Registration Value Calculations

New students and students entering distance learning programmes for the first time can register for courses with a total maximum registration value of

Hong Kong Metropolitan University

Lee Shau Kee School of Business and Administration

Bachelor of Business Administration with Honours in Marketing Management Suggested Study Pathway - Start from 2022 Autumn Term (6 Years) Vaer 1 Courses Vaer 2 Courses Vaer 1 Course Code Autumn Suggested Study Pathway - Start from 2022 Autumn and after Vaer 2 Courses Vaer 2 Courses Vaer 3 Courses Vaer 4 Courses Vaer 5 Course Title Autumn In In 10 1 ABW Autumn In In 10 1 ABW Authorin In						courses with a to					
Suggested Study Pathway - Start from 2022 Autumn Term (6 Years) It is for students who are were admitted to above programme in Autumn term only. Vair 1 Courses Year 1 Courses Term Couse Code Course Title No. of Credit-units No. of Term Autumn BUS 2000BED An introduction to Business and Management 18 2 Summer BUS 2000BED Shaping Business Coportunities No. of Credit-units No. of Term Autumn BUS 2000BED Shaping Business Coportunities No. of Credit-units No. of Term Autumn BUS 2000BED Shaping Business Coportunities 9 1 Summer BUS 2070BED Communication Skills for Business and Management 9 1 Year 3 Courses Term Couse Code Course Title No. of Credit-units No. of Term Autumn MIT 3006BED Understanding Customers 18 2 Summer BUS 3027BED Creating Futures: Sustainable Enterprise and Innovation 9 1 Year 4 Courses Term Couse Code Course Title No. of Credit-units No. of Term Autumn MIT 3006BED Understanding Customers 18 2 Summer BUS 3027BED Creating Futures: Sustainable Enterprise and Innovation 9 1 Year 4 Courses Term Couse Code Course Title No. of Credit-units No. of Term Autumn MIT 3006BED Understanding Customers 18 2 Year 4 Courses Term Couse Code Course Title No. of Credit-units No. of Term Autumn No. of Credit-units No.				anagement					ntinuing stud	lents, the r	naximum
Rt is for students who are were admitted to above programme in Autumn term only. Valid for (admit term): 2022 Autumn and after				V\							
No. of Credit-units No. of Term Summer No. of Term		At the form of coloring coloring		,					following w	ebpage:	
Var 1 Course Var 2 Course Var 3 Course Var 3 Course Var 4 Course Var 4 Course Var 5 Course Var 5 Course Var 5 Course Var 6 Course Var 7 Course Var 8 Course Var 9 Course Var		It is for students who are	/were admitted to above progrmame in Autumn term only.	Valid for (admit term):	2022 Autumn and after						
Var Course Cour									of Regist	ration V	alue by
Term	Voor 1 Cou	rene						e(S)	te	rm	
Autumn BUS 1000BED An Introduction to Business and Management 18 2 9 9 9 15 0			Course Title	No. of Credit-units	No. of Term			nmer	Autumn	Spring	Summer
Year 2 Courses			An Introduction to Business and Management						9		0
Term	Spring	BUS 1030BED	Making Your Learning Count	6	1		6				
Term	Year 2 Cou	ırses									
Summer BUS 2070BED Communication Skills for Business and Management 9 1 9			Course Title	No. of Credit-units	No. of Term			Year 2	9	9	9
Year 3 Courses Couse Code Course Title No. of Credit-units No. of Term Autumn MKT 3006BED Understanding Customers 18 2 9 9 9 Summer BUS 3027BED Creating Futures: Sustainable Enterprise and Innovation 9 1 9	Autumn	BUS 2007BED	Shaping Business Opportunities	18	2	9	9				
Term	Summer	BUS 2070BED	Communication Skills for Business and Management	9	1			9			
Autumn MKT 3006BED Understanding Customers 18 2 9 9 9	Year 3 Cou	ırses									
Summer BUS 3027BED Creating Futures: Sustainable Enterprise and Innovation 9	Term	Couse Code	Course Title	No. of Credit-units	No. of Term			Year 3	9	9	9
Year 4 Courses Term Couse Code Course Title No. of Credit-units No. of Term Autumn 1 1 1 Autumn 1 1 1 Spring MGT 4002BED 2 Strategic Management 1 Year 5 Courses Term Couse Code Course Title No. of Credit-units No. of Term Autumn MKT 4028BED Marketing in Action 9 1 Autumn MKT 4028BED Marketing in Action 9 9 Spring UNI 1001ABW University Core Values 2 1 Spring UNI 2001BEW Effective Communication and Teamwork 3 1 Spring UNI 3001BEW Entrepreneurial Mindset and Leadership for Sustainability 3 1 Year 6 Courses Term Couse Code Course Title No. of Credit-units No. of Term	Autumn	MKT 3006BED	Understanding Customers	18	2	9	9				
Term	Summer	BUS 3027BED	Creating Futures: Sustainable Enterprise and Innovation	9	1			9			
Autumn	Year 4 Cou	irses									
Autumn ^ Additional 3 Credit-units 3 1 Spring MGT 4002BED ② Strategic Management 18 2 Year 5 Courses Term Couse Code Course Title No. of Credit-units No. of Term 9 1 9	Term	Couse Code	Course Title	No. of Credit-units	No. of Term			Year 4	4	9	9
Spring MGT 4002BED 2 Strategic Management 18 2 9 9	Autumn	UNI 1011ABW	Social Responsibilities	1	1	1					
Year 5 Courses Term Couse Code Course Title No. of Credit-units No. of Term 9 1 3 3 1 3 4 4	Autumn	٨	Additional 3 Credit-units	3	1	3					
Term Couse Code Course Title No. of Credit-units No. of Term Autumn MKT 4028BED Marketing in Action 9 1 Spring UNI 1001ABW University Core Values 2 1 Spring UNI 2001BEW Effective Communication and Teamwork 3 1 Spring UNI 3001BEW Entrepreneurial Mindset and Leadership for Sustainability 3 1 Year 6 Courses Term Couse Code Course Title No. of Credit-units No. of Term	Spring	MGT 4002BED 2	Strategic Management	18	2		9	9			
Autumn MKT 4028BED Marketing in Action 9 1 9 Spring UNI 1001ABW University Core Values 2 1 2 Spring UNI 2001BEW Effective Communication and Teamwork 3 1 3 Spring UNI 3001BEW Entrepreneurial Mindset and Leadership for Sustainability 3 1 Year 6 Courses Term Couse Code Course Title No. of Credit-units No. of Term Year 6 3 0 0	Year 5 Cou	ırses									
Spring UNI 1001ABW University Core Values 2 1 2	Term	Couse Code	Course Title	No. of Credit-units	No. of Term			Year 5	9	8	0
Spring UNI 2001BEW Effective Communication and Teamwork 3 1 3 3 1 3 3 1 3 3 1 1 3 3 1 1 3 3 1 1 3 3 1 1 3 1 1 3 1 1 3 1 1 3 1 1 3 1 1 1 3 1	Autumn	MKT 4028BED	Marketing in Action	9	1	9					
Spring UNI 3001BEW Entrepreneurial Mindset and Leadership for Sustainability 3 1 Year 6 Courses Term Couse Code Course Title No. of Credit-units No. of Term Year 6 3 0 0	Spring	UNI 1001ABW	University Core Values	2	1		2				
Year 6 Courses Term Couse Code Course Title No. of Credit-units No. of Term Year 6 3 0	Spring	UNI 2001BEW	Effective Communication and Teamwork	3	1		3				
Term Couse Code Course Title No. of Credit-units No. of Term Year 6 3 0	Spring	UNI 3001BEW	Entrepreneurial Mindset and Leadership for Sustainability	3	1		3				
Term Couse Code Course Title No. of Credit-units No. of Term Year 6 3 0	Year 6 Cou	ırses									
			Course Title	No. of Credit-units	No. of Term			Year 6	3	0	0
7.000.000	Autumn	۸	Additional 3 Credit-units		1	3					

Courses offered in Summer Term List 1.

Couse Code		Course Title	No. of Credit-units	No. of Term
BUS	1030BED	Making Your Learning Count	6	1
BUS	2070BED	Communication Skills for Business and Management	9	1
BUS	3027BED	Creating Futures: Sustainable Enterprise and Innovation	9	1

 $[\]textcircled{2} \textbf{ This is a two-term course starting in the Spring term with teaching activities in the Summer term. The course will end in the Summer term.}$

Presentation of courses is subject to change without notice. Please refer to the University's web site for the latest courses on offer schedule.

^{**}From any English and/or Chinese 1000-level, 2000-level, 3000-level or 4000-level courses (other than ENGL 1101AED, ENGL 1202EED, ENGL 1101AEF, ENGL 1202EEF) offered by the University. When considering elective courses, please make sure that none of course combinations of selected courses form an "excluded combination" or "courses not to be taken again". Detail: https://admissions.hkmu.edu.hk/dl/

Registration Value Calculations

New students and students entering distance learning programmes for the first time can register for courses with a total maximum registration value of

12 (under the 3-credit-unit system). For continuing students, the maximum registration value is 24 respectively.

Hong Kong Metropolitan University

Lee Shau Kee School of Business and Administration

Bachelor of Business Administration with Honours in Marketing Management (BBAHMM)
Suggested Study Pathway - Start from 2023 Spring Term (6 Years)

		(DDATIVIVI)				n value is 24					
		Suggested Study Pathway - Start from 2023 Spring Term (6				s, please refe			owing we	bpage:	
	It is for students who are	/were admitted to above progrmame in Spring term only.	Valid for (admit term):	2023 Spring and after		nissions.hkm		/			
						e by (i) cou		Sum of	Registr	ation Va	lue by
						, or, (ii) cou		•	tei		
Year 1 Cou						ious term(s					
Term	Couse Code	Course Title	No. of Credit-units	No. of Term	Spring	Summer	Autumn		Spring	Summer	Autumn
Spring	BUS 1000BED 2	An Introduction to Business and Management	18	2	9	9		Year 1	9	15	9
Summer	BUS 1030BED	Making Your Learning Count	6	1		6					
Autumn	BUS 2007BED	Shaping Business Opportunities	18	2			9				
Year 2 Cou											
Term	Couse Code	Course Title	No. of Credit-units	No. of Term	9			Year 2	9	9	4
Summer	BUS 2070BED	Communication Skills for Business and Management	9	1		9					
Autumn	UNI 1011ABW	Social Responsibiltiies	1	1			1				
Autumn	۸	Additional 3 Credit-units	3	1			3				
	•										
Year 3 Cou	rses										
Term	Couse Code	Course Title	No. of Credit-units	No. of Term				Year 3	5	9	9
Spring	UNI 1001ABW	University Core Values	2	1	2						
Spring	UNI 2001BEW	Effective Communication and Teamwork	3	1	3						
Summer	BUS 3027BED	Creating Futures: Sustainable Enterprise and Innovation	9	1		9					
Autumn	MKT 3006BED	Understanding Customers	18	2			9				
				•							
Year 4 Cou	rses										
Term	Couse Code	Course Title	No. of Credit-units	No. of Term	9			Year 4	9	0	9
Autumn	MKT 4028BED	Marketing in Action	9	1			9				
	•	•	-								
Year 5 Cou	rses										
Term	Couse Code	Course Title	No. of Credit-units	No. of Term				Year 5	9	9	0
Spring	MGT 4002BED (2)	Strategic Management	18	2	9	9					
		· · ·	1.0			-					
Year 6 Cou	rses										
Term	Couse Code	Course Title	No. of Credit-units	No. of Term				Year 6	6	0	0
Spring	UNI 3001BEW	Entrepreneurial Mindset and Leadership for Sustainability	3	1	3					·	
Spring	۸ ۸	Additional 3 Credit-units	3	1	3						
Spring	1	radional o oroan and		•							

Courses offered in Summer Term List 1.

Couse Code		Course Title	No. of Credit-units	No. of Term
BUS	1030BED	Making Your Learning Count	6	1
BUS	2070BED	Communication Skills for Business and Management	9	1
BUS	3027BED	Creating Futures: Sustainable Enterprise and Innovation	9	1

 $[\]textcircled{2} \textbf{ This is a two-term course starting in the Spring term with teaching activities in the Summer term. The course will end in the Summer term.}$

Presentation of courses is subject to change without notice. Please refer to the University's web site for the latest courses on offer schedule.

^{**}From any English and/or Chinese 1000-level, 2000-level, 3000-level or 4000-level courses (other than ENGL 1101AED, ENGL 1202EED, ENGL 1101AEF, ENGL 1202EEF) offered by the University. When considering elective courses, please make sure that none of course combinations of selected courses form an "excluded combination" or "courses not to be taken again". Detail: https://admissions.hkmu.edu.hk/dl/

Hong Kong Metropolitan University

Lee Shau Kee School of Business and Administration

Lee Snau Ree School of Business and Administration

Bachelor of Business Administration with Honours in Marketing Management (through Pathway 1)

(BBAHMM1)

Suggested Study Pathway - Start from 2022 Autumn Term (3.5 Years)

to are/were admitted to above programme in Autumn term only.

Valid for (adm

Term	Couse Co	ode		Course Title	No. of Credit-units	No. of Term
Autumn	BUS 3	3027BED		Creating Futures: Sustainable Enterprise and Innovation	9	1
Spring	MKT 3	3006BED	2	Understanding Customers	18	2
ear 2 Cou	rses					
Term	Couse Co	ode		Course Title	No. of Credit-units	No. of Term
Spring	MGT 4	4002BED	(2)	Strategic Management	18	2
ear 3 Cou	rses			, 5 5		
ear 3 Cou	rses Couse Co			Course Title	No. of Credit-units	No. of Term
	Couse Co				No. of Credit-units	
Term	Couse Co	ode		Course Title		
Term Autumn	Couse Co MKT 4 UNI 2	ode 4028BED		Course Title Marketing in Action	9	
Autumn Spring Spring	Couse Co MKT 4 UNI 2 UNI 7	ode 4028BED 2001BEW 1001ABW		Course Title Marketing in Action Effective Communication and Teamwork University Core Values	9 3 2	No. of Term 1 1 1
Term Autumn Spring Spring	Couse Co MKT 4 UNI 2 UNI 7	ode 4028BED 2001BEW 1001ABW		Course Title Marketing in Action Effective Communication and Teamwork University Core Values Course Title	9 3	
Term Autumn Spring Spring	Couse Co MKT 4 UNI 2 UNI 7	ode 4028BED 2001BEW 1001ABW		Course Title Marketing in Action Effective Communication and Teamwork University Core Values	9 3 2	No. of Term 1 1 1

List 1. Courses offered in Summer Term

000.00	o oo.oa oa			
Couse Code		Course Title	No. of Credit-units	No. of Term
BUS	3027BED	Creating Futures: Sustainable Enterprise and Innovation	9	1

2) This is a two-term course starting in the Spring term with teaching activities in the Summer term. The course will end in the Summer

Presentation of courses is subject to change without notice. Please refer to the University's web site for the latest courses on offer schedule.

From year 2023, BUS 3027BED is offered in Spring terms.

Registration Value Calculations

New students and students entering distance learning programmes for the first time can register for courses with a total maximum registration value of 12 (under the 3-credit-unit system). For continuing students, the maximum registration value is 24 respectively.

For details, please refer to "Study Load" in following webpage: https://admissions.hkmu.edu.hk/dl/

ttps://	admissions.	hkmu.edu.hk/dl/	
---------	-------------	-----------------	--

Autumn Spring Summer	same row	ie by (i) co r, or, (ii) c rious term	ourse(s)	Sum o	of Registr ter		alue by
Year 2 0 9 9 Year 2 0 9 9 Year 3 9 5 0 Year 4 4 0 0		Spring	Summer				Summer
Year 2 0 9 9 Year 3 9 5 0 Year 4 4 0 0	9			Year 1	9	9	9
9 9 9 Year 3 9 5 0 Year 4 4 0 0		9	9				
9 9 Year 3 9 5 0 9 3 2 Year 4 4 0 0							
9 9 Year 3 9 5 0 9 3				Year 2	0	q	q
Year 3 9 5 0 9 3 2 Year 4 4 0 0		9	9	I Cai Z	U	3	3
9 3 2 Year 4 4 0 0		, , , , , , , , , , , , , , , , , , ,	J				
9 3 2 Year 4 4 0 0							
3 2 Year 4 4 0 0				Year 3	9	5	0
2 Year 4 4 0 0	9						
Year 4 4 0 0		3					
		2					
		•					
1				Year 4	4	0	0
3	3						

Hong Kong Metropolitan University Lee Shau Kee School of Business and Administration

Bachelor of Business Administration with Honours in Marketing Management (through Pathway 1) (BBAHMM1)
Suggested Study Pathway - Start from 2023 Spring Term (3 Years)

	It is for students who	t is for students who are/were admitted to above progrmame in Spring term only.			
ear 1 Cou	reae				
Term	Couse Code	Course Title	No. of Credit-units	No. of Term	
Spring	MKT 3006BED	Understanding Customers	18	2	
ear 2 Cou	rses	·			
Term	Couse Code	Course Title	No. of Credit-units	No. of Term	
Spring	UNI 1001ABW	University Core Values	2	1	
Summer	BUS 3027BED	Creating Futures: Sustainable Enterprise and Innovation	9	1	
Autumn	UNI 1011ABW	Social Responsibilities	1	1	
Autumn	MKT 4028BED	Marketing in Action	9	1	
ear 3 Cou	1	Ta and			
Term	Couse Code	Course Title	No. of Credit-units	No. of Term	
Spring	MGT 4002BED	Strategic Management	18	2	
Autumn	UNI 2001BEW	Effective Communication and Teamwork	3	1	
Autumn	UNI 3001BEW	Entrepreneurial Mindset and Leadership for Sustainability	3	1	

Registration Value Calculations New students and students entering distance learning programmes for the first time can register for courses with a total maximum registration value of 12 (under the 3-credit-unit system). For continuing students, the maximum registration value is 24 respectively. For details, please refer to "Study Load" in following webpage: https://admissions.hkmu.edu.hk/dl/ Reg. Value by (I) course of same row, or, (iii) course(s) from previous term(s). Spring Summer Autumn 9 9 9 0 2 10 Year 2 9

Year 3

6

Courses offered in Summer Term List 1.

Couse Code	Course Title	No. of Credit-units	No. of Term
BUS 3027BED	Creating Futures: Sustainable Enterprise and Innovation	9	1

② This is a two-term course starting in the Spring term with teaching activities in the Summer term. The course will end in the Summer

Presentation of courses is subject to change without notice. Please refer to the University's web site for the latest courses on offer schedule.

Hong Kong Metropolitan University Lee Shau Kee School of Business and Administration

Bachelor of Business Administration with Honours in Marketing Management (through Pathway 1) (BBAHMM1)

Suggested Study Pathway - Start from 2023 Autumn Term (3 Years)

Year 1 Cou	fear 1 Courses							
Term	Couse Code	Course Title	No. of Credit-units	No. of Term				
Autumn	MKT 3006BED	Understanding Customers	18	2				
Summer	BUS 3027BED	Creating Futures: Sustainable Enterprise and Innovation	9	1				

Year 2 Courses

Term	Couse C	Couse Code		Course Title		Course Title	No. of Credit-units	No. of Term
Autumn	UNI	1011ABW		Social Responsibilities	1	1		
Autumn	UNI	2001BEW		Effective Communication and Teamwork	3	1		
Spring	MGT	4002BED	2	Strategic Management	18	2		

Year 3 Courses

	Term	Couse Code	Course Title	No. of Credit-units	No. of Term
1	Autumn	MKT 4028BED	Marketing in Action	9	1
	Spring	UNI 3001BEW	Entrepreneurial Mindset and Leadership for Sustainability	3	1
	Sprina	UNI 1001ABW	University Core Values	2	1

List 1. Courses offered in Summer Term

Couse	Code	Course Title	No. of Credit-units	No. of Term									
BUS	3027BED	Creating Futures: Sustainable Enterprise and Innovation	9	1									

 $[\]textcircled{2} \textbf{ This is a two-term course starting in the Spring term with teaching activities in the Summer term. The course will end in the Summer term.}$

Presentation of courses is subject to change without notice. Please refer to the University's web site for the latest courses on offer schedule.

Registration Value Calculations

New students and students entering distance learning programmes for the first time can register for courses with a total maximum registration value of 12 (under the 3-credit-unit system). For continuing students, the maximum registration value is 24 respectively.

For details, please refer to "Study Load" in following webpage: https://admissions.hkmu.edu.hk/dl/

nttps://admissions.nkmu.edu.nk/di/												
Reg. Valu same row from prev	, or, (ii) c	ourse(s)	Sum of Registration Value by term									
Autumn	Spring	Summer		Autumn	Spring	Summer						
9	9	- Cummon		7141411111	opg	•						
		9	Year 1	9	9	9						
			Year 2	4	9	9						
1												
3												
	9	9	Year 3	9	5	0						
9												
	3											
	2											

Planned Course Presentation Schedule (as at 24 OCT 2023 17:15)

Bachelor of Business Administration with Honours in Marketing Management (BBAHMM)

The University will follow the planned course presentation schedule as far as possible but may make changes if necessary. Please check back often for the most up to date information

Compulsory/	Course	Course Title	Length	Credit-	2022	2023	2023	2023	2024	2024	2024	2025	2025	2025	2026	2026	2026	2027	2027	2027	2028	2028
Elective	Code		in Terms	units	Autumn	Spring	Summer	Autumn	Spring	Summer	Autumn	Spring	Summer									
1 Compulsory	UNI 1001ABW	University Core Values	1	2					✓			✓			✓			✓			✓	
2 Compulsory	UNI 1011ABW	Social Responsibiltiies	1	1							✓			✓			\			✓		
3 Compulsory	UNI 2001BEW	Effective Communication and Teamwork	1	3							✓	✓		✓	✓		>	✓		✓	✓	
4 Compulsory	UNI 3001BEW	Entrepreneurial Mindset and Leadership for Sustainability	1	3										✓	✓		✓	✓		✓	✓	
1 Compulsory	BUS 1000BED	An Introduction to Business and Management	2	18	✓	✓		✓	✓		✓	✓		✓	✓		✓	✓		✓	✓	
2 Compulsory	BUS 1030BED	Making Your Learning Count	1	6		✓	✓		✓	✓		✓	~		✓	✓		✓	✓		✓	✓
3 Compulsory	BUS 2007BED	Shaping Business Opportunities	2	18				✓			✓			✓			✓			✓		
4 Compulsory	BUS 2070BED	Communication Skills for Business and Management	1	9						✓			✓			✓			√			√
5 Compulsory	BUS 3027BED	Creating Futures: Sustainable Enterprise and Innovation	1	9	✓		✓			✓			✓			✓			√			√
6 Compulsory	MGT 4002BED	Strategic Management	2	18					✓			✓			√			✓			✓	
	MKT 3006BED	Understanding Customers	2	18		✓		✓			✓			✓			✓			√		
8 Compulsory	MKT 4028BED	Marketing in Action	1	9							✓			✓			✓			√		

Note:

Course/PresentationSchdi-BBAHMM Page 6 / 7

 $[\]checkmark$: Course planned for presentation in this term

Planned Course Presentation Schedule (as at 24 OCT 2023 17:15)

Bachelor of Business Administration with Honours in Marketing Management (BBAHMM)

The University will follow the planned course presentation schedule as far as possible but may make changes if necessary. Please check back often for the most up to date information

Compulsory/	Course	Course Title	Length	Credit-	2022	2023	2023	2023	2024	2024	2024	2025	2025	2025	2026	2026	2026	2027	2027	2027	2028	2028
Elective	Code	Course little	in Terms	units	Autumn	Spring	Summer	Autumn	Spring	Summer	Autumn	Spring	Summer									
1 Compulsory	UNI 1001ABW	University Core Values	1	2					✓			✓			~			✓			✓	
2 Compulsory	UNI 1011ABW	Social Responsibiltiies	1	1							✓			~			\			✓		
3 Compulsory	UNI 2001BEW	Effective Communication and Teamwork	1	3							✓	✓		✓	✓		>	✓		✓	✓	
4 Compulsory	UNI 3001BEW	Entrepreneurial Mindset and Leadership for Sustainability	1	3										✓	✓		✓	✓		✓	✓	
1 Compulsory	BUS 3027BED	Creating Futures: Sustainable Enterprise and Innovation	1	9	✓		✓			✓			✓			<			✓			✓
2 Compulsory	MGT 4002BED	Strategic Management	2	18					✓			✓			<			✓			✓	
3 Compulsory	MKT 3006BED	Understanding Customers	2	18		✓		✓			✓			^			✓			✓		
4 Compulsory	MKT 4028BED	Marketing in Action	1	9							✓			✓			✓			√		

Note:

CoursePresentationSchd:BBAHMM1 Page 717

^{√:} Course planned for presentation in this term