revised:*

<i>Original Course Code</i>	<i>Revised Course Code</i>
<i>MKT B461F</i>	<i>IB B461F</i>

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

**For students admitted before the 2018/19 academic year**

**Year 1 Entry**

A student admitted to the programme through Year 1 Entry needs to complete a total of 120 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 10, 11 and 12;
2. 30 credits of marketing concentration courses from Table 13; and
3. 20 credits of purpose-designed General Education courses #.

*# 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 80 credits of which no more than 20 credits should be taken at Foundation Level. A student is required to complete:

1. 35 credits of core courses from Tables 10 and 11;
2. 5 credits of a core course in Table 12;
3. 30 credits of marketing concentration courses from Table 13; and
4. 10 credits of purpose-designed General Education courses #.

*# 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 40 credits. A student is required to complete:

1. 5 credits of a core course from Table 11;
2. 5 credits of a core course in Table 12; and
3. 30 credits of marketing concentration courses from Table 13.

Table 10: Core Courses (Foundation Level)

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Level</b>
BIS B123F	Business Computing Applications	5	Foundation
BUS B103F	English and Communications for Business I	5	Foundation
BUS B104F	English and Communications for Business II	5	Foundation
BUS B171F	Business Statistics	5	Foundation

Table 11: Core Courses (Middle Level)

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Level</b>
ACT B211F	Introduction to Accounting I	5	Middle
ACT B212F	Introduction to Accounting II	5	Middle
BUS B272F	Quantitative Methods for Decision Making	5	Middle
ECON A231F	Introduction to Microeconomics	5	Middle
ECON A232F	Introduction to Macroeconomics	5	Middle
FIN B280F <sup>8</sup>	Introduction to Financial Management	5	Middle
FIN B281F <sup>8</sup>	Finance for Managers	5	Middle
LAW B262F	Business Law I	5	Middle
MGT B240F	Principles and Practices of Management	5	Middle
MKT B250F	Introduction to Marketing	5	Middle

Table 12: Core Course (Higher Level)

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Level</b>
MGT B398F <sup>9</sup>	Management Policy and Strategy	5	Higher

Table 13: Marketing Concentration Courses (Middle and Higher Level)

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Level</b>
BUS B299F	Business Field Studies	5	Middle
BUS B368F	Business Issues and Ethics	5	Higher
IB B461F <sup>10,11</sup>	International Marketing	5	Higher
MKT B362F	Marketing Research	5	Higher
MKT B363F	Consumer Behaviour	5	Higher
MKT B365F	Services Marketing	5	Higher
MKT B366F	Marketing Communications	5	Higher
MKT B462F <sup>11</sup>	Strategic Marketing	5	Higher

**Note:**

8. *FIN B280F and FIN B281F form an excluded combination. Only one of the courses in the excluded combination can count towards a single award.*
9. *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.*
10. *With effect from the 2019 Spring Term, the following course code has been revised:*

<b>Original Course Code</b>	<b>Revised Course Code</b>
<i>MKT B461F</i>	<i>IB B461F</i>

11. *MKT B469F has been replaced by the following courses:*

<b>Old Courses</b>	<b>Replacement Courses</b>
<i>MKT B469F (10-credit)</i>	<i>MKT B461F (5-credit)</i> <i>MKT B462F (5-credit)</i>

*If students have successfully completed the old course(s) listed in the above table, they are deemed to have satisfied the requirements for the corresponding replacement course(s).*

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