



Mapping of Graduate Attributes to Programme Objectives & Courses

School of Business

Bachelor of Business Administration in Marketing

| Programme Objectives | Graduate Attributes | | | | | | |
|---|---------------------|-------------|------------|--------------|---------------|-----------|---------|
| | Knowledge Base | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| 1. Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment. | ✓ | ✓ | | | | | |
| 2. Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 3. Students are able to apply self and independent learning to leverage learned knowledge in practical life. | ✓ | ✓ | | | | ✓ | |
| 4. Students are able to develop collaborative groups and synergy teams in achieving objectives and shared goals. | ✓ | ✓ | | | ✓ | ✓ | |
| 5. Students are able to identify professional ethics from broad business conditions and practices. | ✓ | ✓ | | | | | |
| 6. Students are able to communicate and present ideas effectively. | ✓ | ✓ | | ✓ | ✓ | | |
| 7. Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving. | ✓ | ✓ | | ✓ | | ✓ | |
| 8. Students are competent to associate in a | ✓ | ✓ | | | | ✓ | ✓ |

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|--|--|--|--|--|--|--|--|
| diversified social and global community. | | | | | | | |
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| Year 1 | Course | Graduate Attributes | | | | | | |
|--------|---|---------------------|-------------|------------|--------------|---------------|-----------|---------|
| | | Knowledge Base | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| Sem 1 | Principles of Accounting I | ✓ | ✓ | | | ✓ | ✓ | ✓ |
| | Introduction to Business | ✓ | ✓ | | ✓ | | | |
| | Business Software Applications | ✓ | ✓ | | | | | |
| | Microeconomics | ✓ | ✓ | | | | | |
| | English I | ✓ | ✓ | | ✓ | ✓ | | |
| | Putonghua I/ French I/ Japanese I/ Portuguese I | ✓ | ✓ | | ✓ | ✓ | | |
| | | | | | | | | |
| Sem 2 | Principles of Accounting II | ✓ | ✓ | | | ✓ | ✓ | ✓ |
| | Principles of Management | ✓ | ✓ | | ✓ | | | |
| | Business Computing with Internet Applications | ✓ | ✓ | | | | | |
| | Macroeconomics | ✓ | ✓ | | | | | |
| | Putonghua II / Japanese II / French II / Portuguese II | ✓ | ✓ | | ✓ | ✓ | | |
| | English II | ✓ | ✓ | | ✓ | ✓ | | |
| | | | | | | | | |

| Year 2 | Course | Graduate Attributes | | | | | | |
|--------|----------------------------|---------------------|-------------|------------|--------------|---------------|-----------|---------|
| | | Knowledge Base | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| Sem 1 | Human Resources Management | ✓ | ✓ | | | ✓ | ✓ | ✓ |
| | Business Law | ✓ | ✓ | | | | | |
| | Business Mathematics | ✓ | ✓ | | | | | |
| | Principles of Marketing | ✓ | ✓ | | | | | |
| | English III | ✓ | ✓ | | ✓ | ✓ | | |
| | Elective I (List I) | ✓ | ✓ | | ✓ | | ✓ | |
| | | | | | | | | |
| Sem 2 | Business Finance | ✓ | ✓ | | | | ✓ | ✓ |
| | Business Statistics | ✓ | ✓ | | | | | |
| | Organizational Behaviour | ✓ | ✓ | | | ✓ | ✓ | ✓ |
| | Marketing Management | ✓ | ✓ | | ✓ | | ✓ | |
| | English IV | ✓ | ✓ | | ✓ | ✓ | | |
| | Elective II (List I) | ✓ | ✓ | | ✓ | | ✓ | |
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| Year 3 | Course | Graduate Attributes | | | | | | |
|--------|---------------------------|---------------------|-------------|------------|--------------|---------------|-----------|---------|
| | | Knowledge Base | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| Sem 1 | Business Ethics | ✓ | ✓ | | | | | ✓ |
| | Business Research Methods | ✓ | ✓ | | ✓ | | ✓ | ✓ |
| | Business Communication | ✓ | | | | | | |
| | Consumer Behaviour | ✓ | ✓ | | | ✓ | | ✓ |
| | English V | ✓ | ✓ | | ✓ | ✓ | | |
| | Elective III (List II) | ✓ | ✓ | | | | | |
| | | | | | | | | |
| Sem 2 | Retail Management | ✓ | ✓ | | ✓ | ✓ | | ✓ |
| | Advertising and Promotion | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ |
| | Services Marketing | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ |
| | Marketing Research | ✓ | ✓ | | ✓ | | ✓ | ✓ |
| | English VI | ✓ | ✓ | | ✓ | ✓ | | |
| | Elective IV (List II) | ✓ | ✓ | | | | | |
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| Year 4 | Course | Graduate Attributes | | | | | | |
|--------|------------------------------|---------------------|-------------|------------|--------------|---------------|-----------|---------|
| | | Knowledge Base | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| Sem 1 | Strategic Management | ✓ | ✓ | | ✓ | | | ✓ |
| | Relationship Marketing | ✓ | ✓ | | | ✓ | ✓ | |
| | Graduation Report I | ✓ | ✓ | | ✓ | | ✓ | ✓ |
| | English VII | ✓ | ✓ | | ✓ | ✓ | | |
| | Elective V (List II) | ✓ | ✓ | | | | | |
| | | | | | | | | |
| Sem 2 | Global Marketing Strategies | ✓ | ✓ | | ✓ | ✓ | | |
| | Selected Topics in Marketing | ✓ | ✓ | | | ✓ | ✓ | |
| | Graduation Report II | ✓ | ✓ | | ✓ | | ✓ | ✓ |
| | English VIII | ✓ | ✓ | | ✓ | ✓ | | |
| | Elective VI (List II) | ✓ | ✓ | | | | | |
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| MRKT | Course | Graduate Attributes | | | | | | |
|---------------------|---------------------------------------|---------------------|-------------|------------|--------------|---------------|-----------|---------|
| | | Knowledge Base | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| Elective List I | Environmental Management System | ✓ | ✓ | | | | ✓ | |
| | World Regional Geography | ✓ | ✓ | | | | | |
| | Macao History and Culture | ✓ | ✓ | | | | ✓ | |
| | Macao Basic Law | ✓ | ✓ | | | | | |
| | Business Chinese | ✓ | ✓ | | ✓ | ✓ | | |
| | Introduction to Public Administration | ✓ | ✓ | | ✓ | ✓ | | ✓ |
| | Introduction to Psychology | ✓ | ✓ | | | ✓ | ✓ | |
| | Introduction to Sociology | ✓ | ✓ | | | ✓ | | |
| | Tourism Management | ✓ | ✓ | ✓ | | | ✓ | ✓ |
| | | | | | | | | |
| Elective List II | Cost Accounting | ✓ | ✓ | | | | ✓ | ✓ |
| | Product Innovation and Management | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ |
| | Management Information Systems | ✓ | ✓ | | | | | |
| | Sales Management | ✓ | ✓ | | | ✓ | ✓ | ✓ |
| | Market Forecasting | ✓ | ✓ | | | | | ✓ |

| | | | | | | | | |
|--|-------------------------------------|---|---|---|---|---|--|--|
| | Business to Business Marketing | ✓ | ✓ | ✓ | | ✓ | | |
| | Integrated Marketing Communications | ✓ | ✓ | | ✓ | ✓ | | |
| | | | | | | | | |

- Elective List I & List II - please read in conjunction with each Individual Elective course GA mapping
- Year 2 selects from List I.
- Year 3 & 4 select from List II.