

**BBAIM "4 minus 1" Structure with BI and ISSN Streams**

| Yr/Sem |  |  |   |  |  |  | Offer Year           |
|--------|--|--|---|--|--|--|----------------------|
| 1A     | CB2100<br>Accounting I                                       | CB2300<br>Management   | CB2400<br>Economics I   | GE<br>(Note 2)   | GE2402<br>English for Business Communication<br>(Note 1) | CHIN1001<br>University Chinese I<br>(Note 6) | 2012<br>2013<br>2014 |
| 1B     | CB2201<br>Quantitative Methods                               | CB2500<br>Information Management ▲   | CB2601<br>Marketing   | CB3410<br>Financial Management   | GE1401<br>University English<br>(Note 1)                 | GE<br>(Note 2)                               |                      |
| 2A     | CB2505<br>E-Business   | IS4246<br>Digital Marketing †  | Stream in BI<br>IS4822 Analytics for Financial Services ▲<br><br>Stream in ISSN<br>IS4333 Human-Computer Interaction for Business † | Stream in BI<br>IS4435 Governance and Regulatory Compliance for Financial Information Systems ▲<br><br>Stream in ISSN<br>IS4034 Information Products and Services Design ▲ | GE<br>(Note 2)   |  | 2013<br>2014<br>2015 |
| 2B     | IS2502<br>Social Media and Social Networks ▲                 | IS3331<br>Data Management ▲  | IS3430<br>Systems Analysis and Design ▲   | GE1501<br>Chinese Civilisation – History and Philosophy  | GE<br>(Note 2)   |  |                      |
| 3A     | IS3230<br>Application Development for Business †<br>(Note 5) | IS4532<br>IS Project Management †  | Stream in BI<br>IS4837 Delivery Systems for Financial Services ▲<br><br>Stream in ISSN<br>IS4538 Online Services Management ▲       | IS Elective 1<br>(Note 4)  | IS Elective 2<br>(Note 4)                                |  | 2014<br>2015<br>2016 |
| 3B     | CB4303<br>Strategy & Policy                                  | Stream in BI<br>IS4537 Information Systems Audit ▲<br><br>Stream in ISSN<br>IS4030 Website Design for Business † | IS4834<br>Business Intelligence and Analytics ▲   | IS4835<br>Financial Information Management †   | IS Elective 3<br>(Note 4)                                |  |                      |
| 4A     |  |  |   |  |  |  |                      |
| 4B     |  |  |   |  |  |  |                      |

**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)

**Min. Total: 31 courses (93 CU)**  
**Max. Allowable: 38 courses (114 CU)**

**Streams**

BI - Business Intelligence  
 ISSN - Internet Services and Social Networks

**IS Electives**

- ♣ IS3501 Privacy and Security of Information Systems (3)
- ▲ IS4032 Mobile Application for Business Innovation (3)
- † IS4130+ Multi-Channel e-Marketing (3)
- ▲ IS4133 Business Data Communications (3)
- ▲ IS4237 Social Software for Business (3)
- ▲ IS4238/IS4239 Internship I / II (3)
- ▲ IS4543 Risk Management and Information Systems Control (3)
- ▲ IS4546 Social, Legal and Ethical Issues of the Internet (3)
- ▲ IS4636 Business Process Management (3)
- ▲ IS4730+ Marketing Analytics in the Digital Age (3)
- ▲ IS4860+ Business Analytics for Marketing (3)
- ▲ IS4931+ Information Management Development Project (6)
- ▲ IS4937+/IS4938+ Information Management Consulting Project I / II (3)
- CB3800 Business Practice Internship (3)
- CTL2961 Chinese Communication Skills for Business (3)

**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**, enroll 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 enrol a minor or additional electives will accumulate more credit units.

(4) Students will select 3 courses out of the given IS electives or any other IS courses as approved by the programme leader.

(5) IS3230 is recommended to replace IS3232, applicable to students admitted in 2011 and thereafter with advanced standing status.

(6) **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.

**Credits Exempted**

GE - 3 courses (9 CU)  
 Minor/Electives - 5 courses (15 CU)  
 Chinese - 1 course (3 CU)

▲ Pending for approval on revised syllabus content  
 ♣ Pending for approval on revised course title

† Pending for approval on revised course title and syllabus content  
 † Subject to fulfilling pre-requisite requirements