

| FULL COURSE SCHEDULE                                     |                                            |            |            |      |
|----------------------------------------------------------|--------------------------------------------|------------|------------|------|
| No.                                                      | Subject                                    | Start date | End date   | Note |
| 1                                                        | Business English                           | 19/05/2025 | 15/06/2025 |      |
| 2                                                        | Business Research Method                   | 23/06/2025 | 20/07/2025 |      |
| 3                                                        | Philosophy                                 | 11/08/2025 | 21/09/2025 |      |
| 4                                                        | Leadership                                 | 29/09/2025 | 26/10/2025 |      |
| 5                                                        | Strategic Management                       | 10/11/2025 | 07/12/2025 |      |
| 6                                                        | Project Management                         | 08/12/2025 | 04/01/2026 |      |
| 7                                                        | Data Science for Marketing Decision Making | Updating   | Updating   |      |
| Lunar New Year - 2 weeks break (09/02/2026 - 22/02/2026) |                                            |            |            |      |
| 8                                                        | Social Media Analytics in Marketing        | Updating   | Updating   |      |
| 9                                                        | Strategic Marketing Management             | Updating   | Updating   |      |
| 10                                                       | Retail Marketing Management                | Updating   | Updating   |      |
| 11                                                       | Elective subject 1                         | Updating   | Updating   |      |
| 12                                                       | Elective subject 2                         | Updating   | Updating   |      |
| 13                                                       | Qualitative research methods               | Updating   | Updating   |      |
| 14                                                       | Quantitative research methods              | Updating   | Updating   |      |
| 15                                                       | Predictive Analytics and AI Marketing      | Updating   | Updating   |      |
| 16                                                       | Thesis                                     | Updating   | Updating   |      |

| ELECTIVE SUBJECT LIST |                                           |      |
|-----------------------|-------------------------------------------|------|
| No.                   | Subject                                   | Note |
| 1                     | Brand Management in Digital Age           |      |
| 2                     | Business Analytics and Data Visualization |      |
| 3                     | Customer Insight with Google analytics    |      |
| 4                     | Global Marketing Management               |      |
| 5                     | Marketing Channel Management              |      |
| 6                     | Marketing Technology                      |      |