



licentiate

BUSINESS ADMINISTRATION

CORE MODULES	CREDITS
Building Communities	2
Directed Reading	2
Knowledge & Humanity	2
Life-lab	2
Life & Science	2
Macau Studies	2
Thinking & Reasoning	2
Worldlab	2

LANGUAGE MODULES	CREDITS
English I	3
English II	3
English III	3
English IV	3
English V	2
English VI	2
English VII	2
English VIII	2
Portuguese I	3
Portuguese II	2
Portuguese III	3
Portuguese IV	2
Putonghua I	2
Putonghua II	3
Putonghua III	2
Putonghua IV	3

MAIN MODULES	CREDITS
Accounting I	3
Accounting II	3
Cross-cultural interaction	1.5
Economics	3
Economics of Competitive Strategy	2
Foundations of Finance	3
Global Financial Management	3

Global Strategic Management	3
International law for business	2
International Negotiations	2
International Trade Environment and Development	2
Investment and Portfolio Management	3
Leadership and Governance	3
Marketing Communications	3
Project Management	2
Service Operations	2

SUPPORTING MODULES	CREDITS
Basic Web Development and Multimedia	1.5
Calculus I	3
Calculus II	3
Computer applications	2
E-Commerce	3
Introduction to Moral Philosophy	2
Management Information Systems	3
Probability and Statistics	3
Programming concepts	1.5
Social Science Research Methods	2
Tradition and change	1.5
Transnational Social Issues	2
Urban Geography	2

PRACTICAL WORK	CREDITS
Student Portfolio	4

SPECIALIST MODULES - SPECIALIZATION "ENTREPRENEURSHIP"	CREDITS
Marketing for entrepreneurs	3
Creating and Nurturing New Enterprises	3
Developing and Marketing New Products	3
Family Business Management	2
Financing a New Venture	2
Managing Social Enterprises	3
Management of a growing business	2
SPECIALIST MODULES - SPECIALIZATION "GLOBAL MANAGEMENT"	CREDITS
Marketing Management	3
Contemporary Economic Systems	3
Global Marketing Strategy	3
Global Citizenship	2
International Business Enterprises	2
Global Politics: Conflict & Cooperation	3
Entrepreneurship	2
SPECIALIST MODULES - SPECIALIZATION "INTERNATIONAL TRADE"	CREDITS

Marketing for entrepreneurs	3
European Business	3
Business in China	3
Family Business Management	2
Financing a New Venture	2
China and the Emerging Economies	3
Entrepreneurship	2
SPECIALIST MODULES - SPECIALIZATION "MARKETING"	CREDITS
Marketing Management	3
Consumer Behavior	2
Global Marketing Strategy	3
Developing and Marketing New Products	3
Marketing Research	2
Marketing of Services	3
Entrepreneurship	2
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TOTAL	148