**Course Selection Guidance**

For intakes: Enrolled after 2013F Major: Marketing

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student ID: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enrolled Semester: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Instructions:** Please put the courses you have passed in the matched categories, and use this grid to help you choose the right courses in the new semester. If you are not sure which category a course belongs to, please consult Ms. Marina.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Course Code** | **Course Name** | **Credits**  | **Passed?** | **Remarks** |
| 1. **General Knowledge Category**
 |
| **Part I: Required - Chinese language courses (minimum 28 credits)** *(please fill the blanks with the courses you have passed with related information below)* |
| 1 | LNG 100 | Comprehensive Chinese I | 8 |  |  |
| 2 | LNG 150 | Comprehensive Chinese II | 8 |  |  |
| 3 | LNG 155 | Comprehensive Chinese III | 6 |  |  |
| 4 | LNG 180 | Comprehensive Chinese IV | 6 |  |  |
| 5 |  |  |  |  |  |
| 6 |  |  |  |  |  |
| ***R1 - Total Credits earned in this part*** | ***R1 =*** |
|  |
| **Part II: Other Required Courses (total 12 credits)** *(please check the course you have passed below)* |
| 1 | STA 100 | Fundamental Math | 3 |  |  |
| 2 | STA 101 | Basic Math for Commerce I | 3 |  |  |
| 3 | CIP 100 | Road to College Success | 2 |  |  |
| 4 | CNC 150 | General Outline of China | 2 |  |  |
| 5 | CIP 155 | Advanced Application of MS Office | 2 |  |  |
| ***R2 - Total Credits earned in this part*** | ***R2 =*** |
|  |
| **Part III: Required – English Courses( 9 credits)** *(please check the course you have passed below)* |
| 1 | LNG 110 | Academic Language Preparatory Course | 4 |  |  |
| 2 | LNG 160 | Academic Writing | 5 |  |  |
| ***R3 - Total Credits earned in this part*** | ***R3 =*** |
|  |
| **Part IV: Required –Physical Education Courses ( 4 credits)** *(please check the course you have passed below)* |
| 1 |  |  | 2 |  |  |
| 2 |  |  | 2 |  |  |
| ***R4 - Total Credits earned in this part*** | ***R4 =*** |
|  |
| **Part V: Other Elective Courses (non-business related courses, no minimum requirements)** *(please fill the blanks with the courses you have passed with related information below)* |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |
| ***E1 - Total Credits earned in this part*** | ***E1 =*** |
| 1. **Business Related Courses**
 |
| **Part I: Required Fundamental Core Courses (total 86 credits)** |
|  | **Course Code** | **Course Name** | **Credits** | 1a | 1b | 2a | 2b | 3a | 3b | 4a | 4b | **Remarks** |
| 1 | BUS 100 | Introduction to Business | 2 | √ |  |  |  |  |  |  |  |  |
| 2 | BUS 200 | Macroeconomics | 3 | √ |  |  |  |  |  |  |  |  |
| 3 | MGT 100 | Management Essential | 2 |  | √ |  |  |  |  |  |  |  |
|  | **Course Code** | **Course Name** | **Credits** | 1a | 1b | 2a | 2b | 3a | 3b | 4a | 4b | **Remarks** |
| 4 | STA 150 | Basic Statistics | 3 |  |  | √ |  |  |  |  |  |  |
| 5 | BUS 150 | Microeconomics | 3 |  |  | √ |  |  |  |  |  |  |
| 6 | MKT 250 | Marketing Basics | 3 |  |  | √ |  |  |  |  |  |  |
| 7 | MGT 350 | Cross-Cultural Communication | 2 |  |  | √ |  |  |  |  |  |  |
| 8 | BUS 402 | Business Ethics & Social Responsibility | 3 |  |  | √ |  |  |  |  |  |  |
| 9 | FIN 200 | Principle of Accounting | 3 |  |  |  | √ |  |  |  |  |  |
| 10 | MGT 301 | Logistic & Supply Chain Management  | 3 |  |  |  | √ |  |  |  |  |  |
| 11 | BUS 251 | Essential of Business Law | 3 |  |  |  | √ |  |  |  |  |  |
| 12 | BUS 407 | Entrepreneurship & Innovation | 3 |  |  |  | √ |  |  |  |  |  |
| 13 | MKT 300 | Consumer Behavior | 3 |  |  |  | √ |  |  |  |  |  |
| 14 | MIS 350 | Management Information System | 3 |  |  |  |  | √ |  |  |  |  |
| 15 | MKT 320 | Brand Management | 3 |  |  |  |  | √ |  |  |  |  |
| 16 | MKT 406 | Service Marketing & Management  | 3 |  |  |  |  | √ |  |  |  |  |
| 17 | MKT 310 | International Marketing & Sales | 3 |  |  |  |  | √ |  |  |  |  |
| 18 | BUS 352 | E-Commence | 3 |  |  |  |  | √ |  |  |  |  |
| 19 | BUS 300 | International Business | 3 |  |  |  |  |  | √ |  |  |  |
| 20 | MKT 400 | Customer Relationship Management | 3 |  |  |  |  |  | √ |  |  |  |
| 21 | MKT 360 | Retail Management | 3 |  |  |  |  |  | √ |  |  |  |
| 22 | MKT 450 | Marketing Communication | 3 |  |  |  |  |  |  | √ |  |  |
| 23 | MGT 250 | Strategy Management | 3 |  |  |  |  |  |  | √ |  |  |
| 24 | CIP 400 | Research Methodology | 3 |  |  |  |  |  |  | √ |  |  |
| 25 |  | Thesis | 17 |  |  |  |  |  |  |  | √ |  |
| ***R5 - Total credits earned in this part*** | ***R5=*** |
|  |
| **Part II: Elective Courses (any business related courses) (minimum 12 credits)** *(please fill the courses you have passed with related information below)* |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |
| 5 |  |  |  |  |  |
| ***E2 - Total Credits earned in this part*** | ***E2 =*** |
| 1. **Practicum**
 |
| **Part I: Required (total 14 credits)** |
| 1 |  | Seminars (International Forums 15 times) | 2 |  |  |
| 2 |  | Immersion Week (15 activities) | 3 |  |  |
| 3 |  | Social Experience(> 80 hours) | 2 |  |  |
| 4 |  | Community Services(>90 hours) | 3 |  |  |
| 5 |  | Graduating Internship (> 160 hours) | 4 |  |  |
| ***R6 - Total Credits in this Part*** | ***R6=*** |
|  |
| **Part II: Elective Additive Credits (maximum 4 credits)**  |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| ***E3 - Total Credits earned in this part*** | ***E3 =*** |
|  |
| **Total Credits to Graduate = R1+R2+R3+R4+R5+R6 +E1+E2+E3 >= 165 Credits** |  |