

APM 2023 Curriculum CAM																
Subject Field	Subject Code	Subject Name	Level	LG1. Business Ethics & Social Responsibility			LG2.Key Management Knowledge and Skills				LG3.Multiculturalism, Diversity and Inclusion			LG4.Global Perspectives		
				LoB1a. To understand the principles of business ethics and social responsibility.	LoB1b. To demonstrate ability to make professional decisions by applying the principles of business ethics and social responsibility.	LoB1c. To analyze ethical problems and propose practical solutions.	LoB2a. To demonstrate an understanding of key functional business and management concepts.	LoB2b. To demonstrate a professional level of communication proficiency in writing, oral presentation, and negotiation.	LoB2c. To apply appropriate analytical tools (qualitative and/or quantitative) to examine business problems.	LoB2d. To apply critical thinking and creativity in diagnosing problems and generating strategic and sustainable solutions.	LoB3a. To demonstrate understanding and recognition of the importance of diversity and inclusion.	LoB3b. To collaborate and communicate effectively in a multicultural team environment.	LoB3c. To demonstrate competency in at least one second language for cross-cultural understanding and competence.	LoB4a. To demonstrate a global outlook and understand today's business in Asia Pacific and the world.	LoB4b. To illustrate environmental, social, governance, and economic forces that shape business in Asia Pacific.	LoB4c. To analyze business opportunities and challenges from a global perspective.
Required Common Liberal Arts Subjects	027003	Statistics	100				I		I&A (Quantitative)							
	020031	Introduction to Economics	100				I							I	I	I
	028011	Fundamental Mathematics	100				I		I							
	028111	Advanced Mathematics	200				R		R							
Required APM Major Education Subjects	030566	Introduction to Management	100	I			I	I	I	I		I		I	I	I
	030571	Accounting I	100		I		I&A		I	I				I		I
	037213	Introduction to Marketing	100	I	I	I	I&A	I	I&A (Qualitative)	I		I		I	I	I
	030600	Finance	100				I&A	I	I	I				I	I	I
	038404	Organizational Behavior	200	R	R	R	R&A	R	R	R	I	R		R	R	R
	038201	Production and Operations Management	200	R	R	R	R&A		R	R		R		R		R
	033011	Legal Strategy in Business	200	R	R&A	R	R	R	R	R	R	R		R	R	R
	038211	Business Ethics and Social Responsibility	300	M&A	M	M&A	M	M	M	M	M	M		M	M	M
APM Common	037210	Global Management (Capstone)	400	M	M	M	M	M	M	M&A	M&A	M&A	M	M	M	M&A
	038207	Business Data Analytics	200	R	R		R	R	R	R		R				
	037218	APM Field Study	200							R	R	R		R	R	R
	030673	Microeconomics	200	R	R	R	R	R	R	R	R	R		R	R	R
	030674	Macroeconomics	200	R	R	R	R	R	R	R	R	R		R	R	R
	038208	Research Design and Method	200					R&A (Writing)	R	R						
	037249	Business Internship	200				R	R	R	R	R	R		R	R	R
	037250	Business Internship	200				R	R	R	R	R	R		R	R	R
	031080	Special Lecture (Management)	200				R									
	037208	Business Case Analysis & Communication	300	M	M	M	M	M&A (Presentation)	M	M&A	M	M		M	M	M
	037216	Management Information Systems	300						M	M				M&A	M	
	030675	Asian Economy	300				M	M	M	M	M	M		M	M	M
	032081	International Economics	300				M				M	M		M	M	M
APM Major Education Subjects Accounting and Finance (AF)	030572	Accounting II	200		R		R	R	R	R		R		R	R	R
	030701	Financial AccountingI	200				R		R							
	030702	Financial AccountingII	200				R		R							
	030611	Cost Accounting	200				R	R	R	R		R				
	030602	Corporate Finance	200	R			R		R			R				
	038219	Managerial Accounting	300	M	M	M	M	M	M&A (Quantitative)	M	M	M		M	M	M
	030714	Advanced Accounting	300				M&A		M							
	030861	International Accounting	300				M	M	M	M	M	M		M	M&A	M
	030715	Auditing	300	M	M	M	M	M	M	M		M		M	M	M
	038220	Taxation	300	M			M		M	M				M		M
	030716	Financial Market and Institutions	300	M	M	M	M	M	M	M	M			M	M	M
	030820	International Finance	300				M&A		M	M				M		M
	038223	Investment Analysis and Portfolio Management	300	M	M	M	M	M	M	M				M	M	M
	038222	Financial Derivatives	300						M&A (Quantitative)			M			M	
	038221	Finance and Technology	300				M		M	M						M
	037202	Special Lecture in Accounting	300				M									
	037203	Special Lecture in Finance	300				M									
	038405	Revenue Management	300				M									
APM Major Education Subjects Strategic Marketing (M)	038203	Digital Marketing	200				R	R&A (Presentation)	R	R		R		R	R	R
	030750	Marketing Research	200	R	R		R	R	R	R		R		R		R
	030760	Consumer Behavior	200	R	R	R	R	R	R	R	R	R		R	R	R
	037212	Product Development	200	R	R		R	R	R	R		R		R		R
	033023	Promotion and Sales Management	200	R	R		R	R	R	R		R		R		R
	033018	Supply Chain Management	200				R	R	R	R				R	R	R
	038202	Pricing Strategy	200		R		R	R&A (Negotiation)	R	R		R		R		
	033027	Service Management	300	M	M		M	M	M	M	M	M		M	M	M
	030870	International Marketing	300	M	M		M&A	M	M	M		M		M	M	M
	038213	Brand Management in the Digital World	300				M	M	M	M		M		M		M
	037204	Special Lecture in Marketing	300				M									
	038351	Destination Marketing	300				M									
	038403	New Technologies and Future Society	200													R
APM Major Education Subjects Strategic Management & Organization (SML)	033030	Strategic Management	200	R	R	R	R	R	R&A (Qualitative)	R	R	R		R&A	R	R
	030892	International Transactions	200				R							R	R&A	R
	033029	Family Business Management	200	R	R		R	R	R							
	033026	International Logistics	300	M	M	M	M	M	M	M	M	M		M	M	M
	038216	Responsible Leadership in Business	300	M	M		M		M	M	M&A	M		M	M	
	037301	Advanced Organizational Behavior	300	M	M	M	M&A	M	M	M	M	M		M	M	
	038215	Human Resource Management	300		M	M	M			M	M	M				M
	038217	Special Lecture in Strategic Management & Leadership	300				M									
	037126	Strategic Decision Making	300							M						
	038406	Sustainable Business	300							M						

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APM Major Education Subjects Entrepreneurship & Operations Management (EOM)	033019	Entrepreneurship	200	R			R	R	R			R				R
	038205	Social Entrepreneurship and Change Maker	200				R	R	R	R		R		R	R	R
	038206	Venture Entrepreneurship	200		R		R	R	R	R	R	R		R	R	R
	038204	Design Thinking and Innovation	200	R	R		R	R	R	R	R	R				R
	030721	Technology Management	300				M	M	M			M		M	M	M
	038212	Strategic Project Management	300				M	M	M	M	M	M				
	030740	Operations Research	300				M	M	M	M						
	038226	Advanced Venture Entrepreneurship	300		M		M&A	M&A (Negotiation)	M	M	M	M		M	M	M
	038225	Managing Innovation	300		M	M	M	M		M		M				M
	038214	Managing Digital Business Transformation	300	M	M		M	M	M	M	M	M		M	M	M
	038228	Special Lecture in Operations Management	300				M									
	038227	Special Lecture in Entrepreneurship	300				M									
	038338	System Modelling and Analysis	200						R							
Seminar Subject	038218	Major Seminar in MM (Marketing and Strategic Management and Leadership)	300				M	M	M	M		M				M
	038224	Major Seminar in AF (Accounting and Finance)	300				M	M	M	M		M				M
	038229	Major Seminar in EOM (Entrepreneurship and Operations Management)	300				M	M	M	M		M				M
	038231	Advanced Seminar in MM (Marketing and Strategic Management and Leadership)	400				M	M	M	M						
	038234	Advanced Seminar in AF (Accounting and Finance)	400				M	M	M	M						
	038237	Advanced Seminar in EOM (Entrepreneurship and Operations Management)	400				M	M	M	M						
	038232	Undergraduate Project in MM (Marketing and Strategic Management and Leadership)	400				M	M	M	M&A						
	038235	Undergraduate Project in AF (Accounting and Finance)	400				M	M	M	M&A						
	038238	Undergraduate Project in EOM (Entrepreneurship and Operations Management)	400				M	M	M	M&A						
	038233	Undergraduate Thesis MM (Marketing and Strategic Management and Leadership)	400				M	M&A (Writing)	M	M						
	038236	Undergraduate Thesis AF (Accounting and Finance)	400				M	M&A (Writing)	M	M						
	038239	Undergraduate Thesis EOM (Entrepreneurship and Operations Management)	400				M	M&A (Writing)	M	M						

- IRMA model of learning:**
- “I” indicates where students are introduced to the LO
  - “R” indicates where the LO is reinforced and students have opportunities to practice on that LO
  - “M” indicates where students are given opportunities to deepen and mastery their learning and demonstrate their achievement of LO
  - “A” indicates where evidence is planned to be collected and evaluated for program-level assessment