

International Business and Innovative Communication

1st year

Course code	Course name	Hours/week	Credits
MAN/POR1001	Mandarin I/Portuguese I	3	3.0
MAN/POR1002	Mandarin II/Portuguese II	3	3.0
ENG2001/ENG2011	English - intermediate I	3	3.0
ENG2002/ENG2012	English - intermediate II	3	3.0
ICT1001	Visual Communication	3	3.0
FAC1001	Accounting and Budget Management	3	3.0
MGT1002	Introduction to Business Management	3	3.0
MGT1004	Studies on National Regime and Macao SAR	3	3.0
MKT2002	Principles of Marketing	3	3.0
COM1001	Introduction to Communication Studies	3	3.0
COM1002	Global Media and Communication	3	3.0
ICT1003	AI in Communication	3	3.0

2nd year

Course code	Course name	Hours/week	Credits
CHM1004	Cultural and Creative Industry	3	3.0
DSN2001	Media Arts and Design	3	3.0
ENG2003	English Communication I	3	3.0
ENG2004	English Communication II	3	3.0
COM2002	Creative Communication	3	3.0
MKT2005	Digital Marketing	3	3.0
TSM3001	Intercultural Communication in Tourism	3	3.0
MGMT213	China Studies	3	3.0
COM2001	Visual and Media Production	3	3.0
MGT2009	Public Relations	3	3.0
RES2002	Statistics	3	3.0
COM2003	Elective course (Public Speaking)	3	3.0
COM2004	Elective course (Business Writing in Chinese)	3	3.0
FAC2001	Elective course (Financial Management)	3	3.0

3rd year

Course code	Course name	Hours/week	Credits
ISH3002	Internship (Marketing and communication)	0	6.0
RES3002	Research Methods	3	3.0
MGT3006	International Business Law	3	3.0
ICT3003	Media Big Data Analytics	3	3.0
RET3004	Advertising and Communication Strategies	3	3.0
MGT3007	International Trade	3	3.0
ICT3004	Advanced Visual Media Production	3	3.0

4th year

Course code	Course name	Hours/week	Credits
RES4001*/4002	Capstone Project* / Thesis	3	6.0
MGT4002	Strategic Management	3	3.0
MGT4005	Consumer Behaviour	3	3.0
MGT4003	Entrepreneurship	3	3.0
COM4002	Communication and Negotiation	3	3.0
COM4003	Business and Communication Ethics	3	3.0
COM4004	Media and Communication Management	3	3.0
COM4005	Elective course (Language Application in Digital Communication)	3	3.0
COM4006	Elective course (Advanced Copywriting in Chinese)	3	3.0
COM4007	Elective course (Current Trends in Creative Media)	3	3.0

**Students taking the Capstone Project are required to take an extra elective course*

Elective courses

Course code	Course name	Hours/week	Credits
COM2003	Public Speaking	3	3.0
COM2004	Business Writing in Chinese	3	3.0
FAC2001	Financial Management	3	3.0
COM4005	Language Application in Digital Communication	3	3.0
COM4006	Advanced Copywriting in Chinese	3	3.0
COM4007	Current Trends in Creative Media	3	3.0