

**BBA (Hons) in Information Management with BI and ISSN Streams — "4 minus2" Suggested Study Plan for Senior Yr Intake Admitted to Yr 3 in 2014/15**  
 Effective from Catalogue Term: Sem A 2014/15

Yr/Sem							Offer Year
1A	CB2100 Accounting 1	CB2300 Management	CB2400 Economics I	ENGL (1)	GE	Chinese (2)	Original Structure
1B	GE	CB2601 Marketing	CB2201 Quantitative Methods	ENGL (1)	GE		
2A	CB3410 Financial Management	CB2605 E-Business	CB2500 Information Management (0)	CCIV	GE		
2B	Major A1	Major A2	Major A3	Minor	Major A4		
3A	IS Elective 1 (Note 4)	IS2505 E-Business	CB2200 Business Statistics (Note 6)	Stream in BI IS4835 Information Management for Financial Services Stream in ISSN IS4333 Human-Computer Interaction for Business	IS3331 Data Management (0)	College Elective (Note 5)	2014 2015
3B	CB2402 Macro-Economics (Note 6)	IS3430 Systems Analysis and Design (0)	Stream in BI IS4837 Delivery Systems for Financial Services (0) Stream in ISSN IS4246 Digital Marketing and Customer Relationship Management	Stream in BI IS4636 Business Process and Service Management Stream in ISSN IS4538 Online Services Management	GE2402 English for Business Communication (Note 1)	College Elective (Note 5)	
4A	GE (Note 3)	IS3230 Information Systems Construction (0)	IS4532 Project Management and Outsourcing (0)	Stream in BI IS4834 Business Intelligence and Analytics Stream in ISSN IS4034 Information Products and Services Design	Either A / B CHIN1001 University Chinese I (Note 2)		2015 2016
4B	CB4303 Strategy & Policy	CB2101 Introduction to Managerial Accounting (Note 6)	IS Elective 2 (Note 4)	IS Elective 3 (Note 4)	College Elective (Note 5)		

**Minimum Credits Required**

GE: 1 GE course (3 CU) +  
 2 College Electives (6 CU)  
 GE English: 1 course (3 CU)  
 College: 1 College Core (3 CU) + 1 College Elective (3 CU)  
 Major: 12 IFMG Major courses (36 CU) +  
 3 College required courses (9 CU) (Note 6)

**Min. Total: 21 courses (63 CU)**

**Max. Allowable: 28 courses (84 CU)**

\* CU = Credit Units

**Note**

- Only required to take GE2402 English for Business Communication. Block credit exemption will include GE1401 University English.
- May be required to make up for the university Chinese requirement.
- Advanced Standing II students are not allowed to take GE courses offered by their own academic unit.  
**Gateway Education Course Distributional Requirements**  
 Take 1 course (3 CU) from the three areas below:  
 Area 1: Arts and Humanities  
 Area 2: Study of Societies, Social and Business Organizations  
 Area 3: Science and Technology
- Students will select 3 courses out of the IS electives on the right or any other IS courses as approved by the major leader.
- Students are required to take 3 courses (9 CU) from the College elective list: 2 college elective courses (6 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  
 Area 4: Business and Communications
- Students are required to take 3 College required courses.

**Credits Exempted**

GE: 3 GE courses (9 CU) + 1 College Elective (3 CU)  
 GE English: 1 course (3 CU)  
 GE1501: 1 course (3 CU)  
 College Core: 7 courses (21 CU)  
 Minor/Electives: 5 courses (15 CU)  
 Free Elective: 1 course (3 CU)

**Streams**

BI - Business Intelligence  
 ISSN - Internet Services and Social Networks

**IS Electives**

+ Subject to fulfilling pre-requisite requirements  
 IS2502 Social Media and Social Networks (3)  
 IS3501 Privacy and Security of Information Systems (3) (0)  
 IS4032 Mobile Apps (3)  
 IS4130+ Multi-Channel Information Management Technologies (3)  
 IS4133 Cloud Services and Big Data Analytics (3)  
 IS4237 Social Network Services for Business (3)  
 IS4238 / IS4239 Internship I / II (3)  
 IS4435 Governance and Regulatory Compliance for Financial Information Systems (3) (0)  
 IS4537 Information Systems Audit (3) (0)  
 IS4543 Risk Management and Information Systems Control (3) (0)  
 IS4546 Social, Legal and Ethical Issues of the Internet (3)  
 IS4730+ Marketing Analytics (3)  
 IS4822 Analytics for Financial Services (3)  
 IS4860+ Business Intelligence 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)

(0): ISACA Model Curriculum related courses