

Programme Requirements for Master of Professional Management in Global Business and Marketing

1. Period of Study and Entry Requirement

1.1 A student shall complete the **Master of Professional Management in Global Business and Marketing** programme within the prescribed periods as stipulated below:

	Minimum Period of Study	Normative Period of Study	Maximum Period of Study*
Normal: (36 credit-units)	1 year (full-time)	1.5 years (full-time)	3.5 years (full-time)
	2 years (part-time)	2.5 years (part-time)	4.5 years (part-time)
Pathway 1 (24 credit-units)	1 year (full-time)	1.5 years (full-time)	3.5 years (full-time)
	2 years (part-time)	2.5 years (part-time)	4.5 years (part-time)

**The maximum period of study shall include any periods of leave of absence and deferment of studies.*

1.2 To enter the **Master of Professional Management in Global Business and Marketing** programme, a student should:

1.2.1 hold a recognized Bachelor's degree (or its equivalent); and

1.2.2 satisfy the University English language proficiency requirements.

1.3 To enter the **Master of Professional Management in Global Business and Marketing** programme through Pathway 1, a student should:

1.3.1 hold a recognized Master's degree in a business or business-related area (or its equivalent); and

1.3.2 satisfy the University English language proficiency requirements.

2. Programme Requirement - Master of Professional Management in Global Business and Marketing (MPMGBMF)

2.1 To be eligible for the award of the degree of Master of Professional Management in Global Business and Marketing, a student shall:

2.1.1 obtain 36 credit-units as prescribed below:

2.1.1.1 18 credit-units from all compulsory courses labelled CP and CC in Table 1;

2.1.1.2 18 credit-units from the concentration courses labelled CNB, CNM or CNM1, with no more than 6 credit-units from CNM in Table 1;

2.1.1.3 successful completion of the non-credit bearing Global Immersion Programme (Postgraduate Level) labelled GIP in Table 1 (compulsory for full-time students only);

and

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

3. Programme Requirement - Master of Professional Management in Global Business and Marketing through Pathway 1 (MPMGBMF1)

3.1 To be eligible for the award of the degree Master of Professional Management in Global Business and Marketing through Pathway 1, a student shall:

3.1.1 obtain 24 credit-units as prescribed below:

3.1.1.1 12 credit-units from the compulsory course BUS 8060BEF labelled CP in Table 1;

3.1.1.2 6 credit-units from the concentration courses labelled CNB in Table 1;

3.1.1.3 6 credit-units from the concentration courses labelled CNM or CNM1 in Table 1;

3.1.1.4 successful completion of the non-credit bearing Global Immersion Programme (Postgraduate Level) labelled GIP in Table 1 (*compulsory for full-time students only*);

and

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

Table 1

Course Code	Course Title	Credit-units	Course Label
BUS 8060BEF	Applied Business Project (1 Year)	12	CP
DB 8075BEF	Digital Economy and Innovation	6	CC
IB 8090BEF	International Management Strategy	6	CNB
IB 8094BEF	Management Issues for Global Managers	6	CNB
MKT 8041BEF ¹	Innovative Marketing in a Dynamic World	6	CNM
MGT 8042BEF ¹	Innovation and Entrepreneurship	6	CNM
MKT 8095BEF	Contemporary Issues in Marketing	6	CNM1
Global Immersion Programme			
GIP 800BEF	Global Immersion Programme (Postgraduate Level)	--	GIP

Note:

1. Students should take MKT 8041BEF or MGT 8042BEF but not both.

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