

**PROPOSED SEQUENCE OF STAGE 2 SUBJECTS
2786 BACHELOR OF BUSINESS**

Important:

The units, which are planned to open each semester as below, are subject to change without prior notes

TERM	APPLIED FINANCE MAJOR	MARKETING MAJOR	INTERNATIONAL BUSINESS MAJOR
Term 3 2023 (Sep - Dec)	BUSM 1006 Enterprise, Innovation and Markets	BUSM 1006 Enterprise, Innovation and Markets	BUSM 1006 Enterprise, Innovation and Markets
	ECON 1003 Financial Institutions and Market	ECON 1003 Financial Institutions and Market	ECON 1003 Financial Institutions and Market
	ECON 3006 Economic & Financial Modelling	BUSM 2040 The Service Enterprise	BUSM 2040 The Service Enterprise
	ECON 3014 International Finance	BUSM 3006 Design Thinking for Creativity	BUSM 3006 Design Thinking for Creativity
	BUSM 2041 Working in Professions	BUSM 3036 Leadership and Entrepreneurship	BUSM 3036 Leadership and Entrepreneurship
	FINC 3008 Investment Management	MKTG 3019 Marketing and Digital Communications	MKTG 3017 The Markets of Asia
	ECON 3007 Economics and Finance Engagement Project	MKTG 3021 Strategic Brand Management	BUSM 2031 Managing in the Global Environment
	MKTG 3009 Marketing Planning Project	HUMN 3043 Globalisation and Sustainability	
		MKTG 3007 International Marketing	
		BUSM 3030 International Business Project	
Term 1 2024 (Jan - May)	BUSM 1006 Enterprise, Innovation and Markets	BUSM 1006 Enterprise, Innovation and Markets	BUSM 1006 Enterprise, Innovation and Markets
	ECON 1003 Financial Institutions and Market	ECON 1003 Financial Institutions and Market	ECON 1003 Financial Institutions and Market
	ECON 3014 International Finance	BUSM 2040 The Service Enterprise	BUSM 2040 The Service Enterprise
	ECON 3003 Derivatives	BUSM 3036 Leadership and Entrepreneurship	BUSM 3036 Leadership and Entrepreneurship
	BUSM 1010 Financing Enterprises	MKTG 3019 Marketing and Digital Communications	MKTG 3004 Export Strategy and Applications
	BUSM 3028 Innovation, Enterprise and Society	MKTG 3020 Omnichannel Marketing	MKTG 3017 The Markets of Asia
	FINC 3008 Investment Management	MKTG 2011 Customer Insights	HUMN 3043 Globalisation and Sustainability
	FINC 3015 Security Analysis and Business Valuation	MKTG 3016 Strategic Marketing Management	BUSM 3031 International Business Strategy
	ECON 3007 Economics and Finance Engagement Project	MKTG 3021 Strategic Brand Management	MKTG 3007 International Marketing
		MKTG 1011 Fundamentals of Marketing Analytics	BUSM 3030 International Business Project
	MKTG 3009 Marketing Planning Project		
Term 2 2024 (May - Sep)	BUSM 1006 Enterprise, Innovation and Markets	BUSM 1006 Enterprise, Innovation and Markets	BUSM 1006 Enterprise, Innovation and Markets
	ECON 1003 Financial Institutions and Market	ECON 1003 Financial Institutions and Market	ECON 1003 Financial Institutions and Market
	ECON 3006 Economic & Financial Modelling	BUSM 3006 Design Thinking for Creativity	BUSM 3006 Design Thinking for Creativity
	ECON 3003 Derivatives	BUSM 3036 Leadership and Entrepreneurship	BUSM 3036 Leadership and Entrepreneurship
	BUSM 2041 Working in Professions	MKTG 3020 Omnichannel Marketing	BUSM 2031 Managing in the Global Environment
	FINC 3001 Bank Management	MKTG 3016 Strategic Marketing Management	BUSM 3031 International Business Strategy
	FINC 3008 Investment Management	MKTG 1011 Fundamentals of Marketing Analytics	BUSM 3030 International Business Project
	FINC 3015 Security Analysis and Business Valuation	MKTG 3009 Marketing Planning Project	
ECON 3007 Economics and Finance Engagement Project			
Term 3 2024 (Sep - Dec)	BUSM 1006 Enterprise, Innovation and Markets	BUSM 1006 Enterprise, Innovation and Markets	BUSM 1006 Enterprise, Innovation and Markets
	ECON 1003 Financial Institutions and Market	ECON 1003 Financial Institutions and Market	ECON 1003 Financial Institutions and Market
	ECON 3006 Economic & Financial Modelling	BUSM 2040 The Service Enterprise	BUSM 2040 The Service Enterprise
	BUSM 1010 Financing Enterprises	BUSM 3006 Design Thinking for Creativity	BUSM 3006 Design Thinking for Creativity
	FINC 3001 Bank Management	BUSM 3036 Leadership and Entrepreneurship	BUSM 3036 Leadership and Entrepreneurship
	BUSM 3028 Innovation, Enterprise and Society	MKTG 3019 Marketing and Digital Communications	MKTG 3004 Export Strategy and Applications
	ECON 3007 Economics and Finance Engagement Project	MKTG 3009 Marketing Planning Project	MKTG 3017 The Markets of Asia
		BUSM 3030 International Business Project	

(Updated on 15 July 2023)