

# Student Graduation Check for

2009/2010 Intake for Marketing - Retail and Service Marketing (B-A9-XXXX-X)

**\*\* Students require minimum GPA of 2.0 to graduate**

## Instructions for Student Graduation Checking

Please tick the box on the left corresponding to the courses you have taken and passed to check that you have completed all the necessary courses needed for graduation.

### A. Compulsory Courses (25 courses)

Tick

<input type="checkbox"/>	ACCT100	Principles of Financial Accounting
<input type="checkbox"/>	ACCT213	Principles of Managerial Accounting
<input type="checkbox"/>	BBEL332	Business Law
<input type="checkbox"/>	BECO101	Principle of Macroeconomics
<input type="checkbox"/>	BEC0100	Principle of Microeconomics
<input type="checkbox"/>	EBIS100	Introduction to Computing
<input type="checkbox"/>	EBIS200	Information Systems and Organizations
<input type="checkbox"/>	FINC210	Financial Management
<input type="checkbox"/>	GBMT300	Global Business Environment
<input type="checkbox"/>	MGMT110	Principle of Business Management
<input type="checkbox"/>	MGMT220	Business Communications
<input type="checkbox"/>	MGMT221	Organizational Behavior
<input type="checkbox"/>	MGMT330	Strategic Management
<input type="checkbox"/>	MGMT331	Research Methods
<input type="checkbox"/>	MGMT336	Business Ethics and Corporate Social Responsibility
<input type="checkbox"/>	MKTG220	Principles of Marketing
<input type="checkbox"/>	MKTG340	Consumer Behavior
<input type="checkbox"/>	MKTG341	Business-to-Business Marketing
<input type="checkbox"/>	MKTG411	Integrated Marketing Communications
<input type="checkbox"/>	MKTG410	International Marketing
<input type="checkbox"/>	MKTG412	Marketing Strategy
<input type="checkbox"/>	QMDS100	Business Mathematics
<input type="checkbox"/>	QMDS200	Statistics and Data Analysis
<input type="checkbox"/>	QMDS300	Quantitative Decision Analysis
<input type="checkbox"/>	QMDS400	Project and Quality Management

### B. Compulsory English Courses (2 paired courses)

Tick

<input type="checkbox"/>	EELC215	ENGLISH FOR BUSINESS MAJORS I
<input type="checkbox"/>	EECL216	ENGLISH FOR BUSINESS MAJORS II
OR		
<input type="checkbox"/>	EELC301	ENGLISH IMPROVEMENT LEVEL III: ACADEMIC ENGLISH 1
<input type="checkbox"/>	EELC302	ENGLISH IMPROVEMENT LEVEL III: ACADEMIC ENGLISH 2
OR		
<input type="checkbox"/>	EELC131	ENGLISH III: ACADEMIC ENGLISH 1
<input type="checkbox"/>	EELC132	ENGLISH III: ACADEMIC ENGLISH 2
OR		
<input type="checkbox"/>	EELC141	ENGLISH IV: ACADEMIC ENGLISH 3
<input type="checkbox"/>	EELC142	ENGLISH IV: ACADEMIC ENGLISH 4

### C. Major Elective Courses (4 courses)

Tick any 4 of the following courses

<input type="checkbox"/>	MKTG420	Services Marketing
<input type="checkbox"/>	MKTG421	Sales Management
<input type="checkbox"/>	MKTG422	Retail Strategy
<input type="checkbox"/>	MKTG423	International Retailing
<input type="checkbox"/>	MKTG424	Marketing for Hospitality Industry
<input type="checkbox"/>	MKTG425	Leisure and Lifestyle Retailing (Entertainment Marketing)
<input type="checkbox"/>	MKTG426	Events Marketing

**D. Major Elective Courses (1 courses)**

Tick any 1 of the following courses

	MKTG427	Marketing Channel Management
	MKTG428	Product Management
	MKTG429	Pricing Strategy
	MKTG430	Customer Relationship Management
	MKTG431	Internet Marketing: Principles and Models
	MKTG432	Brand Management
	MKTG433	Quantitative Marketing Research
	MKTG434	Qualitative Marketing Research
	MKTG435	Special Topics in Marketing

**E. Elective: selected one from the following three courses**

	PSYC101	Introduction to Psychology I
	PSYC205	Social Psychology
	PSYC103	Personal and Social Competence

**F. Electives: selected one from the following four courses**

	HIST175	East and West : A Short Contemporary History
	HIST232	Modern European History
	HIST165	Modern American History
	HIST256	World History II

**G. Electives: selected 2 courses from Following Required Electives Table**

	CHIN127	Chinese and Chinese Culture I
	CHIN204	History of Modern Chinese Literature
	COMM102	Communication I : Interpersonal and Small Group Communication
	COMM104	Communication II : Mass Media
	ENGL124	Introduction to Literary Studies I
	ENGL125	Introduction to Literary Studies II
	HIST105	History of Macau
	HIST103	Modern Chinese History
	HIST165	Modern American History
	HIST175	East and West: A Short Contemporary History
	HIST232	Modern European History
	HIST256	World History II
	SOCY101	Introduction to Sociology
	SOCY122	Introduction to Political Science = BGPA101
	BGPA101	Introduction to Political Science = SOCY122
	BPAM107	Introduction to Public Administration =BPGA102
	BPGA102	Introduction to Public Administration =BPAM107
	PSYC102	Introduction to Psychology II
	PSYC103	Personal and Social Competence
	PSYC205	Social Psychology

\*SOCY122= BGPA101, only 3 units of credits will be given if students complete both courses.

\*BPAM107 =BPGA102, only 3 units of credits will be given if students complete both courses.

**H. Elective: Three Non-Business Courses(3 courses)**

Tick and write down your three non business and non-FSH Economics courses


**I. Elective: Three 3rd year level or above Non-Major Courses (3 courses)**

Tick and write down your three 3rd year level or above non-major courses


**J. Elective: Two 3rd year level or above Business Courses (2 courses)**

Tick and write down your two 3rd year level or above FBA courses


- 1) If you have changed majors, please ensure that all N codes and G codes have been properly applied for by completing the form attainable at the Registry. **This can affect both your GPA and credits attained for graduation if not done.**
- 2) Ensure that you have completed all the procedures for course equivalencies, substitutions, exemptions and /or waivers for courses which you have taken in replacement of any of the above courses. **Students who have not completed the course equivalency, substitutions, exemptions or waivers procedures will not be able to graduate and will be assumed to have taken wrong courses and/or have outstanding courses.**
- 3) Ensure that you have declared your major (and specialization if applicable) and your declared major (and specialization is correct).
- 4) Ensure that the graduation check matches your intake and student number.
- 5) In order to graduate on time, students are responsible for ensuring that they have taken all the necessary courses and have completed the above stated procedures if applicable. FBA will not be responsible for students who cannot graduate on time for these reasons.
- 6) If you have any questions regarding the graduation check, please consult the FBA General Office.