### BBA Global Business Systems Management "4 minus1" Structure for the 2011/2012 Intake

<table>
<thead>
<tr>
<th>Yr/Sem</th>
<th>Course</th>
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<tbody>
<tr>
<td>1A</td>
<td>CB2100 Accounting I</td>
<td>CB2300 Management</td>
<td>CB2400 Economics I</td>
<td>GE (Note 2)</td>
<td>GE1401 University English (Note 1)</td>
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<tr>
<td>1B</td>
<td>CB2201 Quantitative Methods</td>
<td>CB2500 Information Management</td>
<td>CB2601 Marketing</td>
<td>CB3410 Financial Management</td>
<td>GE2402 English for Business Communication (Note 1)</td>
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<tr>
<td>2A</td>
<td>CB2505 E-Business</td>
<td>MGT4228 International Business and Trade Organisations</td>
<td>IS4246 Digital Marketing and Customer Relationship Management</td>
<td>Group A Elective 1</td>
<td>Group A Elective 1</td>
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<tr>
<td>2B</td>
<td>IS2502 Social Media and Social Networks</td>
<td>Group A Elective 2</td>
<td>Group A Elective 3</td>
<td>Group A Elective 4</td>
<td>Group B Elective 2</td>
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<tr>
<td>3A</td>
<td>IS4532 Outsourcing and Project Management</td>
<td>IS4940 Innovation and Technology Entrepreneurship</td>
<td>Group B Elective 3</td>
<td>GE (Note 2)</td>
<td>GE (Note 2)</td>
<td>GE1501 Chinese Civilisation – History and Philosophy</td>
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<td>4A</td>
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<td>4B</td>
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**Minimum Credits Required:**
- GE - 4 courses (12 CU)
- GE English - 2 courses (6 CU)
- GE1501 - 1 course (3 CU)
- College Core - 9 courses (27 CU)
- Major - 15 courses (45 CU)
- Minor/Electives (see Note 3) - 4-5 courses (12-15 CU)
- Total: 31 courses (93 CU)

**Note**
1. Students admitted with weaker English will be required to take the following **EL course** on top of the 2 GE English courses.
   - **EL0200 English for Academic Purposes (6 CU, 2 semesters)**
2. For **GE courses**, take at least 3 credits from each of the 3 areas:
   - Area 1: Arts and Humanities
   - Area 2: Study of Societies, Social and Business Organizations
   - Area 3: Science and Technology
3. Minor/Electives is an **optional** requirement. Students who take a minor or additional electives will have a higher total credit no.
GBSM Major - 15 Courses (Total 45 CU)

1. GBSM Core Courses (7 Courses) (21 CU)

Students are required to take the following courses:
GBSM Core 1  IS2502 Social Media and Social Networks (Offering in Sem B)
GBSM Core 2  IS4246 Digital Marketing and Customer Relationship Management (Offering in Sem A)
GBSM Core 3  IS4532 Outsourcing and Project Management (Offering in Sem A)
GBSM Core 4  IS4650 Global Business Systems Consulting Methodology
GBSM Core 5  LW2903 Business & Law
GBSM Core 6  MGT4228 International Business and Trade Organisations
GBSM Core 7  IS4940 Innovation and Technology Entrepreneurship

2. Elective Courses (A) (4 Courses) (12 CU)

Students are required to take four courses from the following:
(Students may also choose other IS courses subject to programme leader’s approval)

AC3202 Corporate Accounting I (Offered in Sem A & B)
AC3252 Accounting and Taxation Systems in the Chinese Mainland
AC4302 Financial Statement Analysis (Offered in Sem B)
EF3331 Asia-Pacific Capital Markets
MGT3302 Interactive Skills Workshop for Business
MKT3600 China Business Workshop
GE2202 Globalization and Business
LW4620 International Trade Regulation
MGT4221 International Management

3. Elective Courses (B) (4 Courses) (12 CU)

Students are required to take four courses from the following:
(Students may also choose other IS courses subject to programme leader’s approval)

IS3000 Management of Global Work Teams and Virtual Organizations
IS3331 Data Management
IS3430 Systems Analysis and Design
IS4240 Global Business Systems Management Internship
IS4537 Information Systems Audit
IS4538 Online Services Management
IS4546 Social, Legal and Ethical Issues of the Internet
IS4632 IS Strategy and Tactical Management
IS4636 Business Process Management
IS4823 Knowledge Management for Global Business
IS4834 Business Intelligence and Analytics