

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

MINOR CORE - 35 cu													
Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
BUS105	Statistics	5	Y	Y	Y	Y	2026/07	RUN01-THURSDAY TERM 1 WEEK 2 Every Week RUN02-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 Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from the course.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	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
BUS201	Contract and Agency Law	5	Y	Y	Y	Y	2026/07	RUN01-MONDAY TERM 1 WEEK 2 Every Week RUN02-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 Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from the course.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	Human Behaviour in Organisations	5	Y	Y	Y	Y	2027/07	RUN01-WEDNESDAY TERM 2 WEEK 1 Every Week RUN02-WEDNESDAY TERM 2 WEEK 1 Every Week	Nil	BUS206, HRM201, BUS101, BUS103, BUS104			NON-LAB

Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT202e	Marketing Management	5	Y	Y	Y	Y	2027/07	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
MKT351	Consumer Behaviour	5	Y	N	Y	N	2025/07	RUN01-THURSDAY TERM 1 WEEK 1 Every Week RUN02-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 Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from the course.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
MKT366	Sustainability Marketing	5	N	Y	N	Y	2027/07	RUN01-WEDNESDAY TERM 1 WEEK 2 Every Week RUN02-WEDNESDAY TERM 1 WEEK 2 Every Week					NON-LAB

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MKT390	Marketing Research	5	N	Y	N	Y	2025/07	RUN01-MONDAY TERM 1 WEEK 1 Every Week RUN02-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 - 5 cu

Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
BUS357	Starting and Managing a Business	5	Y	Y	Y	Y	2026/07	RUN01-MONDAY TERM 1 WEEK 2 Every Week RUN02-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

Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT352	Sales Management	5	Y	N	N	N	2022/07	RUN01-FRIDAY TERM 1 WEEK 1 Every Week RUN02-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

Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT353	Retail Management	5	Y	N	Y	N	2025/07	RUN01-THURSDAY TERM 2 WEEK 1 Every Week RUN02-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

Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT354	Brand Management	5	N	Y	N	Y	2025/07	RUN01-MONDAY TERM 2 WEEK 1 Every Week RUN02-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

Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT358	Integrated Marketing Communications	5	N	Y	N	Y	2025/07	RUN01-MONDAY TERM 2 WEEK 1 Every Week RUN02-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	Internet & Social Media Marketing	5	Y	N	N	N	2022/07	RUN01-WEDNESDAY TERM 2 WEEK 2 Every Week RUN02-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

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MKT361	Business-to-Business Marketing	5	Y	N	N	N	2022/07	RUN02-MONDAY TERM 1 WEEK 2 Every Week RUN03-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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MKT362	Pricing	5	N	Y	N	Y	2025/07	RUN02-FRIDAY TERM 1 WEEK 1 Every Week RUN03-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

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MKT363	Services Marketing	5	N	Y	N	Y	2025/07	RUN01-TUESDAY TERM 2 WEEK 2 Every Week RUN02-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
MKT365	Social Media Metrics & Analytics	5	Y	Y	Y	Y	2027/07	RUN01-FRIDAY TERM 2 WEEK 1 Every Week RUN02-FRIDAY TERM 2 WEEK 1 Every Week	Nil			Quiz will start before the 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	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT367	Social Marketing	5	Y	N	Y	N	2027/07	RUN01-TUESDAY TERM 1 WEEK 1 Every Week RUN02-TUESDAY TERM 2 WEEK 1 Every Week				Quiz will start before the course commences . Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from this course.	NON-LAB
MKT369	Digital Marketing Practicum	5	N	Y	N	Y	2027/07	RUN01-FRIDAY Every Week RUN02-FRIDAY Every Week				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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MKT371	Customer Insights and Analytics	5	N	Y	N	Y	2027/07	RUN01-MONDAY TERM 2 WEEK 1 Every Week RUN02-MONDAY TERM 2 WEEK -6 Every Week		MKT355		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

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

Retired/Replaced List

Code	Name	Credit Units	Status	Effective From Semester	Remarks
GSP100	General Electives	10	Retired	2022/07	
MKT355	Multivariate Analysis	5	Replaced	2023/01	Replaced by MKT371
MKT364	Case Studies in Marketing Management	5	Retired	2020/07	