

STAGE 2 BBUS COURSE STRUCTURES

No.	Applied Finance		Marketing		International Business	
	Subject Code	Unit Name	Subject Code	Unit Name	Subject Code	Unit Name
1	BUSM 1006	Enterprise, Innovation and Markets	BUSM 1006	Enterprise Innovation and Markets	BUSM 1006	Enterprise Innovation and Markets
2	ECON 1003	Financial Institutions and Market	ECON 1003	Financial Institutions and Market	ECON 1003	Financial Institutions and Market
3	ECON 3006	Economic & Financial Modelling	BUSM 2040	The Service Enterprise	BUSM 2040	The Service Enterprise
4	ECON 3014	International Finance	BUSM 3006	Design Thinking for Creativity	BUSM 3006	Design Thinking for Creativity
5	ECON 3003	Derivatives	BUSM 3036	Leadership and Entrepreneurship	BUSM 3036	Leadership and Entrepreneurship
6	BUSM 2041	Working in Professions	MKTG 3019	Marketing and Digital Communications	MKTG 3004	Export Strategy and Applications
7	BUSM 1010	Financing Enterprises	MKTG 3020	Omnichannel Marketing	MKTG 3017	The Markets of Asia
8	FINC 3001	Bank Management	MKTG 2011	Customer Insights	BUSM 2031	Managing in the Global Environment
9	BUSM 3028	Innovation, Enterprise and Society	MKTG 3016	Strategic Marketing Management	HUMN 3043	Globalisation and Sustainability
10	FINC 3008	Investment Management	MKTG 3021	Strategic Brand Management	BUSM 3031	International Business Strategy
11	FINC 3015	Security Analysis and Business Valuation	MKTG 1011	Fundamentals of Marketing Analytics	MKTG 3007	International Marketing
12	ECON 3007	Economics and Finance Engagement Project	MKTG 3009	Marketing Planning Project	BUSM 3030	International Business Project