

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

Yr/Sem							Offer Year
1A	CB2100 Accounting I	CB2300 Management	CB2400 Economics I	GE (Note 2)	GE2402 English for Business Communication (Note 1)	CHIN1001 University Chinese I (Note 6)	2012 2013 2014
1B	CB2201 Quantitative Methods	CB2500 Information Management	CB2601 Marketing	CB3410 Financial Management	GE1401 University English (Note 1)	GE (Note 2)	
2A	CB2505 E-Business	IS4246 Digital Marketing and Customer Relationship Management	<u>Stream in BI</u> IS4822 Analytics for Financial Services <u>Stream in ISSN</u> IS4333 User Interface Design, Prototyping and Evaluation	<u>Stream in BI</u> IS4435 Governance and Regulatory Compliance for Financial Information Systems <u>Stream in ISSN</u> IS4034 Information Products and Services Design	GE (Note 2)		2013 2014 2015
2B	IS2502 Social Media and Social Networks	IS3331 Data Management	IS3430 Systems Analysis and Design	GE1501 Chinese Civilisation – History and Philosophy	GE (Note 2)		
3A	IS3230 Information Systems Construction (Note 5)	IS4532 Outsourcing and Project Management	<u>Stream in BI</u> IS4837 Delivery Systems for Financial Services <u>Stream in ISSN</u> IS4538 Online Services Management	IS Elective 1 (Note 4)	IS Elective 2 (Note 4)		2014 2016
3B	CB4303 Strategy & Policy	<u>Stream in BI</u> IS4537 Information Systems Audit <u>Stream in ISSN</u> IS4030 Website Design for e-Commerce	IS4834 Business Intelligence and Analytics	IS4835 Information Management for Financial Services	IS Elective 3 (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 Information Systems Security (3)
 IS4032 Mobile Application for Business Innovation (3)
 IS4130+ Multi-Channel Information Management Technologies (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)

+ Subject to fulfilling pre-requisite requirements