

STUDY AREAS		YEAR 1	YEAR 2	YEAR 3	YEAR 4
COMMON CORE CURRICULUM	CHINESE LANGUAGE	CHN1000 Freshman Chinese CHN1002 Chinese Literature Appreciation	CHN2001 Applied Putonghua		
	ENGLISH LANGUAGE	ENG1001 University English (I) ENG1002 University English (II)	ENG2001 English for Academic Purposes	ENG3002 English for Professional Communication	
	GENERAL EDUCATION	GEN1000 Perspectives on General Education	GE/FE Elective GE/FE Elective	GE/FE Elective GE/FE Elective	GE/FE Elective GE/FE 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	BUS2001 Principles of Marketing	BUS3008 Global Marketing		
	MANAGEMENT	MGT1002 Principles of Management			MGT4001 Business Policy and Strategy
	SUPPLY CHAIN MANAGEMENT		SCM2001 Management of Contemporary Business Operations	SCM3202 Global Logistics Management	
<div> <div></div> <div> <div>BUSINESS SPECIALTY</div> <div> <ul style="list-style-type: none"> <li>2 core each year in Yr 3 &amp; 4</li> <li>Any 3 electives each year in Yr 3 &amp; 4</li> <li>Note: **max. 3 modules in each specialty of the whole programme</li> </ul> </div> </div> </div>				<div>CORE</div> <div>FIN2001 Financial Management BUS3002 Consumer Behaviour</div> <div>ELECTIVE (Max.3)**</div> <div>ACY</div> <div>ACY3003 Hong Kong Taxation ACY3005 Management Accounting 2 ACY3111 Corporate Accounting 1 ACY3112 Corporate Accounting 2</div> <div>EAF</div> <div>ECO3001 Money and Banking FIN3001 Financial Institutions and Markets FIN3003 Principles of Investments FIN3004 Corporate Finance</div> <div>MKT</div> <div>BUS3001 Marketing Research BUS3003 Advertising and IMCs BUS4003 Retail and Channel Management BUS3011 Customer Relationship Management</div> <div>MGT</div> <div>HRM2012 Organizational Conflict Management MGT2022 MLA: Toward a Better Society</div>	<div>CORE</div> <div>ACY2002 Management Accounting 1 HRM2011 Industrial and Organisational Psychology</div> <div>ELECTIVE (Max.3)**</div> <div>ACY</div> <div>ACY3021 Hong Kong Company Law ACY3100 Corporate Governance ACY3004 Auditing and Assurance 1 ACY4107 Risk Management</div> <div>EAF</div> <div>FIN3006 Real Estate Finance and Investment FIN4004 Personal Financial Planning FIN4007 International Finance FIN4016 Financial Regulation and Compliance</div> <div>MKT</div> <div>BUS4002 E-Marketing BUS4010 Brand Management BUS4005 Strategic Marketing BUS4006 Services Marketing</div> <div>MGT</div> <div>MGT2021 Social Entrepreneurship as Creative Problem Solving MGT3025 Advanced Leadership MGT4102 Entrepreneurship HRM4011 Strategic Human Resource Management</div>
			Free Elective Free Elective	Free Elective	Free Elective Free Elective
FREE ELECTIVE					
NO. OF MODULES		10 (28 Credits)	11 (32 Credits)	10 (30 Credits)	10 (30 Credits)