

Course Unit List

This is a simple list of course units. You can have a general idea of the course units as you scroll. Please note that if you need introductory information of the course units, you can browse directly to the [Course Information page](#).

Please note that the course units displayed on the website are for the recent academic years. There may be changes to course-unit availability each semester. And appropriate academic prerequisites are required for some course units.

Course Unit List (includes General Knowledge and Business Related Courses)

General Knowledge

Academic Language Preparatory Course

Academic Writing

Advance Application of MS Office

Aerobics

Badminton

Basic Math to commerce I

Basketball

Business Communication in Chinese
Comprehensive Chinese I
Comprehensive Chinese II
Comprehensive Chinese III
Comprehensive Chinese IV
Fundamental Math
General Outline of China
Road to College Success
Table Tennis
Volleyball
Business Related Courses
Basic Statistics
Brand Management
Business Ethics and Corp Social Responsibility
Business in Emerging Markets
Case Integration
Consumer Behavior
Cross Cultural Communication
Customer Relationship Management
Digital Marketing

E-Commence
Entrepreneurship & Innovation
Essential of Business Law
Fashion Marketing
Human Resource Management
International Business
International Finance
International Marketing and Sales
International Trade
Introduction to Business
Logistics & Supply Chain Management
Macroeconomics
Management Essential
Management Information Systems
Managerial Accounting
Marketing Basics
Marketing Communication
Microeconomics
Operations Management
Organizational Behavior
Principles of Accounting

Quality Management

Research Methodology

Retail Marketing and Management

Service Marketing and Management

Strategy Management