

Bachelor of Business Administration with Honours in Global Marketing and Supply Chain Management
Year 3 Entry

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

YEAR 3			YEAR 4	
AUTUMN	SPRING	SUMMER	AUTUMN	SPRING
<p>DB 3047BEF (3 credit-units) Marketing Dynamics in the Digital Age</p>	<p>BUS 3068BEF (3 credit-units) Business Issues and Ethics</p>	<p>BUS 3098BEF (6 credit-units) Business Internship</p>	<p>BUS 4028BEF (6 credit-units) Investigating Entrepreneurial Opportunities</p>	<p>BUS 4088BEF (3 credit-units) Business Sustainability: Theory and Practice</p>
<p>SCM 3072BEF (3 credit-units) Operations Management</p>	<p>SCM 3071BEF (3 credit-units) Logistics Management</p>		<p>SCM 4071BEF (3 credit-units) Integrated Supply Chain Management</p>	<p>MGT 4098BEF (3 credit-units) Business Strategy</p>
<p>UNI 2002BEW (3 credit-units) Co-creating with AI: Communication and Teamwork for the Future</p>	<p>SCM 3073BEF (3 credit-units) Operations Analytics for Decision Making</p>		<p>Concentration Elective Course (3 credit-units)</p>	<p>SCM 4072BEF (3 credit-units) Sustainable Supply Chain Management</p>
<p>UNI 3002BEW (3 credit-units) AI, Sustainability, and Entrepreneurial Leadership</p>	<p>Concentration Elective Course (3 credit-units)</p>		<p>Business Elective Course (3 credit-units)</p>	<p>Concentration Elective Course (3 credit-units)</p>
<p>Business Elective Course (3 credit-units)</p>	<p>Business Elective Course (3 credit-units)</p>		<p>UNI 1012ABW (1 credit-unit) Social Responsibilities</p>	<p>Business Elective Course (3 credit-units)</p>
<p>GIP 300BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 3)</p>				<p>UNI 1002ABW (2 credit-units) University Core Values</p>
			<p>GIP 400BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 4)</p>	

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.