

LIST OF COURSES FOR BEST PROJECT PAPER COMPETITION

UNDERGRADUATE

Bachelor of Marketing (Hons)

- 1) BPMM2023 Marketing Management (Marketing Plan)
- 2) BPMM3113 Brand Management (Case Study)
- 3) BPMM3033 Marketing Research (Full Research Paper)
- 4) BPMM3083 Service Marketing (Case Study)

Bachelor of Entrepreneurship (Hons)

- 1) BPME3043 Family Business (Case Study)
- 2) BPFE2033 Entrepreneurial Finance (Case Study)
- 3) BPME3073 Entrepreneurship (Business Plan)
- 4) BPME3033 Electronic Commerce (Business Plan)
- 5) BPME2023 Creativity and Innovation (Case Study)
- 6) BPME3013 Business Growth Management (Business Plan)
- 7) BPME2013 Entrepreneurial Skills and Behaviour (Case Study)
- 8) BPME3023 Franchise Business Management (Case Study)

Bachelor of Business Administration (Hons)

- 1) BPMN3143 Research Method (Full Research Paper)
- 2) BPMN3023 Strategic Management (Case Study)
- 3) BPMN3123 Management Ethics (Case Study)
- 4) BPIN3053 Management Information Systems (Case Study)
- 5) BPMN2023 Organizational Behaviour (3 Minutes Video)
- 6) BPMN3103 Seminar In Management (3 Minutes Video)