




## Management Track (Choose any 15 CUs):

Presenting Semester	Credit Units (CU)	Course Title	SSG Funded?
Jan & Jul	2.5CU	BUS557 Leading for Sustainability	
Jan & Jul	2.5CU	BUS558 Corporate Governance and Corporate Social Responsibility	
Jan & Jul	2.5CU	MGT561 Impactful Leadership	
Jan & Jul	2.5CU	MGT551 Future of Work	
Jan & Jul	2.5CU	MGT552 Leading Through Digital Disruption	
Jan & Jul	2.5CU	MGT557 Leading the Company of the Future	
Jul	2.5CU	MGT563 Social Entrepreneurship and Corporate Venture Building	
Jan	2.5CU	MGT568 Agile Leadership Principles and Practices	



# Digital Marketing Track (Choose any 15 CUs):

Presenting Semester	Credit Units (CU)	Course Title	SSG Funded?
Jan & Jul	5CU	MKT541 Digital Branding	<input checked="" type="checkbox"/>
Jan & Jul	5CU	MKT542 Digital Marketing Analytics	<input checked="" type="checkbox"/>
Jul	5CU	MKT551 Platform Strategy	<input checked="" type="checkbox"/>
Jul	5CU	MKT552 Marketing Engineering	<input type="checkbox"/>
Jan & Jul	2.5CU	MKT553 Search Engine Optimization	<input type="checkbox"/>
Jan & Jul	2.5CU	MKT554 Consumer Insights with Google Analytics	<input type="checkbox"/>
Jan & Jul	2.5CU	MKT555 Social Media Marketing in Practice	<input type="checkbox"/>
Jan	2.5CU	MKT556 Content Marketing	<input type="checkbox"/>
Jul	2.5CU	MKT557 Mobile Marketing	<input type="checkbox"/>
Jan	2.5CU	MKT558 Influencer Marketing	<input type="checkbox"/>
Jan	2.5CU	MKT559 Search Engine Marketing	<input type="checkbox"/>
Jul	2.5CU	MKT560 Smartphone Filmmaking with Visual Storytelling	<input type="checkbox"/>
Jan	2.5CU	MKT561 Content Creation and Storytelling with Generative AI	<input type="checkbox"/>

## Sustainability Track (15 CUs):

Presenting Semester	Credit Units (CU)	Course Title	SSG Funded?
Jan & Jul	5CU	ESG501 Sustainability Management	
Jan & Jul	5CU	ESG503 Change Management and Corporate Sustainability Transformation	
Jan & Jul	5CU	ESG505 Sustainability Reporting	

## Non-Profit Management Track (Choose any 15 CUs):

Presenting Semester	Credit Units (CU)	Course Title	SSG Funded?
Jul	5CU	NPM505 Fundraising & Philanthropy	
Jul	5CU	NPM506 Volunteer Management	
Jan & Jul	5CU	NPM513 Data Visualisation and Analytics for Social Sector	
Jul	5CU	CSDS502 Building Communities and Forging Identities	
Jul	5CU	CSD504 Facilitating Community Engagement	
Jan	5CU	CSD510 Sustainable Development for Social Well-Being	