

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

MINOR CORE - 30													
Code	Name	Credit Units	Jul 18	Jan 19	Jul 19	Jan 20	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
BUS105e	<a href="#">Statistics</a>	5	Y	Y	Y	Y	2023/07	THURSDAY TERM 1 WEEK 2		BSZ220		Please note that the window in which 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 Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course.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

Code	Name	Credit Units	Jul 18	Jan 19	Jul 19	Jan 20	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
BUS201	<a href="#">Contract and Agency Law</a>	5	Y	Y	Y	Y	2023/07	MONDAY TERM 1 WEEK 2		BSZ150		Please note that the window in which 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 Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course.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
HRM203e	<a href="#">Human Behaviour in Organisations</a>	5	Y	Y	Y	Y	2023/07	WEDNESDAY TERM 2 WEEK 1	Nil	BUS206, HRM201, BUS101, BUS103			NON-LAB
MKT202e	<a href="#">Marketing Management</a>	5	Y	Y	Y	Y	2023/07	WEDNESDAY TERM 2 WEEK 1		BMSZ326, MKT201 & MKT203		Please note that this is a FULLY ONLINE course with no face-to-face instruction.	NON-LAB

Code	Name	Credit Units	Jul 18	Jan 19	Jul 19	Jan 20	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT351e	<a href="#">Consumer Behaviour</a>	5	Y	N	Y	N	2023/07	THURSDAY TERM 1 WEEK 1		BMSZ320		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 Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course.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
MKT390e	<a href="#">Marketing Research</a>	5	N	Y	N	Y	2023/07	MONDAY TERM 1 WEEK 1		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 Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course.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

Code	Name	Credit Units	Jul 18	Jan 19	Jul 19	Jan 20	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
BUS357	<a href="#">Starting and Managing a Business</a>	5	N	Y	N	Y	2023/07	RUN01-MONDAY TERM 1 WEEK 2 VRUN02-MONDAY TERM 1 WEEK 2		BFSZ333		BUS357 requires the holistic knowledge of business. Students are strongly recommended to take ACC201e, MKT202 and FIN303 before enrolling to the course. Attempt period of pre-course quiz will end before the course starts. Students who do not achieve at least 60% will be withdrawn from the course.	NON-LAB

Code	Name	Credit Units	Jul 18	Jan 19	Jul 19	Jan 20	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT352e	<a href="#">Sales Management</a>	5	Y	N	Y	N	2023/07	FRIDAY TERM 1 WEEK 1	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
MKT353e	<a href="#">Retail Management</a>	5	Y	N	Y	N	2023/07	THURSDAY TERM 2 WEEK 1				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

Code	Name	Credit Units	Jul 18	Jan 19	Jul 19	Jan 20	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT354e	<a href="#">Brand Management</a>	5	Y	N	Y	N	2023/07	MONDAY TERM 2 WEEK 1	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
MKT355e	<a href="#">Multivariate Analysis</a>	5	N	Y	N	Y	2023/07	MONDAY TERM 2 WEEK 1		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

Code	Name	Credit Units	Jul 18	Jan 19	Jul 19	Jan 20	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT358	<a href="#">Integrated Marketing Communications</a>	5	N	Y	N	Y	2023/07	MONDAY TERM 2 WEEK 1	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
MKT360	<a href="#">Internet &amp; Social Media Marketing</a>	5	N	Y	N	Y	2023/07	WEDNESDAY TERM 2 WEEK 2	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

Code	Name	Credit Units	Jul 18	Jan 19	Jul 19	Jan 20	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT361e	<a href="#">Business-to-Business Marketing</a>	5	Y	N	Y	N	2023/07	TUESDAY TERM 1 WEEK 2		BMSZ324		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
MKT362e	<a href="#">Pricing</a>	5	N	Y	N	Y	2023/07	THURSDAY TERM 1 WEEK 1	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



Code	Name	Credit Units	Jul 18	Jan 19	Jul 19	Jan 20	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT363e	<a href="#">Services Marketing</a>	5	N	Y	N	Y	2023/07	TUESDAY TERM 2 WEEK 2		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
MKT364	<a href="#">Case Studies in Marketing Management</a>	5	N	Y	N	Y	2023/07	THURSDAY TERM 2 WEEK 1				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.

