

**BBA (Hons) in Global Business Systems Management — 4-Year Suggested Study Plan for the 2013/2014 Intake**  
**Effective from Catalogue Term: Sem A 2014/15**

Yr/Sem							Offer Year
1A	CB2201 Quantitative Methods	CB2601 Marketing *	CB2400 Economics I	GE1401 University English (Note 1)	GE (Note 2)	CHIN1001 University Chinese I (Note 3)	2013
1B	CB2100 Accounting I	CB2300 Management *	CB2500 Information Management	GE2402 English for Business Communication (Note 1)	GE (Note 2)		
2A **	CB3410 Financial Management	CB2505 E-Business	GE (Note 2)	GE1501 Chinese Civilization – History and Philosophy	GE (Note 2)		2014
2B	IS2502 Social Media and Social Networks	LW2903 Business and Law	Group A Elective 1	CAH2961 Chinese Communication Skills for Business	Minor 1 / Elective 1 (Note 4)		
3A	Group A Elective 2	Group B Elective 1	Group B Elective 2	Minor 2 / Elective 2 (Note 4)	Free Elective (Note 4)		2015
3B	Group A Elective 3	Group A Elective 4	Group B Elective 3	Minor 3 / Elective 3 (Note 4)			
4A	IS4532 Project Management and Outsourcing	MGT4227 International Business	GE (Note 2)	GE (Note 2)	Minor 4 / Elective 4 (Note 4)	IS4940 Innovation and Technology Entrepreneurship	2016
4B	CB4303 Strategy and Policy	IS4650 Global Business Technology Consulting	Group B Elective 4	GE (Note 2)	Minor 5 / Elective 5 (Note 4)		

Minimum Credits Required

GE - 7 courses (21 CU)  
 GE English - 2 courses (6 CU)

GE1501 - 1 course (3 CU)  
 College Core - 9 courses (27 CU)

Major - 15 courses (45 CU)

Free Elective - 1 course (3 CU)

Minor/Electives - 5 courses (15 CU)

**Min. Total: 40 courses (120 CU)**

**Max. Allowable: 48 courses (144 CU)**

\* **Students will EITHER take CB2601 in Semester A and CB2300 in Semester B OR CB2300 in Semester A and CB2601 in Semester B.**

\*\* **Courses in Year 2 will be under review and subject to further changes**

Note1. **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**, enroll **at least one course (3 CU)** 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. Students who do not choose a minor are required to take **Free Electives**.

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 Project Management and Outsourcing
GBSM Core 3	IS4650 Global Business Technology Consulting
GBSM Core 4	LW2903 Business & Law
GBSM Core 5	MGT4227 International Business
GBSM Core 6	IS4940 Innovation and Technology Entrepreneurship
GBSM Core 7	CAH2961 Chinese Communication Skills for Business

**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 major 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
- + 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:

(Students may also choose other IS courses subject to major leader's approval)

- IS3000 Management of Global Technology Business Services
- IS3331 Data Management
- IS3430 Systems Analysis and Design
- IS4032 Mobile Apps
- IS4238 Internship I
- IS4239 Internship 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 Global Business Systems Strategy and Tactical Management
- IS4636 Business Process and Service 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 Information Management Consulting Project I
- + IS4938 Information Management Consulting Project II

+ Subject to fulfilling pre-requisite requirements