Bachelor of Business Administration with Honours in Sports and eSports 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

AUTUMN

- BUS 2000BEF (24 credit-units) Integrated Business Foundation
- UNI 1012ABW (1 credit-unit) Social Responsibilities
- General Education Course (3 credit-units)
- GIP 100BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 1)

SPRING

- BUS 2000BEF (24 credit-units) Integrated Business Foundation
- UNI 1002ABW (2 credit-units) University Core Values
- GIP 100BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 1)

YEAR 2

AUTUMN

- BUS 2020BEF (24 credit-units) Integrated Business Functions
- General Education Course (3 credit-units)
- GIP 200BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 2)

SPRING

- BUS 2020BEF (24 credit-units) Integrated Business Functions
- UNI 2002BEW (3 credit-units) Co-creating with AI: Communication and Teamwork for the Future
- GIP 200BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 2)

YEAR 3

AUTUMN

- SPM 3056BEF (3 credit-units) eSports Ecosystem
- SPM 3057BEF (3 credit-units) eSports Business Planning
- SPM 3058BEF (3 credit-units) Global Game Industry and Publishing
- Concentration Elective Course (3 credit-units)
- UNI 3002BEW (3 credit-units) AI, Sustainability, and Entrepreneurial Leadership
- GIP 300BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 3)

SPRING

- BUS 3068BEF (3 credit-units) Business Issues and Ethics
- SPM 3059BEF (3 credit-units) Strategic Game Monetisation
- SPM 4036BEF (3 credit-units) Sports Coaching
- Concentration Elective Course (3 credit-units)
- Business Elective Course (3 credit-units)
- GIP 300BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 3)

SUMMER

- BUS 3098BEF (6 credit-units) Business Internship
- GIP 300BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 3)

YEAR 4

AUTUMN

- BUS 4028BEF (6 credit-units) Investigating Entrepreneurial Opportunities
- SPM 4037BEF (3 credit-units) Psychosocial Aspects of Athletic Development
- Concentration Elective Course (3 credit-units)
- Business Elective Course (3 credit-units)
- GIP 400BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 4)

SPRING

- BUS 4088BEF (3 credit-units) Business Sustainability: Theory and Practice
- MGT 4098BEF (3 credit-units) Business Strategy
- SPM 4098BEF (9 credit-units) Applied Learning Project for Sports
- 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.