

## Study Progress Checklist for 2010-11 Year 2 & 3 Marketing Stream Students

| Course Code and Title | Credits | <b>E</b> : Enrolled in Y1&/Y2 and credit gained<br><b>T1</b> : to be enrolled in Term 1, 2010-11<br><b>T2</b> : to be enrolled in Term 2, 2010-11 | Credits gained in Total |
|-----------------------|---------|---|-------------------------|
|-----------------------|---------|---|-------------------------|

| <b>1. University Required Courses (12 credits)</b> |   |  |  |
|--|---|--|--|
| LCC101 Practical Chinese I                         | 3 |  |  |
| LCC102 Practical Chinese II                        | 3 |  |  |
| LCE101 English for Communication I                 | 3 |  |  |
| LCE102 English for Communication II                | 3 |  |  |

| <b>2. General Education Courses (9 credits / 3 courses)</b>  |   |  |  |
|--|---|--|--|
| GEA  | 3 |  |  |
| <i>Complete two courses among categories B, C and D, at most one course from each of these categories.</i> |   |  |  |
| GEB  | 3 |  |  |
| GEC  | 3 |  |  |
| GED  | 3 |  |  |

| <b>3. Major Programme Requirement (Total 42 credits)</b>  |   |  |  |
|---|---|--|--|
| <b>A. Foundation Core (21 credits)</b>  |   |  |  |
| BUS102 Statistics for Business  | 3 |  |  |
| BUS103 Financial Accounting   | 3 |  |  |
| BUS104 Managerial Accounting  | 3 |  |  |
| BUS105 Microeconomics for Business  | 3 |  |  |
| BUS107 Legal Aspects of Business  | 3 |  |  |
| BUS108 Global Business Environment  | 3 |  |  |
| BUS207 Management Science   | 3 |  |  |
| <b>B. Functional Core (15 credits)</b>  |   |  |  |
| <i>(It is recommended that Functional Core courses are not taken until at least 5 Foundation Core courses have been completed.)</i> |   |  |  |
| BUS201 Financial Management   | 3 |  |  |
| BUS202 Organisational Behaviour   | 3 |  |  |
| BUS205 Marketing Management   | 3 |  |  |
| BUS206 Information Systems Management   | 3 |  |  |
| BUS211 Operations Management  | 3 |  |  |
| <b>C. Capstone Course (3 credits)</b>   |   |  |  |
| <b>(Completion of All Core Courses or permission of Director of Business Programmes)</b>  |   |  |  |
| BUS301 Strategic Management   | 3 |  |  |
| <b>D. Business Elective (3 credits)</b>   |   |  |  |
| Any one of the 200 or 300- level courses offered by Business Depts excluding any courses that are also offered as GE courses        |   |  |  |
| <i>or</i> BUS330 Research Methodology   | 3 |  |  |
| <i>or</i> BUS331 Business Project   | 3 |  |  |
| <i>or</i> BUS332 Business Practicum   | 3 |  |  |

| <b>4. Stream Required Courses (6 credits)</b>   |   |  |  |
|---|---|--|--|
| <i>(Stream courses cannot be taken until at least 5 Foundation Core courses have been completed or permission has been granted by the Director of Business Programmes.)</i> |   |  |  |
| MKT201 Buyer Behaviour  | 3 |  |  |
| MKT203 Marketing Research   | 3 |  |  |

| <b>5. Stream Elective Courses: (9 credits, 3 courses to be taken)</b> |   |  |  |
|---|---|--|--|
| MKT221 Marketing in the Chinese Mainland                              | 3 |  |  |
| MKT231 Advertising and Integrated Marketing Communications            | 3 |  |  |
| MKT241 International Business Management                              | 3 |  |  |
| MKT311 Salesmanship and Sales Management                              | 3 |  |  |
| MKT312 Strategic Brand Management (NEW)                               | 3 |  |  |
| MKT351 Retailing and Distribution Management                          | 3 |  |  |
| MKT355 Marketing Strategies   | 3 |  |  |

| <b>Other Courses offered by MIB [students can take any of the following course(s) as Free Elective or Business Elective]</b> |   |  |  |
|--|---|--|--|
| MKT211 - Business to Business Marketing  | 3 |  |  |
| MKT214 - Marketing for Financial Services (NEW)  | 3 |  |  |
| MKT321 - International Marketing Management  | 3 |  |  |
| MKT353 - Services Marketing  | 3 |  |  |
| MKT399A- Special Topics in Mktg - New Product Development  | 3 |  |  |
| MKT399B - Marketing for Hospitality and Tourism  | 3 |  |  |

| <b>6. Free Elective Courses (12 credits) At least 6 credits should be obtained from courses outside BBA programmes.</b> |   |  |  |
|---|---|--|--|
|   | 3 |  |  |
|   | 3 |  |  |
|   | 3 |  |  |
|   | 3 |  |  |

| <b>7. Course exemption (no credit) and/or credit transfer obtained (if any)</b> |  |  |  |
|---|--|--|--|
|   |  |  |  |
|   |  |  |  |

**Total No. of the accumulated credits taken after the completion of this year of study: \_\_\_\_\_**

Note: i) A student should have completed **90 or more credits** of courses and fulfilled all other graduation requirements as stipulated in the curriculum of his/her Major Programme. ii) A student should also fulfill the requirements of the Integrated Learning Programme.  
 This Study Progress Checklist is intended to help you to keep track of courses completed and to be completed. For details, please refer to the University Calendar.