### BBA Global Business Systems Management "4 minus 1" Structure for the 2013/2014 Intake

<table>
<thead>
<tr>
<th>Yr/Sem</th>
<th>CB2100 Accounting I</th>
<th>CB2300 Management</th>
<th>CB2400 Economics I</th>
<th>GE (Note 2)</th>
<th>GE2402 English for Business Communication (Note 1)</th>
<th>CHIN1001 University Chinese I (Note 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1B</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>
<td>CTL2961 Chinese Communication Skills for Business</td>
</tr>
<tr>
<td>2A</td>
<td>CB2505 E-Business</td>
<td>MGT4227 International Business</td>
<td>Group A Elective 1</td>
<td>Group B Elective 1</td>
<td>IS4935 Exchange Experience Assessment</td>
<td></td>
</tr>
<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></td>
<td></td>
</tr>
<tr>
<td>3A</td>
<td>IS4532 Outsourcing and Project Management</td>
<td>Group B Elective 2</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>
</tr>
<tr>
<td>4A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Minimum Credits Required

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE - 4 courses (12 CU)</td>
<td></td>
</tr>
<tr>
<td>GE English - 2 courses (6 CU)</td>
<td></td>
</tr>
<tr>
<td>GE1501 - 1 course (3 CU)</td>
<td></td>
</tr>
<tr>
<td>College Core - 9 courses (27 CU)</td>
<td></td>
</tr>
<tr>
<td>Major - 15 courses (45 CU)</td>
<td></td>
</tr>
<tr>
<td>Minor/Electives (see Note 4) - 4-5 courses (12-15 CU)</td>
<td></td>
</tr>
</tbody>
</table>

**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**
   - 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.
   - 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.
   - 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**: IS4532 Outsourcing and Project Management
- **GBSM Core 3**: IS4650 Global Business Systems Consulting Methodology
- **GBSM Core 4**: LW2903 Business & Law
- **GBSM Core 5**: MGT4227 International Business
- **GBSM Core 6**: IS4935 Exchange Experience Assessment
- **GBSM Core 7**: CTL2961 Chinese Communication Skills for Business

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

Students are required to take four courses from the following:

- AC3202 Corporate Accounting I
- AC3252 Accounting and Taxation Systems in the Chinese Mainland
- EF3331 Asia-Pacific Capital Markets and Standards of Practice
- GE2202 Globalization and Business
- LW4620 International Trade Regulation
- MGT3302 Interactive Skills Workshop for Business
- MKT3600 China Business Workshop

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

Students are required to take four courses from the following:

- IS3000 Management of Global Work Teams and Virtual Organizations
- IS3331 Data Management
- IS3430 Systems Analysis and Design
- IS4032 Mobile Application for Business Innovation
- IS4238/ IS4239 Internship I / II
- IS4246 Digital Marketing and Customer Relationship Management
- IS4435 Governance and Regulatory Compliance for Financial Information Systems
- IS4537 Information Systems Audit
- IS4538 Online Services Management
- IS4546 Social, Legal and Ethical Issues of the Internet
- IS4632 Information Systems Strategy and Tactical Management
- IS4636 Business Process Management
- IS4822 Analytics for Financial Services
- IS4823 Knowledge Management for Global Business
- IS4834 Business Intelligence and Analytics
- IS4835 Information Management for Financial Services
- IS4837 Delivery Systems for Financial Services
- IS4937 / IS4938 Information Management Consulting Project I / II
- IS4940 Innovation and Technology Entrepreneurship

+ Subject to fulfilling pre-requisite requirements