

**Information Management with BI, ISSN and ISA Streams — 4-Year Suggested Study Plan  
for Normative 4-Year Students of Catalogue Term of Sem A 2017/18 and Thereafter**

Yr/Sem						Offer Year
1A	Either Sem A / B CB2201 Operations Management	Either Sem A / B CB2400 Micro-Economics	Either Sem A / B CB2500 Information Management (I)	GE (Note 4)	GE1401 University English or EAP (Note 1)	2017
1B	Either Sem A / B CB2100 Introduction to Financial Accounting	Either Sem A / B CB2300 Management	Either Sem A / B CB2601 Marketing	GE (Note 4)	GE2402 English for Business Communication or EAP (Note 1)	
2A	CB2402 Macro-Economics (Note 6)	IS3230 Information Systems Construction (I)	IS3331 Database Management (I)	CB2101 Introduction to Managerial Accounting (Note 6)	CB2200 Business Statistics (Note 6)	2018
2B	IS2505 E-Business	CB3410 Financial Management	IS3430 Systems Analysis and Design (I)	College Elective (Note 7)	Minor 1 / Elective 1 (Note 5)	
3A	Stream in BI IS4834 Business Intelligence and Analytics	Stream in BI IS3100 Techniques for Big Data	GE1501 Chinese Civilization – History and Philosophy	College Elective (Note 7)	Minor 2 / Elective 2 (Note 5)	2019
	Stream in ISSN IS Elective 1 (Note 3)	Stream in ISSN IS Elective 2 (Note 3)				
	Stream in ISA IS4435 Governance & Regulatory Compliance for Financial Information Systems (I)	Stream in ISA IS3501 Cybersecurity for Business (I)				
3B	Stream in BI & ISA IS Elective 1 (Note 3)	GE (Note 4)	GE (Note 4)	Stream in BI & ISA College Elective (Note 7)	Minor 3 / Elective 3 (Note 5)	2020
	Stream in ISSN IS2502 Social Media and Social Networks			Stream in ISSN IS4246 Digital Marketing and Customer Relationship Management		
4A	IS4532 Project Management and Outsourcing (I)	Stream in BI & ISA IS Elective 2 (Note 3)	Free Elective (Note 8)	Stream in BI IS4861 Advanced Business Intelligence and Analytics	Minor 4 / Elective 4 (Note 5)	2020
		Stream in ISSN IS4340 Search Engine Optimization		Stream in ISSN College Elective (Note 7)		
		Stream in ISA IS4537 Information Systems Audit (I)		Stream in ISA IS Elective 3 (Note 3)		
4B	CB4303 Strategy & Policy	Stream in BI IS4335 Data Visualization	Stream in BI & ISSN IS Elective 3 (Note 3)	College Elective (Note 7)	Minor 5 / Elective 5 (Note 5)	2020
		Stream in ISA IS4537 Information Systems Audit (I)				

**Minimum Credits Required (Credit Units)\***

GE: 4 GE courses (12 CU) +  
3 College Electives (9 CU)  
GE English - 2 courses (6 CU)  
GE1501 - 1 course (3 CU)  
College: 8 College Core (24 CU) + 1 College Elective (3 CU)  
Major: 12 IFMG Major courses (36 CU) +  
3 College required courses (9 CU) (Note 6)  
Free Elective - 1 course (3 CU)  
Electives/Minor - 5 courses (15 CU)

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

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

\* CU = Credit Units

**Streams**

BI - Business Intelligence  
ISSN - Internet Services and Social Networks  
ISA - Information Systems Auditing

*(I): ISACA Model Curriculum related courses*

IS Department reserves the right to make adjustments to the course offering pattern whenever appropriate. Programme structure, course codes and course titles are subject to continuous review and changes without prior notice.

**Note**

**1. English Language Requirements**

Students admitted with HKDSE English Level 3 or equivalent are required to complete two 3-credit EAP courses, EL0200A English for Academic Purposes 1 and EL0200B English for Academic Purposes 2, prior to taking the 2 GE English courses (GE1401 University English and GE2402 English for Business Communication).  
*Note: Students who demonstrate that they have achieved a grade B or above in their overall course results for EL0200A will achieve 3 credits and also be considered to have satisfied the pre-requisite for entry to the GE English courses without needing to take EL0200B.*

**2. Chinese Language 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. However, they will be counted towards the maximum credit units permitted.
  - (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.
3. Students will select 3 courses out of the IS electives pool or any other IS courses as approved by the Major Leader.

**4. Gateway Education Course Distributional Requirements**

Take **at least one course (3 CU)** from each of the areas below:

- Area 1: Arts and Humanities
- Area 2: Study of Societies, Social and Business Organizations
- Area 3: Science and Technology

5. Students who do not choose a minor are required to take Elective courses.

6. Students are required to take 3 College required courses.

IS Electives (Credit Units)		+ Subject to fulfilling pre-requisite requirements
IS2239 Data Structure and Algorithms (3)		IS4636 Business Process and Service Management (3)
IS4032 Mobile Apps (3)		IS4730+ Marketing Analytics (3)
IS4034 Information Products and Services Design (3)		IS4835 Information Management for Financial Services (3)
IS4130+ Multi-Channel Information Management Technologies (3)		IS4837 Delivery Systems for Financial Services (3) (I)
IS4133 Cloud Services and Big Data Analytics (3)		IS4860+ Business Intelligence for Marketing (3)
IS4238 / IS4239 Internship I / II (3)		IS4931+ Information Management Development Project (6)
IS4333 Human-Computer Interaction for Business (3)		IS4937+ / IS4938+ Information Management Consulting Project I / II (3)
IS4546 Social, Legal and Ethical Issues of the Internet (3)		CB3800 Business Practice Internship (3)

7. Students are required to take **4 courses (12 CU)** from the College elective list: **3 college elective courses (9 CU)** are to fulfill the GE requirements in form of College-specified courses; and **1 college elective course (3 CU)** is to fulfill the College requirement.  
Area 1: Mathematics and Modeling  
Area 2: Programming and Technology  
Area 3: Law and Communications  
Area 4: Business

**8. Free Elective Requirements**

The remaining credits are to fulfill the credit requirement for graduation, if so required.