

Bachelor of Business Administration with Honours in Marketing
Year 1 Entry

- Core Courses
- Concentration Core Courses
- Concentration Elective Courses
- Business Elective Courses
- University Core Courses
- General Education Courses
- GIP Courses

YEAR 1			YEAR 2	
AUTUMN	SPRING		AUTUMN	SPRING
BUS 2000BEF (24 credit-units) Integrated Business Foundation			BUS 2020BEF (24 credit-units) Integrated Business Functions	
UNI 1012ABW (1 credit-unit) Social Responsibilities	UNI 1002ABW (2 credit-units) University Core Values		General Education Course (3 credit-units)	UNI 2002BEW (3 credit-units) Co-creating with AI: Communication and Teamwork for the Future
General Education Course (3 credit-units)			GIP 200BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 2)	
GIP 100BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 1)				
YEAR 3			YEAR 4	
AUTUMN	SPRING	SUMMER	AUTUMN	SPRING
BUS 3068BEF (3 credit-units) Business Issues and Ethics	MKT 3062BEF (3 credit-units) Marketing Research and Analytics	BUS 3098BEF (6 credit-units) Business Internship	BUS 4028BEF (6 credit-units) Investigating Entrepreneurial Opportunities	BUS 4088BEF (3 credit-units) Business Sustainability: Theory and Practice
DB 3047BEF (3 credit-units) Marketing Dynamics in the Digital Age	MKT 3063BEF (3 credit-units) Consumer Behaviour		MKT 4063BEF (3 credit-units) e-Retailing	MGT 4098BEF (3 credit-units) Business Strategy
MKT 3066BEF (3 credit-units) Marketing Communications	Concentration Elective Course (3 credit-units)		MKT 4077BEF (3 credit-units) Brand Management	MKT 4062BEF (3 credit-units) Strategic Marketing
Business Elective Course (3 credit-units)	Business Elective Course (3 credit-units)		Business Elective Course (3 credit-units)	Concentration Elective Course (3 credit-units)
Business Elective Course (3 credit-units)	UNI 3002BEW (3 credit-units) AI, Sustainability, and Entrepreneurial Leadership			Business Elective Course (3 credit-units)
GIP 300BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 3)			GIP 400BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 4)	