

Master of Business Administration majoring in Creative Marketing Structure and Subjects Offerings Information



Links to Helpful Resources:
 - To enrol subject(s) via the MyStudent portal:
[Basic Steps to Self-enrol subjects](#)
 - To withdraw subject(s) via the MyStudent portal: [Step to Withdraw subjects](#)
 - [Course and Subject Handbook](#)
 - [StudentFirst](#) (To check your timetable)

Course Structure: 10 core subjects



2 elective subjects list 1 in the below table

Core subjects' offerings information
 D = offered Day classes; E = offered for part-time students only. blank box = not offered

10 CORE SUBJECTS			2026	2027	2027	2027
Core Subject code	Core Subject Title	Pre-requisite requirements & Notes about inadmissible information (If any) Each subject is equivalent to 3 credit points (CP)	TR3	TR1S	TR2	TR3
LB5203	<i>Sustainable Enterprise</i>		D&E		D	
LB5113	<i>Corporate Strategy</i>	Note: For MITHM-MBA, MIT-MBA, MBA students only		D&E	D	
LB5233	Innovation and Entrepreneurship	12 credit points of LB subjects		D		D&E
LB5241	<i>Leadership Futures</i>		D&E		D	
LB5237	Managerial Accounting for Decision Making		D		D	D&E
LB5235	Applied Research Project	21 credit points of level 5 subjects with a prefix of CO, CP, EC, LB, PL, TO or TM, including a minimum of 12 credit points of LB5 subjects	D&E	D&E	D&E	D&E
OR						
LB5520	<i>Professional Project/Internship</i>	A minimum of 21 credit points of LB5, CO5, CP5, EC5, PL5, TO5 or TM5 subjects (depending on degree/program) and permission of the course coordinator	D	D	D	D
CP5636	e-Strategic Management	Note: For MBA, MIT-MBA students only & inadmissible with CP3401			D	
LB5122	Marketing Strategy, Analytics and Development	Note: For MBA students only		D		D
LB5132	Multinational Corporations and International Markets	Note: For MBA students only		D		D
LB5232	Digital Marketing	LB5202 or any Introductory Marketing Subject	D		D	D&E
2 ELECTIVE SUBJECTS TO BE SELECTED FROM LIST 1 AS BELOW			2026	2027	2027	2027
Core Subject code	Core Subject Title	Pre-requisite requirements & Notes about inadmissible information (If any) 3 credit points or 3 CP = 1 subject	TR3	TR1S	TR2	TR3
LB5229	Economics for a Sustainable World				D	
LB5230	Managing Strategic Resources and Operations		D	D		D&E
LB5231	Corporate Responsibility and Governance			D&E	D	
LB5403	Project Management Principles and Foundations	Assumed Knowledge: Basic knowledge of management	D&E			D

Please Note: The information provided above is accurate as of the date stated below. Subject offerings are subject to change prior to the commencement of the relevant trimester to meet academic or operational requirements. We appreciate your understanding.

Updated on 25 September 2026

Core subjects of Creative Marketing major