

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 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | Last Presentation | Time Table |
| ANL203 Analytics for Decision-Making | 5 | | | | | Y | N | Y | Y | Y | Y | | |
| 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 | Y | Y | | 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 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | Last Presentation | Time Table |
|---|--------------|---|----------------------------------|----------|---------|--------|--------|--------|--------|--------|--------|-------------------|------------|
| ECO202 Economic Ideas and Models for Business | 5 | | ECO201, BSZ221, DDZS2021 | | | Y | N | Y | Y | Y | Y | | |
| MKT202 Marketing Management | 5 | | BMSZ326, MKT201 & MKT203 | | | N | N | Y | N | Y | N | | |
| MKT351 Consumer Behaviour | 5 | | BMSZ320 | | | N | N | Y | N | Y | N | | |
| MKT358 Integrated Marketing Communications | 5 | | MKT357 & MKT359, BMSZ323, ASZ338 | | | Y | N | N | Y | N | Y | | |
| MKT363 Services Marketing | 5 | | BMSZ325 | | | Y | N | N | Y | N | Y | | |
| MKT366 Sustainability Marketing | 5 | | | | | Y | N | N | Y | N | Y | | |
| MKT368 Digital Marketing | 5 | | MKT360 | | | N | N | Y | N | Y | N | | |
| MKT390 Marketing Research | 5 | | BMSZ321 | | | Y | N | N | Y | N | Y | | |
| NIE499 Interdisciplinary Capstone Project | 10 | 90CU excluding SUSS Core AND min. 30CU of level 200/300 Major courses | | | | N | N | N | N | Y | N | | |
| SCM202 Managing Operations | 5 | | LOG202 | | | Y | N | N | Y | N | Y | | |
| ELECTIVE - 15 cu | | | | | | | | | | | | | |
| Course | Credit Units | Pre-requisite | Excluded Combination | Grouping | Remarks | Jan 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | Last Presentation | Time Table |
| ACC202 Financial and Managerial Accounting | 5 | | | | | N | N | Y | N | Y | N | | |

| Course | Credit Units | Pre-requisite | Excluded Combination | Grouping | Remarks | Jan 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | 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 | Y | N | | |
| BUS201 Contract and Agency Law | 5 | | BSZ150 | | | Y | N | N | Y | N | Y | | |
| BUS204 Business Excellence | 5 | | | | | Y | N | N | Y | N | Y | | |
| BUS308 Sustainability, Ethics and Law | 5 | | | | | Y | N | Y | Y | Y | Y | | |
| BUS354 Customer Relationship Management | 5 | | | | | N | N | N | N | N | N | | |
| 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 | Y | Y | | CRN01; Mon, Sat; Week 0, 3, 5, 7, 9, 11 CRN02; Mon, Sat; Week 0, 3, 5, 7, 9, 11 |

| Course | Credit Units | Pre-requisite | Excluded Combination | Grouping | Remarks | Jan 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | Last Presentation | Time Table |
|---|--------------|---------------|---|----------|---------|--------|--------|--------|--------|--------|--------|-------------------|--|
| DCM365 Social Media Metrics & Analytics | 5 | | MKT365 or CET365 | | | N | N | Y | Y | Y | Y | | CRN02; Fri; Week 1, 3, 5, 7, 9, 11 CRN03; Wed; Week 1, 3, 5, 7, 9, 11 |
| FIN203 Essentials of Financial Management | 5 | | FIN205, FIN303, FIN304, FIN302 and FIN309 | | | Y | N | N | Y | Y | Y | | |
| HRM203 Human Behaviour in Organisations | 5 | | BUS206, HRM201, BUS101, BUS103, BUS104 | | | N | N | Y | N | Y | N | | |
| MKT353 Retail Management | 5 | | | | | N | N | Y | N | Y | N | | |
| MKT354 Brand Management | 5 | | | | | Y | N | N | Y | N | Y | | |
| MKT362 Pricing | 5 | | | | | Y | N | N | Y | N | Y | | |
| MKT367 Social Marketing | 5 | | | | | N | N | Y | N | Y | N | | |
| MKT369 Digital Marketing Practicum | 5 | | | | | Y | N | N | Y | N | Y | | |
| MKT370 B2B Marketing and Sales Management | 5 | | MKT352, MKT361 | | | N | N | Y | N | Y | N | | |
| MKT371 Customer Insights and Analytics | 5 | | MKT355 | | | Y | N | N | Y | N | Y | | |
| MKT372 AI and Marketing | 5 | | | | | N | N | Y | N | Y | N | | |

| Course | Credit Units | Pre-requisite | Excluded Combination | Grouping | Remarks | Jan 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | 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 | Y | N | Y | N | | |

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 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | Last Presentation | Time Table |
|---|--------------|---------------|----------------------|----------|---------|--------|--------|--------|--------|--------|--------|-------------------|------------|
| GSP100 General/Free Electives | - | | | | | Y | N | Y | Y | Y | Y | | |

- 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 - 47.5 cu | | | | | | | | | | | | | |
|--|--------------|---------------|----------------------|----------|---------|--------|--------|--------|--------|--------|--------|-------------------|------------|
| Course | Credit Units | Pre-requisite | Excluded Combination | Grouping | Remarks | Jan 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | Last Presentation | Time Table |
| NCO101 Living with Community | 5 | | | | | Y | N | Y | Y | Y | Y | | |
| NCO102 Effective Writing | 5 | | | | | Y | N | Y | Y | Y | Y | | |

| Course | Credit Units | Pre-requisite | Excluded Combination | Grouping | Remarks | Jan 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | Last Presentation | Time Table |
|--|--------------|---------------|----------------------|----------|--|--------|--------|--------|--------|--------|--------|-------------------|------------|
| NCO103 Listen and Be Heard: Effective Communication through Storytelling | 5 | | | | | Y | N | Y | Y | Y | Y | | |
| 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 | | |
| NCO201 Learn to Learn, Learn for Life | 5 | | | | | Y | N | Y | Y | Y | Y | | |
| NCO203 Critical Thinking and Problem Solving | 5 | | | | | Y | N | Y | Y | Y | Y | | |
| NCO205 User-Centred Design: Human Factors and Design Thinking | 5 | | | | | Y | N | Y | Y | Y | Y | | |
| NIE201 Interdisciplinary Processes for a Better World | 5 | | | | | Y | N | Y | Y | Y | Y | | |
| NIE301 Learning with Communities | 5 | | | | The course spans 2 regular semesters. | Y | N | Y | Y | Y | Y | | |

| Course | Credit Units | Pre-requisite | Excluded Combination | Grouping | Remarks | Jan 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | Last Presentation | Time Table |
|---|--------------|---------------|----------------------|----------|---|--------|--------|--------|--------|--------|--------|-------------------|------------|
| NIE351 Interdisciplinary Global Learning | 5 | NIE201 | | | The course spans 2 regular semesters. There is a compulsory travel component during the semester break. The pre-requisite of NIE201 only applies to students from Part-Time Honours & Full-Time Programmes. | Y | N | Y | Y | Y | Y | | |
| SUSS CORE ELECTIVES (CAPACITIES) - 5 cu | | | | | | | | | | | | | |
| Course | Credit Units | Pre-requisite | Excluded Combination | Grouping | Remarks | Jan 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | Last Presentation | Time Table |
| NCO211 Data Interpretation and Social Analytics | 5 | | | | | Y | N | N | Y | N | Y | | |
| NCO212 The 'Smart City' and Society | 5 | | | | | Y | N | Y | Y | Y | Y | | |
| SUSS CORE ELECTIVES (ENGAGEMENT) - 5 cu | | | | | | | | | | | | | |
| Course | Credit Units | Pre-requisite | Excluded Combination | Grouping | Remarks | Jan 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | Last Presentation | Time Table |
| BUS105 Statistics | 5 | | BSZ220 | | | Y | N | Y | Y | Y | Y | | |

SUSS CORE ELECTIVES (PEOPLE) - 2.5 cu

| Course | Credit Units | Pre-requisite | Excluded Combination | Grouping | Remarks | Jan 26 | May 26 | Jul 26 | Jan 27 | Jul 27 | Jan 28 | Last Presentation | Time Table |
|---|--------------|---------------|----------------------|----------|--|--------|--------|--------|--------|--------|--------|-------------------|------------|
| NCO112 Peak Performance | 2.5 | NCO111 | | | NCO112 is presented during the special semester in the evening only. | Y | Y | Y | Y | Y | Y | | |
| 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 | | |

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](#)

[Supply Chain Management](#)

[Tamil Language and Literature](#)

[Translation and Interpretation](#)

Minor

[AI and Digital Solutions for Society](#)

[Accountancy](#)

[Analytics](#)

[Application Development](#)

[Applied Ageing Studies](#)

[Applied Behavioural Sciences](#)

[Applied Economics](#)

[Aviation Management](#)

[Business](#)

[Chinese Language and Culture](#)

[Chinese Literature](#)

[Cloud Computing](#)

[Communication](#)

[Criminal Investigation](#)

[Criminology](#)

[Crisis Management](#)

[Cyber Safety and Information Security](#)

[Data Science](#)

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[English Language](#)

[English Literature](#)

[Entrepreneurship](#)

[Events Management](#)

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[Film Studies](#)

[Finance](#)
[Financial Technology](#)
[Food Security and Sustainability](#)
[Generative Artificial Intelligence](#)
[Human Factors](#)
[Human Resource Management](#)
[Information Technology](#)
[Insurance Fundamentals](#)
[International Trade Management](#)
[Introduction to ASEAN-China-India](#)
[Leadership](#)
[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 | |
| CET365 Social Media Metrics & Analytics | 5 | Replaced | 2026/07 | Replaced by DCM365 |
| LOG202 Managing Operations | 5 | Replaced | 2026/01 | Replaced by SCM202 |
| MKT365 Social Media Metrics & Analytics | 5 | Replaced | 2025/07 | Replaced by CET365 |
| MKT499 Marketing Applied Project | 10 | Retired | 2026/01 | |

