

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 2022 Autumn Term (6 Years)

It is for students who are/were admitted to above programme in Autumn term only. Valid for (admit term): 2022 Autumn and after

Year 1 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Autumn	BUS 1000BED	An Introduction to Business and Management	18	2
Spring	BUS 1030BED	Making Your Learning Count	6	1

Year 2 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Autumn	BUS 2007BED	Shaping Business Opportunities	18	2
Summer	BUS 2070BED	Communication Skills for Business and Management	9	1

Year 3 Courses

Term	Course 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 4 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Autumn	UNI 1011ABW	Social Responsibilities	1	1
Autumn		Additional 3 Credit-units [^]	3	1
Spring	MGT 4002BED ^②	Strategic Management	18	2

Year 5 Courses

Term	Course 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	Course Code	Course Title	No. of Credit-units	No. of Term
Autumn		Additional 3 Credit-units [^]	3	1

List 1. Courses offered in Summer Term

Course 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

^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 term.

[^] 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/d/>

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/d/>

Reg. Value by (i) course of same row, or, (ii) course(s) from previous term(s).	Sum of Registration Value by term		
	Autumn	Spring	Summer
9	9	15	0
9	9	9	9
9	9	9	9
1	4	9	9
3	9	8	0
3	3	0	0

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)

It is for students who are/were admitted to above programme in Spring term only. Valid for (admit term): 2023 Spring and after

Year 1 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Spring	BUS 1000BED ②	An Introduction to Business and Management	18	2
Summer	BUS 1030BED	Making Your Learning Count	6	1
Autumn	BUS 2007BED	Shaping Business Opportunities	18	2

Year 2 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Summer	BUS 2070BED	Communication Skills for Business and Management	9	1
Autumn	UNI 1011ABW	Social Responsibilities	1	1
Autumn	^	Additional 3 Credit-units	3	1

Year 3 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Spring	UNI 1001ABW	University Core Values	2	1
Spring	UNI 2001BEW	Effective Communication and Teamwork	3	1
Summer	BUS 3027BED	Creating Futures: Sustainable Enterprise and Innovation	9	1
Autumn	MKT 3006BED	Understanding Customers	18	2

Year 4 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Autumn	MKT 4028BED	Marketing in Action	9	1

Year 5 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Spring	MGT 4002BED ②	Strategic Management	18	2

Year 6 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Spring	UNI 3001BEW	Entrepreneurial Mindset and Leadership for Sustainability	3	1
Spring	^	Additional 3 Credit-units	3	1

List 1. Courses offered in Summer Term

Course 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

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 term.

^ 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.
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Reg. Value by (i) course of same row, or, (ii) course(s) from previous term(s).	Sum of Registration Value by term		
	Spring	Summer	Autumn
9	9	15	9
9	9	4	
2	5	9	9
3	9	0	9
9	9	9	0
3	6	0	0
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 2022 Autumn Term (3.5 Years)

It is for students who are/were admitted to above programme in Autumn term only. Valid for (admit term): 2022 Autumn only

Year 1 Courses

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

Year 2 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Spring	MGT 4002BED ②	Strategic Management	18	2

Year 3 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Autumn	MKT 4028BED	Marketing in Action	9	1
Spring	UNI 2001BEW	Effective Communication and Teamwork	3	1
Spring	UNI 1001ABW	University Core Values	2	1

Year 4 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Autumn	UNI 1011ABW	Social Responsibilities	1	1
Autumn	UNI 3001BEW	Entrepreneurial Mindset and Leadership for Sustainability	3	1

List 1. Courses offered in Summer Term

Course 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 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 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/>

Reg. Value by (i) course of same row, or, (ii) course(s) from previous term(s).	Sum of Registration Value by term			
	Autumn	Spring	Summer	
9				
9		9		Year 1
	9			Year 2
9				Year 3
		3		
	2			Year 4
1				
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 are/were admitted to above programme in Spring term only. Valid for (admit term): 2023 Spring only

Year 1 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Spring	MKT 3006BED ②	Understanding Customers	18	2

Year 2 Courses

Term	Course 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

Year 3 Courses

Term	Course Code	Course Title	No. of Credit-units	No. of Term
Spring	MGT 4002BED ②	Strategic Management	18	2
Autumn	UNI 2001BEW	Effective Communication and Teamwork	3	1
Autumn	UNI 3001BEW	Entrepreneurial Mindset and Leadership for Sustainability	3	1

List 1. Courses offered in Summer Term

Course 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 term.

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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.

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<https://admissions.hkmu.edu.hk/d/>

Reg. Value by (i) course of same row, or, (ii) course(s) from previous term(s).		
Spring	Summer	Autumn
9	9	
2		
	9	
		1
		9
9	9	
		3
		3

Sum of Registration Value by term

	Spring	Summer	Autumn
Year 1	9	9	0
Year 2	2	9	10
Year 3	9	9	6

Hong Kong Metropolitan University
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 Bachelor of Business Administration with Honours in Marketing Management (through Pathway 1)
 (BBAHMM1)

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

It is for students who are/were admitted to above programme in Autumn term only. Valid for (admit term): 2023 Autumn and after

Year 1 Courses

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

List 1. Courses offered in Summer Term

Course 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 term.

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<https://admissions.hkmu.edu.hk/dl/>

Reg. Value by (i) course of same row, or, (ii) course(s) from previous term(s).		
Autumn	Spring	Summer
9	9	
		9

Sum of Registration Value by term

	Autumn	Spring	Summer
Year 1	9	9	9
Year 2	4	9	9
Year 3	9	5	0

1		
3		
	9	9

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/ Elective	Course Code	Course Title	Length in Terms	Credit- units	2022 Autumn	2023 Spring	2023 Summer	2023 Autumn	2024 Spring	2024 Summer	2024 Autumn	2025 Spring	2025 Summer	2025 Autumn	2026 Spring	2026 Summer	2026 Autumn	2027 Spring	2027 Summer	2027 Autumn	2028 Spring	2028 Summer
1 Compulsory	UNI 1001ABW	University Core Values	1	2					✓			✓						✓			✓	
2 Compulsory	UNI 1011ABW	Social Responsibilities	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					✓			✓			✓			✓			✓	
7 Compulsory	MKT 3006BED	Understanding Customers	2	18		✓		✓			✓			✓		✓			✓		✓	
8 Compulsory	MKT 4028BED	Marketing in Action	1	9							✓			✓		✓			✓		✓	

Note:

✓: Course planned for presentation in this term

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

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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/ Elective	Course Code	Course Title	Length in Terms	Credit- units	2022 Autumn	2023 Spring	2023 Summer	2023 Autumn	2024 Spring	2024 Summer	2024 Autumn	2025 Spring	2025 Summer	2025 Autumn	2026 Spring	2026 Summer	2026 Autumn	2027 Spring	2027 Summer	2027 Autumn	2028 Spring	2028 Summer
1 Compulsory	UNI 1001ABW	University Core Values	1	2					✓			✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
2 Compulsory	UNI 1011ABW	Social Responsibilities	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:

✓: Course planned for presentation in this term