The Hong Kong University of Science and Technology
School of Business and Management
An Example on Student's Pathway (as of 25 July 2023)

<< *Declaration of major*

School:		School of Business and Management		Student's Pathways (i.e. Study Pattern)									
Department:		Department of Marketing		Pathway 1									
Program:		BBA in Marketing		Background: HKDSE 4 Core + 2 Elec									
				Profile: Normative									
Course Offering Dept (course code prefix)	Course Code	Course Title / Courses List	Credits	Year 1 Fall	Year 1 Spring	Year 2 Fall	Year 2 Spring	Year 3 Fall	Year 3 Spring	Year 4 Fall	Year 4 Spring	Sub-total	Remarks
School Requirements													
MARK	2120	Marketing Management	3		3	[3]						3	
ACCT	2010	Principles of Accounting I	3	3								3	
ACCT	2200	Principles of Accounting II	3			3						3	
ECON		Note: ECON 2103 OR ECON 2113	3										
ECON	2103	Principles of Microeconomics	3	[3]	3							3	
ECON	2113	Microeconomics	3										
ECON		Note: ECON 2123 OR ECON 3123 (Students who wish to pursue BSc ECOF must take ECON 3123)	3										
ECON	2123	Macroeconomics	3			3	[3]					3	
ECON	3123	Macroeconomic Theory I	3										
FINA	2303	Financial Management	3			3						3	
ISOM	2010	Introduction to Information Systems	3		[3]	3						3	
ISOM	2020	Coding for Business	1			1						1	
ISOM	2500	Business Statistics	3		3							3	
ISOM	2600	Introduction to Business Analytics	1			1						1	
ISOM	2700	Operations Management	3		[3]	3						3	
MGMT	2010	Business Ethics and the Individual	2	2								2	
MGMT	2110	Organizational Behavior	3		3	[3]						3	
MGMT	2130	Business Ethics and Social Responsibility	2					[2]	2			2	
SBMT	1111	Business Student Induction	0	0								0	
LABU	2040	Business Case Analyses	3					3				3	
LABU	2060	Effective Communication in Business	3						3			3	
MATH		Note: MATH 1003 OR MATH 1012 OR MATH 1013 OR MATH 1020 OR MATH 1023	3-4										
MATH	1003	Calculus and Linear Algebra	3										
MATH	1012	Calculus IA	4										
MATH	1013	Calculus IB	3	3								3	
MATH	1020	Accelerated Calculus	4										
MATH	1023	Honors Calculus I	3										
Required credits for School Requirements			45-46									45	
Major Requirements													
Major Required Courses and Electives													
MARK	3220	Marketing Research	4				[4]	4				4	
MARK	3420	Consumer Behavior	4				4	[4]				4	
MARK	4210	Strategic Marketing	4								4	4	
MARK		MARK 3000-level or above Electives (Any 3 courses of the subject and level as specified)	12					4	4	4		12	
Required credits for Major Required Courses and Electives			24									24	
University CORE													
CORE	C3 - C12	U CORE - Others	30	3	3	3	6	6	3	3	3	30	
CORE	C1 & C2	U CORE - English Language	6	3	3							6	
Sub-total for University CORE			36									36	

Term load (excl. free credits)							
14	18	17	16	14	12	7	7
105#							

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Notes:

[ ] denotes the course is also offered in other terms as indicated and students may take the course in one of these terms subject to advice by the program office.

To graduate, students should complete at least 120 credits in approved courses. They may need to take courses additional to the required and elective courses as specified above to meet this minimum credit requirement.

>> *The content of this example is not necessarily equivalent to a complete list of graduation requirements of the program. Students should refer to the Program Catalog for updated graduation requirements. For up-to-date information on course offering and scheduling, students should check it out from respective School and Department.*

2023-24 MARK (4Y) (2020-21 intake)