

Bachelor of Business Administration with Honours in Global Marketing and Supply Chain Management
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		UNI 2002BEW (3 credit-units) Co-creating with AI: Communication and Teamwork for the Future	General Education Course (3 credit-units)
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
DB 3047BEF (3 credit-units) Marketing Dynamics in the Digital Age	BUS 3068BEF (3 credit-units) Business Issues and Ethics	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
SCM 3072BEF (3 credit-units) Operations Management	SCM 3071BEF (3 credit-units) Logistics Management		SCM 4071BEF (3 credit-units) Integrated Supply Chain Management	MGT 4098BEF (3 credit-units) Business Strategy
UNI 3002BEW (3 credit-units) AI, Sustainability, and Entrepreneurial Leadership	SCM 3073BEF (3 credit-units) Operations Analytics for Decision Making		Concentration Elective Course (3 credit-units)	SCM 4072BEF (3 credit-units) Sustainable Supply Chain Management
Business Elective Course (3 credit-units)	Concentration Elective Course (3 credit-units)		Business Elective Course (3 credit-units)	Concentration Elective Course (3 credit-units)
Business Elective Course (3 credit-units)	Business Elective Course (3 credit-units)			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)	

The course offering schedule is subject to change without prior notice. The suggested study plan is for reference only. Please refer to the Advice on Course Selection issued by the Registry for your specific cohort prior to course enrollment.