

STUDY AREAS		YEAR 1	YEAR 2	YEAR 3	YEAR 4
COMMON CORE CURRICULUM	CHINESE LANGUAGE	CHN1000 Freshman Chinese CHN1002 Chinese Literature Appreciation	CHN2001 Putonghua for Business		
	ENGLISH LANGUAGE	ENG1010 English for Effective Communication ENG2010 English for Academic Purposes	ENG2020 English for Business Communication		
	GENERAL EDUCATION	GEN1000 Perspective on General Education	GE Cluster GE Cluster	GE Cluster GE Cluster	GE Elective GE Elective
	MATHEMATICS & STATISTICS	AMS1303 Probability and Statistics			
	INFORMATION TECHNOLOGY		COM1000 Contemporary Information Technologies		
BUSINESS EDUCATION	ACCOUNTANCY		ACY2001 Financial Accounting ACY2021 Hong Kong Business Law		
	ECONOMICS & FINANCE	ECO1001 Business Economics 1 ECO1002 Business Economics 2			
	MARKETING & MANAGEMENT	MGT1002 Principles of Management BUS2001 Principles of Marketing	BUS3008 Global Marketing		MGT4001 Business Policy and Strategy
	SUPPLY CHAIN MANAGEMENT		SCM2001 Management of Contemporary Business Operations	SCM3020 Global Logistics Management	
BUSINESS SPECIALTY				<b>CORE (ACY x1 + MKT x1)</b> ACY2002 Management Accounting I BUS3002 Consumer Behaviour  <b>ELECTIVE (Max. 3 in Yr 3)</b> ACY (4) ACY3003 Hong Kong Taxation ACY3005 Management Accounting 2 ACY3111 Corporate Accounting 1 ACY3112 Corporate Accounting 2  EAF (4) ECO3001 Money and Banking FIN3001 Financial Institution and Markets FIN3003 Principles of Investment FIN3004 Corporate Finance  MKT (4) BUS3001 Marketing Research BUS3003 Advertising and IMCs BUS4003 Retail and Channel Management BUS3011 Customer Relationship Management  MGT (2) HRM2012 Organizational Conflict Management MGT2022 MLA: Toward a Better Society	<b>CORE (EAF x1 + MGT x1)</b> FIN2001 Financial Management HRM2011 Industrial and Organizational Psychology  <b>ELECTIVE (Max. 3 in Yr 4)</b> ACY (4) ACY3021 Hong Kong Company Law ACY3100 Corporate Governance ACY3004 Auditing and Assurance 1 ACY4107 Risk Management  EAF (4) FIN3006 Real Estate Finance and Investment FIN4004 Personal Financial Planning FIN4007 International Finance FIN4016 Financial Regulation and Compliance  MKT (4) BUS4002 E-Marketing BUS4010 Brand Management BUS4006 Services Marketing BUS4005 Strategic Marketing  MGT (4) MGT2021 Social Entrepreneurship as Creative Problem Solving MGT3025 Advanced Leadership MGT4102 Entrepreneurship HRM4011 Strategic Human Resource Management
- 2 core each year in Yr 3 & 4 - Any 3 electives each year in Yr 3 & 4 - Max. 3 modules in each specialty					
FREE ELECTIVE			Free Elective 1	Free Elective 2 Free Elective 3	Free Elective 4 Free Elective 5
NO. OF MODULES		10 (30 Credits)	10 (30 Credits)	10 (30 Credits)	10 (30 Credits)