

As part of the graduation requirement, students must complete at least 10 CU of level 3 courses & above from the minor.

MINOR CORE - 30 cu													
Code	Name	Credit Units	Jan 20	Jul 20	Jan 21	Jul 21	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
BUS105	<a href="#">Statistics</a>	5	Y	Y	Y	Y	2025/07	RUN01-THURSDAY TERM 1 WEEK 2 Every Week VRUN01-THURSDAY TERM 1 WEEK 2 Every Week		BSZ220		This course is presented in BLENDED or full ONLINE mode, see course synopsis for details. The attempt period for the Pre-Course Quiz will start before course commences. Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from the course.	NON-LAB

Code	Name	Credit Units	Jan 20	Jul 20	Jan 21	Jul 21	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
BUS201	<a href="#">Contract and Agency Law</a>	5	Y	Y	Y	Y	2025/07	RUN01-MONDAY TERM 1 WEEK 2 Every Week VRUN01-MONDAY TERM 1 WEEK 2 Every Week		BSZ150		This course is presented in BLENDED or full ONLINE mode, see course synopsis for details. The attempt period for the Pre-Course Quiz will start before course commences. Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from the course.	NON-LAB
HRM203e	<a href="#">Human Behaviour in Organisations</a>	5	Y	Y	Y	Y	2024/07	WEDNESDAY TERM 2 WEEK 1 Every Week	Nil	BUS206, HRM201, BUS101, BUS103			NON-LAB
MKT202e	<a href="#">Marketing Management</a>	5	Y	Y	Y	Y	2025/07	WEDNESDAY TERM 2 WEEK 1 Every Week		BMSZ326, MKT201 & MKT203		Please note that this is a FULLY ONLINE course with no face-to-face instruction.	NON-LAB

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MKT351	<a href="#">Consumer Behaviour</a>	5	N	Y	N	Y	2025/07	THURSDAY TERM 1 WEEK 1 Every Week		BMSZ320		Please note that the attempt period for the Pre-Course Quiz will start before this course commences. Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from the course.	NON-LAB
MKT390e	<a href="#">Marketing Research</a>	5	Y	N	Y	N	2024/07	MONDAY TERM 1 WEEK 1 Every Week		BMSZ321		Please note that the window to complete the pre-course quiz for this course will end before the course commences. Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course.	NON-LAB

MINOR ELECTIVE - 10 cu

Code	Name	Credit Units	Jan 20	Jul 20	Jan 21	Jul 21	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
BUS357	<a href="#">Starting and Managing a Business</a>	5	Y	N	Y	N	2025/07	RUN01-MONDAY TERM 1 WEEK 2 Every Week VRUN01-MONDAY TERM 1 WEEK 2 Every Week		BFSZ333		Students are strongly recommended to take ACC201e, MKT202 and FIN303 before enrolling to the course. The attempt period for the Pre-Course Quiz will start before this course commences. Students who do not achieve at least 60% will be withdrawn from the course.	NON-LAB
MKT352	<a href="#">Sales Management</a>	5	N	Y	N	Y	2025/07	FRIDAY TERM 1 WEEK 1 Every Week	Nil			Please note that the attempt period for the Pre-Course Quiz will start before this course commences. Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from the course.	NON-LAB

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MKT353	<a href="#">Retail Management</a>	5	N	Y	N	Y	2025/07	THURSDAY TERM 2 WEEK 1 Every Week				Please note that the attempt period for the Pre-Course Quiz will start before this course commences. Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from the course.	NON-LAB
MKT354e	<a href="#">Brand Management</a>	5	Y	N	Y	N	2024/07	MONDAY TERM 2 WEEK 1 Every Week	Nil			Please note that the attempt period for the Pre-Course Quiz will start before this course commences. Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from the course.	NON-LAB

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MKT355e	<a href="#">Multivariate Analysis</a>	5	Y	N	Y	N	2023/07	MONDAY TERM 2 WEEK 1 Every Week		BMSZ321		Students are advised to take BUS105e before enrolling in this course. Please note that the window to complete the pre-course quiz for this course will end before the course commences. Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course.	NON-LAB
MKT358	<a href="#">Integrated Marketing Communications</a>	5	Y	N	Y	N	2023/07	MONDAY TERM 2 WEEK 1 Every Week	Nil	MKT357 & MKT359, BMSZ323, ASZ338		Please note that the window to complete the pre-course quiz for this course will end before the course commences. Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course.	NON-LAB

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MKT360	<a href="#">Internet &amp; Social Media Marketing</a>	5	Y	Y	N	Y	2025/07	WEDNESDAY TERM 2 WEEK 2 Every Week	Nil			Please note that the window to complete the pre-course quiz for this course will end before the course commences. Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course.	NON-LAB
MKT361	<a href="#">Business-to-Business Marketing</a>	5	N	Y	N	Y	2025/07	MONDAY TERM 1 WEEK 2 Every Week		BMSZ324		Please note that the attempt period for the Pre-Course Quiz will start before this course commences. Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from the course.	NON-LAB

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MKT362e	<a href="#">Pricing</a>	5	Y	N	Y	N	2025/07	FRIDAY TERM 1 WEEK 1 Every Week	Nil			Please note that the window to complete the pre-course quiz for this course will end before the course commences. Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course.	NON-LAB
MKT363e	<a href="#">Services Marketing</a>	5	Y	N	Y	N	2023/07	TUESDAY TERM 2 WEEK 2 Every Week		BMSZ325		Please note that the window to complete the pre-course quiz for this course will end before the course commences. Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course.	NON-LAB



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MKT364	<a href="#">Case Studies in Marketing Management</a>	5	Y	N	N	N	2020/01	THURSDAY TERM 2 WEEK 1 Every Week				Students are advised to take MKT202(or MKT201 & MKT203) before enrolling in this course. Please note that the window to complete the pre-course quiz for this course will end before the course commences. Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the cours	NON-LAB

\* Students will be required to attend classes on day of presentation as well as on weekends or all classes may be on weekends.