

## List of Subjects Offered to Exchange/Short-term Non-local Study Students for Semester 2 (Spring) 2024/25

### Department of Management and Marketing (MM)

Subject Code	Subject Name	Management / Marketing	Credits	Eligible Student Type [see *]	Limitation [see **]	Eligible Student (Year 1) (Y/N)	Eligible Student (Year 2) (Y/N)	Eligible Student (Year 3) (Y/N)	Eligible Student (Year 4 or above) (Y/N)
<a href="#">MM2021</a>	Management & Organisation #	Management	3	ALL	N/A	Y	Y	Y	Y
<a href="#">MM2711</a>	Introduction To Marketing #	Marketing	3	ALL	N/A	Y	Y	Y	Y
<a href="#">MM2A13</a>	Dialogue with Executives: Leadership and Professional Development Workshops #	Management	3	ALL	N/A	Y	Y	Y	Y
<a href="#">MM3131</a>	Training and Development	Management	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM3141</a>	Organisational Behaviour	Management	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM3151</a>	Managerial Leadership	Management	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM3422</a>	Business Information Systems	Management	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM3451</a>	Knowledge Management	Management	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM3711</a>	Integrated Marketing Communications	Marketing	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM3761</a>	Marketing Research	Marketing	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM3791</a>	Retailing and Merchandising	Marketing	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM4132</a>	Reward & Performance Management	Management	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM4191</a>	Business Negotiation	Management	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM4311</a>	Strategic Management	Management	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM4351</a>	Entrepreneurship	Management	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM4411</a>	E-commerce for Management	Management	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM4513</a>	Corporate Social Responsibility	Management	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM4522</a>	China Business Management #	Management	3	ALL	N/A	Y	Y	Y	Y
<a href="#">MM4711</a>	Business to Business Marketing	Marketing	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM4751</a>	Marketing Strategy	Marketing	3	ALL	N/A	N^	N^	Y	Y
<a href="#">MM4831</a>	Strategic Brand Management	Marketing	3	ALL	N/A	N^	N^	Y	Y

#### Remarks:

# subject without prerequisite

\* Eligible Student Type

'ALL' = open to all exchange/short-term non-local study students including those admitted to other departments

'Dept' = open to exchange/short-term non-local study students who are admitted to this department only

\*\* Limitation

'N/A' = open to all exchange/short-term non-local study students

'(programme code and/or stream code)' = only open to exchange/short-term non-local study students who are enrolled in specific discipline/stream/programme

**N^ the subject only offer to students who can fulfill the pre-requisite requirement**