

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