

Programme Requirements for Bachelor of Business Administration with Honours in Marketing Management

1. Entry Requirement

- 1.1 To enter the **Bachelor of Business Administration with Honours in Marketing Management** programme through Pathway 1, a student shall normally possess a recognized Associate Degree or Higher Diploma in a business-related area (or its equivalent).

2. Programme Requirement - Bachelor of Business Administration with Honours in Marketing Management (BBAHMM)

- 2.1 To be eligible for the award of the degree of Bachelor of Business Administration with Honours in Marketing Management, a student shall:

- 2.1.1 obtain 120 credit-units as prescribed below, of which no more than 30 credit-units shall be at 1000-level, at least 24 credit-units shall be at 3000-level and at least 24 credit-units shall be at 4000-level:

2.1.1.1 9 credit-units of University Core courses labelled UCC in Table 1;

2.1.1.2 78 credit-units of compulsory core courses labelled CD in Table 1;

2.1.1.3 27 credit-units of concentration core courses labelled CNC in Table 1;

2.1.1.4 6 credit-units, as necessary, from any English and/or Chinese undergraduate courses at 1000/2000/3000/4000-level offered by the University.

and

- 2.1.2 attain the CGPA for graduation as prescribed in the Regulations for the Award of Undergraduate Degrees.

3. Programme Requirement - Bachelor of Business Administration with Honours in Marketing Management (through Pathway 1) (BBAHMM1)

- 3.1 To be eligible for the award of the degree of Bachelor of Business Administration with Honours in Marketing Management through Pathway 1, a student shall:

- 3.1.1 obtain 63 credit-units as prescribed below, of which at least 24 credit-units shall be at 3000-level and at least 24 credit-units shall be at 4000-level:

3.1.1.1 9 credit-units of University Core courses labelled UCC in Table 1;

3.1.1.2 27 credit-units of compulsory core courses BUS 3027BED and MGT 4002BED from Table 1;

3.1.1.3 27 credit-units of concentration core courses labelled CNC from Table 1.

and

- 3.1.2 attain the CGPA for graduation as prescribed in the Regulations for the Award of Undergraduate Degrees.

Table 1

Course Code	Course Title	Credit-units	Course Label
University Core Courses			
UNI 1001ABW	University Core Values	2	UCC
UNI 1011ABW	Social Responsibilities	1	UCC
UNI 2001BEW	Effective Communication and Teamwork	3	UCC
UNI 3001BEW	Entrepreneurial Mindset and Leadership for Sustainability	3	UCC
Compulsory Core Courses			
BUS 1000BED	An Introduction to Business and Management	18	CD
BUS 1030BED	Making Your Learning Count	6	CD
BUS 2007BED	Shaping Business Opportunities	18	CD
BUS 2070BED	Communication Skills for Business and Management	9	CD
BUS 3027BED	Creating Futures: Sustainable Enterprise and Innovation	9	CD
MGT 4002BED	Strategic Management	18	CD
Concentration Core Courses			
MKT 3006BED	Understanding Customers	18	CNC
MKT 4028BED	Marketing in Action	9	CNC

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