

1. Students need to complete at least 20 cu of level 3 and above courses in the major.
2. Students are strongly advised to follow the study plan.
3. The timetable will be issued separately. Where possible, students should attend the daytime classes.
4. The excluded combinations in the curriculum plan are not applicable to full-time students.

COMPULSORY - 65 cu													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
ANL203 Analytics for Decision-Making	5					Y	N	Y	Y	N	Y	2029/07	
BUS490 Contemporary Business Strategy	5	Part-time students must have completed at least 95 cu (excluding SUSS Core courses) to take BUS490. Full-time students must have completed at least 110 cu (excluding SUSS Core courses) to take BUS490.	BUS489, BUS488			Y	N	Y	Y	N	Y	2029/07	CRN01; Sat; Week 1, 4, 7, 12 CRN02; Sat; Week 1, 4, 7, 12 CRN03; Sat; Week 1, 4, 7, 12 CRN04; Sat; Week 1, 4, 7, 12

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
ECO202 Economic Ideas and Models for Business	5		ECO201, BSZ221, DDZS2021			Y	N	Y	Y	N	Y	2028/07	
LOG202 Managing Operations	5					Y	N	N	Y	N	N	2028/07	
MKT202 Marketing Management	5		BMSZ326, MKT201 & MKT203			N	N	Y	N	N	Y	2029/07	
MKT351 Consumer Behaviour	5		BMSZ320			N	N	Y	N	N	Y	2028/07	
MKT358 Integrated Marketing Communications	5		MKT357 & MKT359, BMSZ323, ASZ338			Y	N	N	Y	N	N	2028/07	
MKT363 Services Marketing	5		BMSZ325			Y	N	N	Y	N	N	2029/07	
MKT366 Sustainability Marketing	5					Y	N	N	Y	N	N	2028/07	
MKT368 Digital Marketing	5		MKT360			N	N	Y	N	N	Y	2029/07	
MKT390 Marketing Research	5		BMSZ321			Y	N	N	Y	N	N	2029/07	
MKT498 Selected Topics on Digital Transformation	10	Completed 100 cu				N	N	Y	N	N	Y		
ELECTIVE - 15 cu													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
ACC202 Financial and Managerial Accounting	5					N	N	Y	N	N	Y	2028/07	

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
BUS100 Business Skills and Management	5				Strongly recommended to be taken as the first course in the programme. Attendance is compulsory. This course is conducted on 3 Saturdays. Class Test is conducted on additional Saturday (Week 9).	N	N	Y	N	N	Y	2029/07	
BUS201 Contract and Agency Law	5		BSZ150			Y	N	N	Y	N	N	2029/07	
BUS204 Business Excellence	5					N	N	N	Y	N	N	2029/07	
BUS308 Sustainability, Ethics and Law	5					Y	N	Y	Y	N	Y	2029/07	
BUS354 Customer Relationship Management	5					N	N	N	N	N	N	2029/07	
BUS357 Starting and Managing a Business	5		BFSZ333		Students are strongly recommended to complete ACC201, MKT202 and FIN303 before taking BUS357.	Y	N	Y	Y	N	Y	2029/07	CRN01; Mon; Week 1, 3, 5, 7, 9, 11 CRN02; Mon; Week 1, 3, 5, 7, 9, 11

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
FIN203 Essentials of Financial Management	5		FIN205, FIN303, FIN304, FIN302 and FIN309			Y	N	Y	Y	N	Y	2029/07	
HRM203 Human Behaviour in Organisations	5		BUS206, HRM201, BUS101, BUS103, BUS104			N	N	Y	N	N	Y	2029/07	
MKT353 Retail Management	5					N	N	Y	N	N	Y	2029/07	
MKT354 Brand Management	5					Y	N	N	Y	N	N	2028/07	
MKT362 Pricing	5					Y	N	N	Y	N	N	2028/07	
MKT365 Social Media Metrics & Analytics	5					Y	N	Y	Y	N	Y		
MKT367 Social Marketing	5					N	N	Y	N	N	Y	2028/07	
MKT369 Digital Marketing Practicum	5					Y	N	N	Y	N	N	2028/07	
MKT370 B2B Marketing and Sales Management	5		MKT352, MKT361			N	N	Y	N	N	Y	2028/07	
MKT371 Customer Insights and Analytics	5		MKT355			Y	N	N	Y	N	N	2028/07	
MKT372 AI and Marketing 5.0	5					N	N	Y	N	N	Y	2029/07	

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
MKT373 Strategic Content Management	5	The students should at least have basic skills in video editing			The students who want to choose this course need to self-evaluate and be confident they can deliver video-based assignments.	N	N	N	N	N	Y	2029/07	
MKT499 Marketing Applied Project	10					Y	N	Y	Y	N	Y	2029/07	

FREE ELECTIVE - 60 cu

Students can use up to 60 cu to take minors or a second major.

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
GSP100 General/Free Electives	-					Y	N	Y	Y	N	Y	2029/07	

- If the presentation status is 'Y' = the course is presenting in the semester, 'N' = the course is not presenting in the semester, 'RT' = the course has been retired and will not be presented again, 'RP' = the course has been replaced and will not be presented again.
- The information listed is subject to review and change.

SUSS CORE

A separate timetable will be issued

SUSS CORE COMPULSORY - 45 cu

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
NCO101 Living with Community	5					Y	N	Y	Y	N	Y	2029/07	
NCO102 Effective Writing	5					Y	N	Y	Y	N	Y		

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
NCO103 Listen and Be Heard: Effective Communication through Storytelling	5					Y	N	Y	Y	N	Y		
NCO201 Learn to Learn, Learn for Life	5					Y	N	Y	Y	N	Y	2028/07	
NCO203 Critical Thinking and Problem Solving	5					Y	N	Y	Y	N	Y		
NCO205 User-Centred Design: Human Factors and Design Thinking	5					Y	N	Y	Y	N	Y	2029/07	
NIE201 Interdisciplinary Processes for a Better World	5					Y	N	Y	Y	N	Y	2029/07	
NIE301 Learning with Communities	5				The course spans 2 regular semesters.	Y	N	Y	Y	N	Y	2029/07	
NIE351 Interdisciplinary Global Learning	5				The course spans 2 regular semesters. There is a compulsory travel component during the semester break.	Y	N	Y	Y	N	Y	2029/07	
SUSS CORE ELECTIVES (CAPACITIES) - 5 cu													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
NCO211 Data Interpretation and Social Analytics	5					Y	N	Y	Y	N	Y		
NCO212 The 'Smart City' and Society	5					Y	N	Y	Y	N	Y		

SUSS CORE ELECTIVES (ENGAGEMENT) - 5 cu													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
BUS105 Statistics	5		BSZ220			Y	N	Y	Y	N	Y	2029/07	
SUSS CORE ELECTIVES (PEOPLE) - 5 cu													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
NCO111 Work and Learning in a Changing World	2.5				NCO111 is presented during the special semester in the evening only.	Y	Y	Y	Y	Y	Y	2029/07	
NCO112 Peak Performance	2.5	NCO111			NCO112 is presented during the special semester in the evening only.	Y	Y	Y	Y	Y	Y	2029/07	
NCO113 Teamwork in the Modern Workplace	2.5	NCO111			NCO113 is presented during the special semester in the evening only.	Y	Y	Y	Y	Y	Y	2029/07	

LIST OF SECONDARY FIELDS TO TAKE WITH Bachelor of Science in Marketing - FTMKTGMJ1

2nd Major

[Analytics](#)

[Biomedical Engineering](#)

[Building and Project Management](#)

[Business](#)

[Chinese Studies](#)

[Communication](#)

[Digital Media](#)

[Early Childhood Education](#)

[Early Childhood and Chinese Language Education 学前华文教育学士](#)

[English Language and Literature](#)

[Events Management](#)

[Facilities Management](#)

[Film Studies](#)

[Finance](#)

[Human Factors](#)

[Human Resource Management](#)

[Information and Communication Technology](#)

[Logistics and Supply Chain Management](#)

[Malay Language and Literature](#)

[Mathematics](#)

[Political Science](#)

[Psychology](#)

[Public Safety and Security](#)

[Sociology](#)

[Tamil Language and Literature](#)

[Translation and Interpretation](#)

Minor

[Accountancy](#)

[Analytics](#)

[Application Development](#)

[Applied Ageing Studies](#)

[Applied Behavioural Studies](#)

[Applied Economics](#)

[Aviation Management](#)

[Business](#)

[Chinese Language and Culture](#)

[Chinese Literature](#)

[Cloud Computing](#)

[Communication](#)

[Contemporary Social Issues](#)

[Criminal Investigation](#)

[Criminology](#)

[Crisis Management](#)

[Cyber Safety and Information Security](#)

[Data Science](#)

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[English Language](#)

[English Literature](#)

[Entrepreneurship](#)

[Events Management](#)

[Facilities Management](#)

[Film Studies](#)

[Financial Technology](#)

[Food Security and Sustainability](#)
[Human Factors](#)
[Human Resource Management](#)
[Information Technology](#)
[International Trade Management](#)
[Introduction to ASEAN-China-India](#)
[Malay Language](#)
[Management](#)
[Maritime Management](#)
[Mathematics](#)
[Military Studies](#)
[Mobile Application Development](#)
[Outdoor Education](#)
[Paramedicine and Emergency Response](#)
[Physical Education](#)
[Political Science](#)
[Procurement Management](#)
[Psychology \(Business\)](#)
[Psychology \(Culture\)](#)
[Psychology \(Education\)](#)
[Psychology \(Forensics\)](#)
[Psychology \(Health\)](#)
[Psychosocial Intervention](#)
[Screen Production](#)
[Social Entrepreneurship and Innovation](#)
[Sociology](#)
[Special Education](#)
[Supply Chain Management](#)
[Sustainable Business Practices](#)

[Tamil Language](#)

[Translation](#)

[Work-based Learning](#)

[Workplace Safety and Health](#)

Retired/Replaced List

Course	Credit Units	Status	Effective From Semester	Remarks
CDO303 SUSS Impact Startup Challenge in Singapore	5	Retired	2024/07	
CDO303ACI ASEAN-China Impact Startup Challenge	5	Retired	2024/07	
CDO303DLC SUSS-DUFE Impact Startup Challenge in Dalian, China	5	Replaced	2023/07	Replaced by CDO303DLD
CDO303DLD Impact Startup Challenge in Dalian, China	5	Retired	2024/07	
CDO303GER Impact Startup Challenge in Gerontology	5	Retired	2024/07	
CDO303JKT SUSS-PIAGET Impact Startup Challenge (Jakarta, Indonesia)	5	Replaced	2023/01	CDO303JKU
CDO303JKU Impact Startup Challenge (Jakarta, Indonesia)	5	Retired	2024/07	
CDO303KHH SUSS-FORMOSA Impact Startup Challenge in Kaohsiung, Taiwan	5	Replaced	2023/07	Replaced by CDO303KHI
CDO303KHI Impact Startup Challenge in Kaohsiung, Taiwan	5	Retired	2024/07	
CDO303MDN SUSS-WBI Impact Startup Challenge in Medan, Indonesia	5	Replaced	2023/07	Replaced by CDO303MDO
CDO303MDO Impact Startup Challenge in Medan, Indonesia	5	Retired	2024/07	
CDO303MNL SUSS-GCIC Impact Startup Challenge in Manila, Philippines	5	Replaced	2023/07	Replaced by CDO303MNM
CDO303MNM Impact Startup Challenge in Manila, Philippines	5	Retired	2024/07	
CDO303PNH SUSS-AUPP Impact Startup Challenge in Phnom Penh, Cambodia	5	Replaced	2023/07	Replaced by CDO303PNI

CDO303PNI Impact Startup Challenge in Phnom Penh, Cambodia	5	Retired	2024/07	
CDO303SGN SUSS-FETCH Impact Startup Challenge in Ho Chi Minh, Vietnam	5	Replaced	2023/01	CDO303SGO
CDO303SGO Impact Startup Challenge in Ho Chi Minh, Vietnam	5	Retired	2024/07	
CDO303SU Impact Startup Challenge in Sustainability	5	Retired	2024/07	
CDO303SZX SUSS-SZU Impact Startup Challenge in Shenzhen, China	5	Replaced	2023/07	Replaced by CDO303SZY
CDO303SZY Impact Startup Challenge in Shenzhen, China	5	Retired	2024/07	

