

1. Students need to complete at least 20 cu of level 3 and above courses in the second major.

2ND MAJOR COMPULSORY - 55 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	CRN01; Fri; Week 1, 3, 5, 7, 9, 11 CRN02; Fri; Week 1, 3, 5, 7, 9, 11
BUS490 Contemporary Business Strategy	5	Students must have completed at least 45 CUs (exclude SUSS core) in order 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
MKT202 Marketing Management	5		BMSZ326, MKT201 & MKT203			Y	N	Y	Y	N	Y	2029/07	CRN01; Wed; Week 1, 3, 5, 7, 9, 11 CRN02; Wed; Week 1, 3, 5, 7, 9, 11
MKT351 Consumer Behaviour	5		BMSZ320			N	N	Y	N	N	Y	2028/07	CRN01; Thu; Week 2, 4, 6, 8, 10, 12 CRN02; Thu; Week 2, 4, 6, 8, 10, 12 CRN03; Tue; Week 2, 4, 6, 8, 10, 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
MKT358 Integrated Marketing Communications	5		MKT357 & MKT359, BMSZ323, ASZ338			Y	N	N	Y	N	N	2028/07	CRN01; Mon; Week 2, 4, 6, 8, 10, 12 CRN02; Mon; Week 2, 4, 6, 8, 10, 12
MKT363 Services Marketing	5		BMSZ325			Y	N	N	Y	N	N	2029/07	CRN01; Tue; Week 2, 4, 6, 8, 10, 12 CRN02; Tue; Week 2, 4, 6, 8, 10, 12
MKT366 Sustainability Marketing	5					Y	N	N	Y	N	N	2028/07	CRN01; Wed; Week 2, 4, 6, 8, 10, 12 CRN02; Wed; Week 2, 4, 6, 8, 10, 12
MKT368 Digital Marketing	5		MKT360			N	N	Y	N	N	Y	2029/07	CRN01; Wed; Week 1, 3, 5, 7, 9, 11 CRN02; Wed; Week 1, 3, 5, 7, 9, 11
MKT390 Marketing Research	5		BMSZ321			Y	N	N	Y	N	N	2029/07	CRN01; Mon; Week 1, 3, 5, 7, 9, 11 CRN02; Mon; Week 1, 3, 5, 7, 9, 11 CRN03; Thu; Week 1, 3, 5, 7, 9, 11
MKT498 Selected Topics on Digital Transformation	10	Completed 100 cu				N	N	Y	N	N	Y	2029/07	
2ND MAJOR ELECTIVE - 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
ACC202 Financial and Managerial Accounting	5					Y	N	Y	Y	N	Y	2028/07	CRN01; Mon; Week 2, 4, 6, 8, 10, 12 CRN02; Mon; Week 2, 4, 6, 8, 10, 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
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).	Y	N	Y	Y	N	Y	2029/07	CRN01; Sat; Week 1, 3, 7 CRN02; Sat; Week 1, 3, 7
BUS201 Contract and Agency Law	5		BSZ150			Y	N	Y	Y	N	Y	2029/07	CRN01; Mon; Week 2, 4, 6, 8, 10, 12 CRN02; Mon; Week 2, 4, 6, 8, 10, 12
BUS204 Business Excellence	5					Y	N	N	Y	N	N	2029/07	CRN01; Fri; Week 2, 4, 6, 8, 10, 12
BUS308 Sustainability, Ethics and Law	5					Y	N	Y	Y	N	Y	2029/07	CRN01; Tue; Week 2, 4, 6, 8, 10, 12 CRN02; Tue; Week 2, 4, 6, 8, 10, 12
BUS354 Customer Relationship Management	5					Y	N	Y	Y	N	Y	2029/07	CRN01; Thu; Week 2, 4, 6, 8, 10, 12 CRN02; Thu; Week 2, 4, 6, 8, 10, 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
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
ECO202 Economic Ideas and Models for Business	5		ECO201, BSZ221, DDZS202 1			Y	N	Y	Y	N	Y	2028/07	CRN01; Wed, Sat; Week 2, 4, 5, 6, 8, 10, 11, 12 CRN02; Wed, Sat; Week 2, 4, 5, 6, 8, 10, 11, 12
FIN203 Essentials of Financial Management	5		FIN205, FIN303, FIN304, FIN302 and FIN309			Y	N	Y	Y	N	Y	2029/07	CRN01; Mon; Week 2, 4, 6, 8, 10, 12 CRN02; Mon; Week 2, 4, 6, 8, 10, 12 CRN03; Thu; Week 2, 4, 6, 8, 10, 12
HRM203 Human Behaviour in Organisations	5		BUS206, HRM201, BUS101, BUS103, BUS104			Y	N	Y	Y	N	Y	2029/07	CRN01; Wed; Week 1, 3, 5, 7, 9, 11 CRN02; Thu; Week 1, 3, 5, 7, 9, 11
LOG202 Managing Operations	5					Y	N	Y	Y	N	Y	2028/07	CRN01; Fri; Week 2, 4, 6, 8, 10, 12 CRN02; Fri; Week 2, 4, 6, 8, 10, 12
MKT353 Retail Management	5					N	N	Y	N	N	Y	2029/07	CRN01; Thu; Week 1, 3, 5, 7, 9, 11 CRN02; Thu; 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
MKT354 Brand Management	5					Y	N	N	Y	N	N	2028/07	CRN01; Mon; Week 1, 3, 5, 7, 9, 11 CRN02; Mon; Week 1, 3, 5, 7, 9, 11
MKT362 Pricing	5					Y	N	N	Y	N	N	2028/07	CRN01; Fri; Week 1, 3, 5, 7, 9, 11 CRN02; Fri; Week 1, 3, 5, 7, 9, 11
MKT365 Social Media Metrics & Analytics	5					Y	N	Y	Y	N	Y	2028/07	CRN01; Fri; Week 1, 3, 5, 7, 9, 11 CRN02; Fri; Week 1, 3, 5, 7, 9, 11 CRN03; Wed; Week 1, 3, 5, 7, 9, 11
MKT367 Social Marketing	5					N	N	Y	N	N	Y	2028/07	CRN01; Tue; Week 1, 3, 5, 7, 9, 11 CRN02; Wed; Week 1, 3, 5, 7, 9, 11
MKT369 Digital Marketing Practicum	5					Y	N	N	Y	N	N	2028/07	CRN01; Thu; Week 1, 2, 3, 4, 5, 6
MKT370 B2B Marketing and Sales Management	5		MKT352, MKT361			N	N	Y	N	N	Y	2028/07	CRN01; Fri; Week 1, 3, 5, 7, 9, 11 CRN02; Fri; Week 1, 3, 5, 7, 9, 11
MKT371 Customer Insights and Analytics	5		MKT355			Y	N	N	Y	N	N	2028/07	CRN01; Tue; Week 1, 3, 5, 7, 9, 11 CRN02; Tue; Week 1, 3, 5, 7, 9, 11 CRN03; Wed; 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
MKT372 AI and Marketing 5.0	5					N	N	Y	N	N	Y	2029/07	CRN01; Mon; Week 1, 2, 3, 4, 5, 6
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	CRN01; Fri; Week 0

- 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.

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	
CDO303DLD Impact Startup Challenge in Dalian, China	5	Retired	2024/07	
CDO303GER Impact Startup Challenge in Gerontology	5	Retired	2024/07	
CDO303JKU Impact Startup Challenge (Jakarta, Indonesia)	5	Retired	2024/07	
CDO303KHI Impact Startup Challenge in Kaohsiung, Taiwan	5	Retired	2024/07	
CDO303MDO Impact Startup Challenge in Medan, Indonesia	5	Retired	2024/07	
CDO303MNM Impact Startup Challenge in Manila, Philippines	5	Retired	2024/07	
CDO303PNI Impact Startup Challenge in Phnom Penh, Cambodia	5	Retired	2024/07	
CDO303SGO Impact Startup Challenge in Ho Chi Minh, Vietnam	5	Retired	2024/07	
CDO303SU Impact Startup Challenge in Sustainability	5	Retired	2024/07	
CDO303SZY Impact Startup Challenge in Shenzhen, China	5	Retired	2024/07	