## BBA Global Business Systems Management "4 minus 1" Structure for the 2012/2013 Intake

<table>
<thead>
<tr>
<th>Yr/Sem</th>
<th>1A</th>
<th>1B</th>
<th>2A</th>
<th>2B</th>
<th>3A</th>
<th>3B</th>
<th>4A</th>
<th>4B</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>CB2100 Accounting I</td>
<td>CB2300 Management</td>
<td>CB2400 Economics I</td>
<td>GE (Note 2)</td>
<td>GE2402 English for Business Communication (Note 1)</td>
<td>CHIN1001 University Chinese I (Note 3)</td>
<td></td>
<td>Offer Year</td>
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<tr>
<td></td>
<td>CB2201 Quantitative Methods</td>
<td>CB2500 Information Management</td>
<td>CB2601 Marketing</td>
<td>CB3410 Financial Management</td>
<td>GE1401 University English (Note 1)</td>
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<td>2012</td>
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<tr>
<td></td>
<td>CB2505 E-Business</td>
<td>MGT4227 International Business</td>
<td>IS4246 Digital Marketing</td>
<td>Group A Elective 1</td>
<td>Group B Elective 1</td>
<td></td>
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<td>2013</td>
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<tr>
<td></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>
<td></td>
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<td>2014</td>
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<tr>
<td></td>
<td>IS4532 IS 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>CB4303 Strategy and Policy</td>
<td>Group B Elective 4</td>
<td>LW2903 Business and Law</td>
<td>IS4650 Global Business Systems Consulting</td>
<td>GE (Note 2)</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 4) - 4-5 courses (12-15 CU)

**Total: 31 courses (93 CU)**

**Note**

(1) **English Requirements**
- First-year intake students who enter with Level 3 in HKDSE English or equivalent are required to take the following EL course on top of the 2 required English courses, i.e. GE1401 University English and GE2402 English for Business Communication.
- **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) **Chinese Requirements**
- a. First-year intake students with Level 3 or below in HKDSE Chinese OR Grade E or below in HKALE AS in Chin. Lang. & Culture are required to take CHIN1001 University Chinese I. This course will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of CGPA.
- b. First-year intake students with Level 4 or above in HKDSE Chinese OR Grade D or above in HKALE AS in Chin. Lang. & Culture are NOT required to take CHIN1001.
- c. First-year intake students other than (a) and (b), including mainland and non-local students are NOT required to take CHIN1001.

(4) 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
GBSM Core 2  + IS4246 Digital Marketing
GBSM Core 3  + IS4532 IS Project Management
GBSM Core 4  + IS4650 Global Business Systems Consulting
GBSM Core 5  LW2903 Business & Law
GBSM Core 6  ▲ MGT4227 International Business
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
AC3252 Accounting and Taxation Systems in the Chinese Mainland
EF3331 Asia-Pacific Capital Markets and Standards of Practice
MGT3302 Interactive Skills Workshop for Business
MKT3600 China Business Workshop
GE2202 Globalization and Business
LW4620 International Trade Regulation

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 Teams and Virtual Organizations
▲ IS3331 Data Management
▲ IS4340 Systems Analysis and Design
▲ IS4537 Information Systems Audit
▲ IS4538 Online Services Management
▲ IS4546 Social, Legal and Ethical Issues of the Internet
▲ IS4632 Business Models and Information Systems Strategies
▲ IS4636 Business Process Management
▲ IS4823 Global Business Knowledge Management
▲ IS4834 Business Intelligence and Analytics

▲ Pending for approval on revised syllabus content  + Pending for approval on revised course title and syllabus content