

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 Communications; OR Marketing and Digital Communications	MKTG 3004	Export Strategy and Applications
7	BUSM 1010	Financing Enterprises	MKTG 3020	Business to Business Marketing; OR Omnichannel Marketing	MKTG 3017	The Markets of Asia
8	FINC 3001	Bank Management	MKTG 2011	Marketing Research; OR 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	Brand and Product Management; OR Strategic Brand Management	BUSM 3031	International Business Strategy
11	FINC 3015	Security Analysis and Business Valuation	MKTG 1011	International Marketing; OR 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