



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	✓	✓				✓	✓

diversified social and global community.							

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)	✓	✓		✓		✓	

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)	✓	✓					

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)	✓	✓					

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	✓	✓					✓

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	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.