

	Master of Business Administration	Master of Data-driven in Marketing	Master of Wealth Management
General Unit			
1	Business Research Method	Business Research Method	Business Research Method
Basic Units			
2	Business English	Business English	Business English
3	Leadership	Leadership	Leadership
4	Strategic Management	Strategic Management	Strategic Management
5	Project Management	Project Management	Project Management
Major Units			
6	Business Accounting	Data Science for Marketing Decision Making	Corporate Valuation & Financial Modeling Techniques
7	Human Resource Management	Retail Marketing Management	Derivatives and Risk Management
8	Management Information System	Social Media Analytics in Marketing	Investment Analysis and Portfolio Management
9	Strategic Marketing Management	Strategic Marketing Management	Strategic Wealth Architecture
Elective Units			
10	Business Operations and Logistics	Brand Management in Digital Age	Client Acquisition and Relationship Management
11	Corporate Finance	Business Analytics and Data Visualization	Contemporary People Management
12	Entrepreneurship	Customer Insight with Google analytics	Cross-Border Wealth Management
13	Globalization and Corporate Responsibility	Global Marketing Management	ESG-Driven Wealth Management
14	International Business	Marketing Channel Management	Fixed Income Analysis
15	Investment and Portfolio Management	Marketing Technology	Law, Regulations, and Compliance
Research Units			
16	Qualitative research	Qualitative research	Qualitative research
17	Quantitative research	Quantitative research	Quantitative research
18	Problem Solving and AI in Management	Predictive Analytics and AI Marketing	Research application